

**Synopsis Submission in Commerce and Business
Management**

For Pursuing Ph.D. on
**“AN EMPIRICAL STUDY OF CONSUMER BEHAVIOR TOWARDS
GREEN COSMETICS IN SELECTED CITIES OF GUJARAT STATE”**

Submitted to:

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CHAPTER 1

1.INTRODUCTION

INTRODUCTION - **INDEX**

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- *History of cosmetics*
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1.1. What is COSMETICS?

The origin of the Greek word Cosmetics, “Kosmetikos” means “technique of dress and ornament”- skillful in arrangement or organisation; derived from the Greek words kosmos, which signify decorations and order. At its core, they are a combination of chemical molecules that either come from nature or are produced artificially. In a limited few nations, only cosmetics like lipstick, mascara, eye shadow, foundation, blush, and highlighter are frequently regarded as cosmetics. ^[1]

The American Food and Drug Administration defines cosmetics as substances that are "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body's structure or functions." ^[2]



<https://www.vectorstock.com/royalty-free-vector/beauty-means-and-decorative-cosmetics-collection-vector-20813711>

1.2. Origin of Cosmetics

Nearly all civilizations till date has a history of cosmetics that dates back at least 7000 years. There is a claim that cosmetic body art is the origin of human civilization. Egyptian and Greek archaeological finds provide evidence of cosmetic use of the ancient times. Their investigation and study revealed that castor oil was utilized in Egypt as a skin lotion and protective balm. Greeks also used cosmetics, whereas some women in Rome invented makeup for whitening their skin and Kohl for their eyes. [3]

EGYPT:

Kohl originated in North Africa. Fresh moringa was used to treat wrinkles, special ointment used for scars and burns. Jurors off lotion was used which contain mixture of beeswax and Resin. They also use the products on the mummies as they believed there is life after death.



MIDDLE EAST:

Cosmetics were used in Persia. During the Persian rule, kohl, a black powder was applied to the edges of eyelids for making them darker and giving them a better look. Al-Zahrawi practiced what he called the "Medicine of Beauty" employing incense, perfumes, and other fragrant materials. He saw cosmetics as a branch of medicine.



CHINA:

Since 3000 BC, when gelatin beeswax first appeared, Chinese people have been using gum to dye their fingernails. Flowers played an important role in China. The court ladies were apparently so startled that they started drawing a tiny, delicate plum blossom pattern on their own foreheads.



MONGOLIA

Women from the royal families used to paint crimson marks under their eyes and in the central part of their cheeks here, but no one knew why.



JAPAN

In Japan, a class of women known as geisha performed and danced while wearing lipstick made from the rice flour for face and back and safflower petals for painting the eyebrows.



EUROPE

In the Roman Empire, both prostitutes and opulent women frequently used cosmetics; at the time, pale makeup was fashionable; Italian women wore red lipstick to denote their social standing, while Spanish prostitutes covered up their light skin with pink cosmetics. The use of cosmetics persisted in the decades that followed, and in the 19th century Queen Victoria ruled that only performers should use the same.



THE AMERICANS & AUSTRALIA

For occasions or battles, certain Native American tribes and the Australians painted their faces.



19th CENTURY

The development of colour cosmetics, improvements to product safety, and new technologies like mirrors, photography, marketing, and electricity in private and public spaces all contributed to the establishment of the western cosmetics business in the late 1800s. Customers were discouraged from using items like face powder, rouge, lipstick, and similar ones once it was discovered that they contained hazardous substances. Zinc oxide was first used for face powder in 1866, and it quickly gained popularity.



20th CENTURY

Till the 19th century, a few of the cosmetic ingredients were very harmful and so they could not be bought in the department stores. In those days, a blotting sheet was used to whiten the cheeks in the summer and the nose in the winter. Blush was regarded to be captivating and as a woman of the night. As it was used as soap, a hair tonic, and on lips, Vaseline quickly gained popularity. Early 1900s saw the introduction of aromatic fragrances, followed by roll-on and aerosol deodorants in 1952 and 1965, respectively. Around 1910, makeup became fashionable in Europe and the United States. The Russian Ballet introduced colored cosmetics to Paris, and Max Factor built the first professional makeup workshop for actors. The Hollywood film business later in the 1920s had a significant impact on cosmetics; lipsticks were the most well-liked product. After the First World War, cosmetic surgery became popular. Up until the 19th century, cosmetics were only available to women. Silicone implants were first introduced in 1962. The Second World War saw a shortage of cosmetics. The main cosmetic products of this time was eye shadow, new lip colors and blush as the companies like Revlon, L'Oréal, Ponds etc. came into limelight.

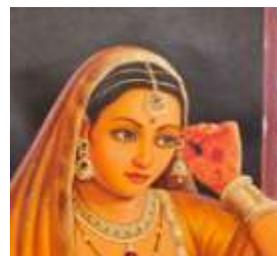


21st CENTURY

Cosmetic products have now become an essential part of the most people's lifestyle, like other industries cosmetic companies have also become an integral part in running the country's economy. Now, the companies have expanded to not only retailers but also online.

1.3. Indian History

The history of Indian civilization is more than 5000 years ago in cosmetics terms. Face paint, pots, oval mirrors, and combs were examples of artefacts from the Harappa and Mohenjo-Daro periods that demonstrated the usage of cosmetics at all different socioeconomic levels at the time. The two great epics, Ramayana and Mahabharata has given much description as much importance has been given to Ramchandra, Sita, Nakul, Sahavdev, also following the Anushasan parva Mahabharata's advice and executing the Chandrayana vrata for beauty. Additionally, as previously indicated, the word "cosmetics" originated from the Greek word



"kosmetikos," which denotes a person skilled in the use of cosmetics. It is the science of modifying attractiveness and altering appearance. It can be categorized into four categories: plastic surgery, cosmetic surgery, and trichology.

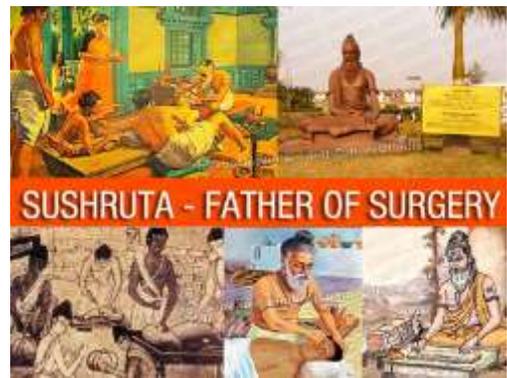
The anatomy, physiology, and diseases of the skin are the focus of dermatology, a branch of medicine.

The dermatology subspecialty of trichology focuses on the hair and scalp.

Cosmetic surgery's primary objective is to rejuvenate a patient's appearance.

Repairing flaws to restore a normal appearance and function is the main goal of plastic surgery.

Sushruta Samhita has described the ancient tradition of surgery in India is considered as one of the most brilliant gems in the Indian medical literature, it has given a detailed description of teaching and learning practice of Along with his surgical expertise, Acharya Sushruta had a significant impact on many areas of medicine, but his contribution to cosmetology is particularly noteworthy because he is regarded as the father of modern cosmetology. Many of his guiding principles have provided guidance for Ayurvedic and cosmetology treatments. [4]



Indian women roughed up their faces, hands, palms, cheeks, and fingers with clay and henna paste. They painted their body parts with the signs of the sun, moon, and flowers using natural paints. India had a medical code dating back to 1000 B.C. in the form of Ayurveda, and they used the raw materials in the medicines as well as cosmetic preparations. [5]



1.4. A Succinct History Of Cosmetics

Cosmetic deodorant was curated in the year 1888 by an unidentified Philadelphian named Mumm. In the early 20th century make up was considered as a fashionable term in the U.S.A and Europe but the Hollywood business had the greatest influence. Annie Turnbo began selling hair treatments in 1900. Max Factor began offering makeup to the movie stars in Los Angeles, in 1904, Eugene Schueller, the inventor of L'Oréal created synthetic hair dye in the year 1907 and sunscreen was curated in 1936. After the First World War, Williams established Maybelline, and for the first-time dark eyes, red lipstick, nail polish, and the suntan by Coco Chanel were in trend. Cylindrical lipsticks were first developed in 1915. Charles and Joseph Revson founded Revlon in 1932, In 1944, a chemist developed sunscreen; mascara in 1958 and in 1963 Revlon introduced the first powdered blush. [6]

In terms of product development and marketing, the Indian cosmetics business has been in a busy period. For the Indian market, new tactics are being used. India has a long history of using cosmetics to enhance its appearance. Aesthetic makeup products have been used in India since ancient times, and the country is now one of the top consumers of cosmetics. Since 1991, however, the cosmetic industry has gained more attention due to liberalization, and consumers have experienced a significant shift from increased purchasing power to increased fashion consciousness. Indians are becoming more aware of the value of having excellent looks and appearances as a result of consumers being regularly updated about new cosmetic goods thanks to the growth of satellite television and the internet. The majority of cosmetics producers in India serve the home market, although they are progressively expanding into other markets, particularly those for herbal cosmetics. [7]

1.5. Green Cosmetics

The term "green" is well-known to all people, and it is now widely used in the cosmetics sector. Any green product or green cosmetic is not widely known, but green cosmetics are associated with organic and natural ingredients and environmental friendliness. Different regulations governing cosmetic items have been created by regulatory authorities around the world. The definition of a product as natural or environmentally friendly has always been ambiguous. According to the Canadian bureau, terms like "green," "environmentally friendly," and "all natural" "are challenging to successfully substantiate and do not effectively communicate a distinct or specific meaning to

customers." "Guides for the use of Environment Marketing Claims" for environmental products have been released by the Federal Trade Commission (FTC) in the United States.

A private, industry standard for green cosmetics exists in Europe. A well-known, non-profit certification body is the COSMOS standard, commonly referred to as the cosmetic organic standard made up of a number of members who categorize and define cosmetics as natural and organic based on predetermined criteria. Additionally, it receives a mark of approval on its label, which covers the product's production process, packaging, environmental management, labelling, and communication, as well as the origin and processing of its ingredients. The principal regulatory body for cosmetics in China is the Chinese Food and Drug Administration (CFDA), which has established requirements for the licensing of green cosmetics products.

The Drug and Cosmetic Act of 1948 defined a cosmetic in India as "Any component intended to be rubbed, poured, sprinkled, sprayed, or applied to the human body or part thereof for the purposes of cleansing, beautifying, promoting attractiveness, or altering the appearance," includes "any article intended for use as a component of cosmetics."

Cosmetics are further classified into:

- 1- Synthetic cosmetics
- 2- Natural/ Green Cosmetics

Cosmetics created with synthetic ingredients include items made with synthetic colourants, treated pigments, softeners, sunscreens, whiteners, foamers, etc. ^[8]

Organic Natural components or natural active materials are used to make green cosmetics, such as mucilaginous from aloe vera, common extracts of Pterocarpus Santalum and curcuma longa, pastes composed of oat meal flour, oils, and plant extractions that are primarily used to preserve the skin. Green and sustainable cosmetics are those created from natural components and renewable resources. Petrochemical components manufactured from petrol, a non-renewable and unstable fuel, are used by numerous industries. The core of green cosmetics is made up of bio-based compounds, which are derived from regenerative sources of bacteria and plants. ^[9]

The desire to avoid using artificially created cosmetics technology has led to an increase in the usage of green cosmetic goods, as the use of artificially made cosmetics has to many threatening body ailments such as cancer, thus the cosmetic manufacturers are now moving towards the natural or green products.

Green consumers can be defined as the person who is aware of his or her responsibility in the environment conservation measures and spends time in purchasing the products that are environmental friendly. Also due to increase in adverse climate conditions, global warming the use of artificial manufacturing, processing, and use of the commodities, the people have started believing that the green commodities will help to decrease that climate condition and the consumers have started to buy green cosmetics products.

Green consumers can be further divided into 3 groups Behavioral green consumers are the consumers who always think and act green, they believe that buying all the expensive products that are environmental friendly. Think green are the consumers that are always concerned about the environmental products but they are not keen in buying the green products despite their benefits as they feel uneconomical spending of resources. Potential green consumers are the consumers, who don't think or act as they care about the environmental measures, but they just do it silently without being noticed. [10]

1.6. Consumer- Behavior

Consumer behavior research looks at how people decide what they need, want, or do in connection to a product, a service, or a company. Consumers' emotional, mental, and behavioral responses are included. The analysis of consumer behavior by marketers allows them to learn about the shifting needs of the consumer and is regarded as one of the primary keys to learning about the consumer needs. Consumer behavior is crucial because it aids marketers in understanding consumer purchasing decisions. It also helps to analyze how consumers feel about different companies, how things affect them, how they research products before buying them, and how their surroundings affects them in a big way.[11][12]

1.6.1. Consumer Buying Behavior Factors

Five elements primarily govern consumer purchasing behaviour and influence whether a product will be purchased by the target consumer or not.

The five elements are:

1. Psychological factors
2. Social factors
3. Cultural factors
4. Personal factors
5. Economic factors

1. Psychological factors-

It is considered as one of the most important part of the consumer behavior which includes,

Motivation- One of the most well-known theories of motivation is Maslow's theory of the hierarchy of needs, which posits that there are five basic human needs: safety, social, esteem, and self-actualization needs. Of the aforementioned needs, the basic necessities and security needs should be prioritized above all others.

Perception- This term often refers to the knowledge we collect about a product and the analysis of an associated image. Every time a consumer sees an advertisement, review, testimonial, or promotion for a product, it shapes their perspective of that product, and the consumer's perception is a key factor in any purchasing decision. In the modern era, we receive continual information from the internet and television, and consumers gain a particular viewpoint by looking at all the media.

Learning- Through use, consumers learn about new products, and this learning may be cognitive or conditioned. Cognitive learning is when a product satisfies our needs and gives us satisfaction, whereas conditional learning occurs when we are exposed to a situation and react to it.

Attitudes and Beliefs- Any consumer has an attitude or a belief towards a product while purchasing the same, thus it also plays an important role while purchasing the same.

2. Social factors-

All the consumers have a social group whether it be a family or friends,

Family- Consumers tend to buy the products which he/she observes bought in the family since their childhood; they form an inclination towards certain products which continues in the future also.

Reference groups- They are generally the group which are associated by clubs, schools, professionals, churches, group of friends and they have a common pattern of purchasing the product which influences them in buying behavior.

Roles and status- As the nature of a person, consumers are indeed affected by the role they have in the society and more the status it would affect the purchase decision accordingly.

3. Cultural factors-

Every customer has unique ideals and values within the community to which they belong. The community's culture influences behaviour either deliberately or unconsciously.

Culture- The fundamental needs, beliefs, desires, behaviours, and preferences that are followed by immediate family members and those in the neighborhood make up culture.

Subculture- Subculture: Following civilizations, there are subcultures, which are groups of people that have a similar set of values & beliefs but who may differ in terms of where they live, nationality, religion they follow, caste, and politics.

Social Class- It is usually formed by a person's geography, occupation, education, and family background.

4. Personal Factors-

They vary from person to person-

Age- Age is one of the most significant determinants of preferences; a teenager's choice is unquestionably different from that of an elderly person.

Income- Income of a consumer generally impacts the purchasing behavior as higher the income, the purchasing power will be more.

Occupation- A consumer will purchase a product which will be suitable to their profession.

Lifestyle- The consumer's lifestyle both dictates and is influenced by their purchase decisions.

5. Economic factors-

The consumer's purchasing decisions are influenced by the economic conditions of the country. A rich nation's economy helps to improve consumer confidence when making purchases, while a bad economy reduces purchasing power and raises unemployment.

Personal Income- This criterion determines how much money we will spend on goods and services. Personal income is further broken down into disposable income and discretionary income. Disposable income is the money that is left over after all payments, like taxes, are made; the more money you have, the more you'll spend on different things. Discretionary income is the money that is left over after paying for all your basic needs. ^[13]

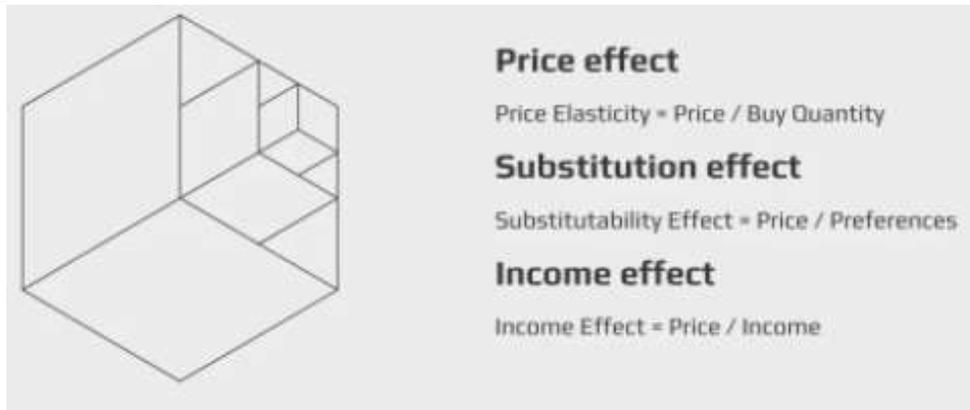
1.6.2. Models

There are main two models of consumer behavior:

1) **Traditional Model - consumer behavior**

A. Economic model-

The principle of diminishing marginal utility, where the consumer desires to spend the least amount while benefiting the greatest, is the foundation for utility maximization in this approach.



Source:

<https://neostrom.in/economic-model-of-consumer-behaviour/>

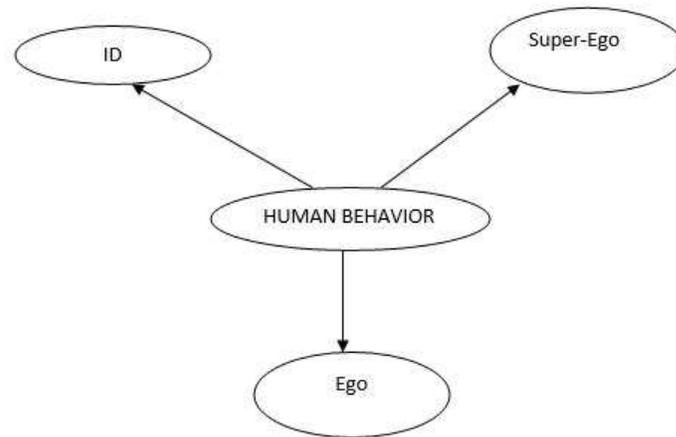
- One of the factors in the economic model is the pricing effect, which states that when a product's price is lower, more people will purchase it.
- Another economic model component is the substitution effect, which states that if the price of the substitute product is lower, the utility of the original product will also be lower.
- The third variable is the income effect, which indicates that when more money is available or revenue is produced, more will be purchased.

The model, according to scientists, is unsatisfactory since it presupposes market homogeneity, but consumer behaviour only takes into account goods and price as well as perception, motivation, learning, attitude, personality, and sociocultural influences. According to the scientists, it is critical to adopt a multidisciplinary approach because customers are impacted by both internal and external influences, meaning that price is not the only element in decision-making.. [14]

B. Psychoanalytic Model of consumer behavior-

According to Sigmund Freud's theory of personality, the id, ego, and superego, which are the three components of the human mind, interact to produce behavior. According to him, a kid is faced with a conflict between natural desires and social expectations at each level, which causes them to conquer each developmental stage and become mature adults eventually. The interactions between the three mental structures that he suggested make up the core of the human mind, and how these

three interact and try to achieve a balance in each other's demands influence how we act and see the world.



Source:<https://www.projectguru.in/using-psychoanalytic-theory-and-pavlovian-theory-by-online-marketers/>

- The Id- The earliest structure, it is only operated subconsciously and is concerned with basic physical demands.
- Super Ego- The development of the superego occurs when a child discovers what is right and bad in terms of culture. It is typically associated with social conventions and morals, related to conscience.
- The Ego – Known as the self and responsible for balancing the needs of the id and superego, the ego is the pragmatic, logical aspect of personality that is both conscious and unconscious. The child's future capacity to cope and operate as an adult depends on their capacity to resolve internal conflicts.^[15]

C. Learning Model-

The Russian physiologist Ivan Pavlov, who conducted experiments on dogs and studied how they reacted to bell and meat cues, is remembered by the name given to the model. The amount of saliva the dog secreted as a reaction was used to gauge the response. According to the definition of learning, it is the modification of behaviour brought about by repetition and based on prior knowledge.

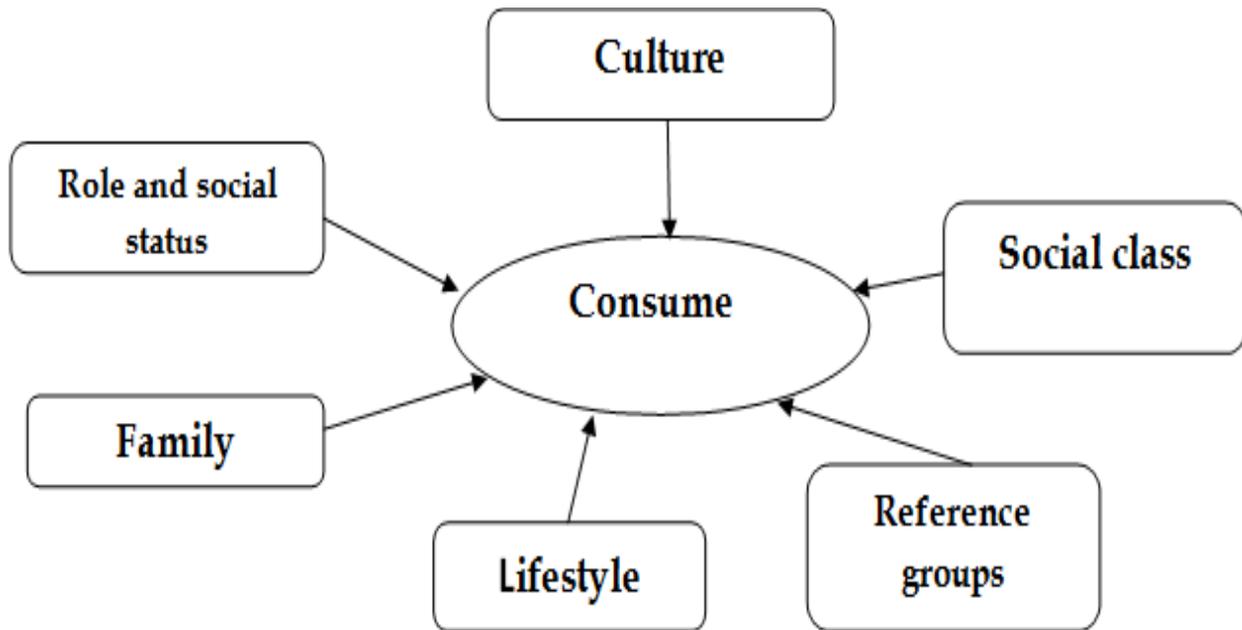


Source: <https://slideplayer.com/slide/9448821/>

- Drive – This powerful internal urge to act, which the person or consumer encourages in order to satiate his impulses, is known as drive.
- Drives can be ingrained due to physiological requirements like thirst, hunger, discomfort, etc. It fuels a craving for prestige or social acceptance, and we have –Cues that trigger action during decision-making during purchases.
- Non-Triggering cues: They have an impact on decision-making without really triggering it.
- Product cues are divided into two categories: positive and negative. Positive product signals include things like package color, weight, style, and pricing.
- Informational cues are thought of as outside stimuli that offer details about the product, advertisement, sales promotion, etc.
- The reaction is what the buyer does, whether they purchase anything or not.
- Reinforcement occurs when a person or consumer buys a product, uses it, and enjoys it. This means that learning is a crucial component of buying behavior, and the marketer tries to instill an image of the product in the consumer's head. ^[16]

D. Sociological Model-

It is also one of the consumer behavior that explains why people behave as they do, and they have three main components- psychological component- how the consumers think about the products, structural component- viewpoints on the social role in society and political economy- that influence the use of financial resources in the choice to buy or not to buy. Further, the social groups can be divided into two groups- Primary and Secondary.



Source: https://www.researchgate.net/figure/Sociologic-determinants-of-consumer-behavior_fig1_322098671

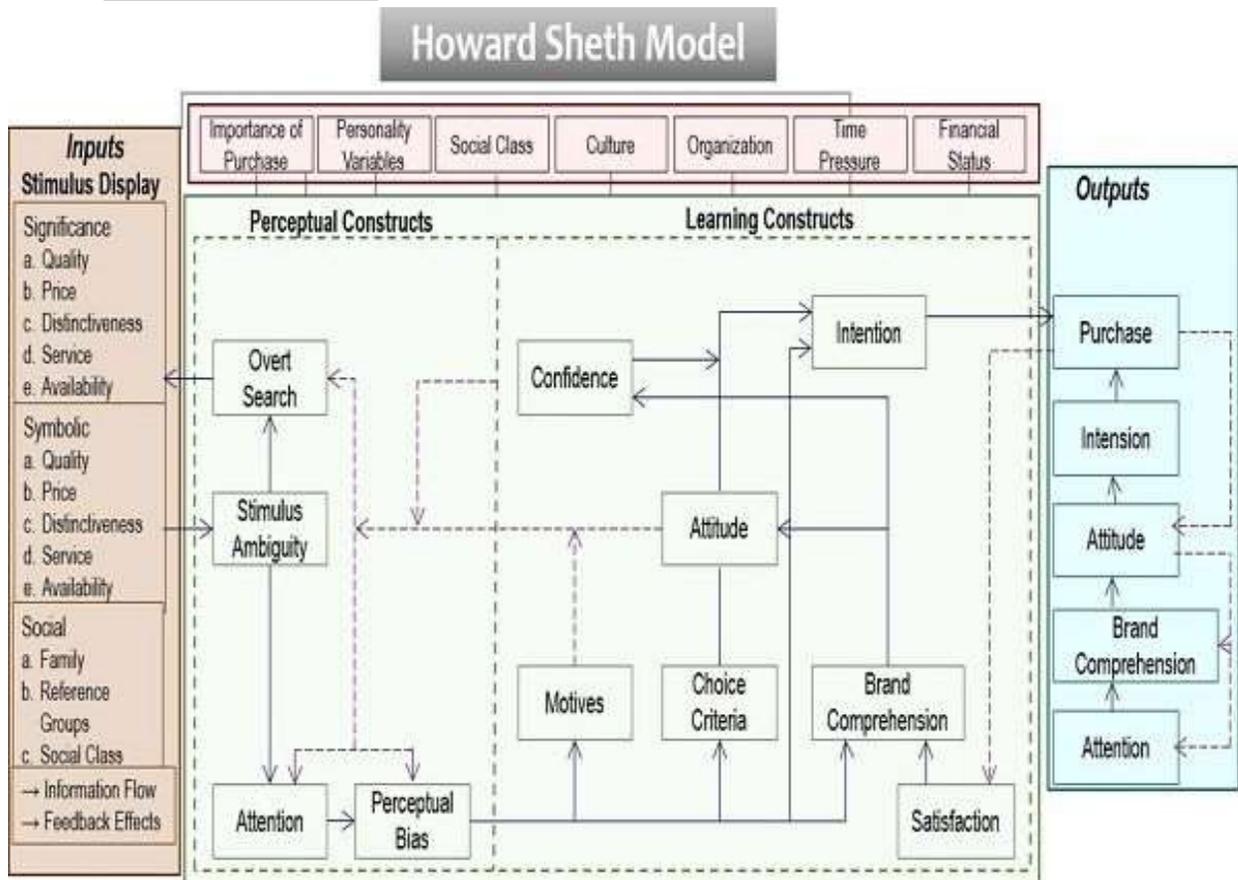
Primary groups include family members, friends and coworkers and secondary group includes any member of society who can directly or indirectly influence the consumers.

According to the sociological model, a consumer is a part of the society and they may have groups, also the buying behavior is influenced by the group, the marketers ought to recognize the response factor of the consumer. The base of the sociological model of consumer behavior forms social learning theory, the learning pattern due to social influence will be-

- Socialization experiences- It affects the individual's internal environment whereas the external environment affects the personal, emotional and social factors.
- Group Processes- It can range from appreciation to rebellion, obedience and influence of individual's parents/ family.
- Familiarity- It creates a need of group membership and the relative patterns of the behavior or self-perception.
- Attitude- It is the result of actions, beliefs and the knowledge which results into well- being and it can be positive or negative, the factors influence one's purchase behavior by the level of agreement and attitude consistency.^[17]

2) Contemporary Model of consumer behavior-

A. Howard Sheth Model-



Source: <https://theinvestorsbook.com/howard-sheth-model.html>

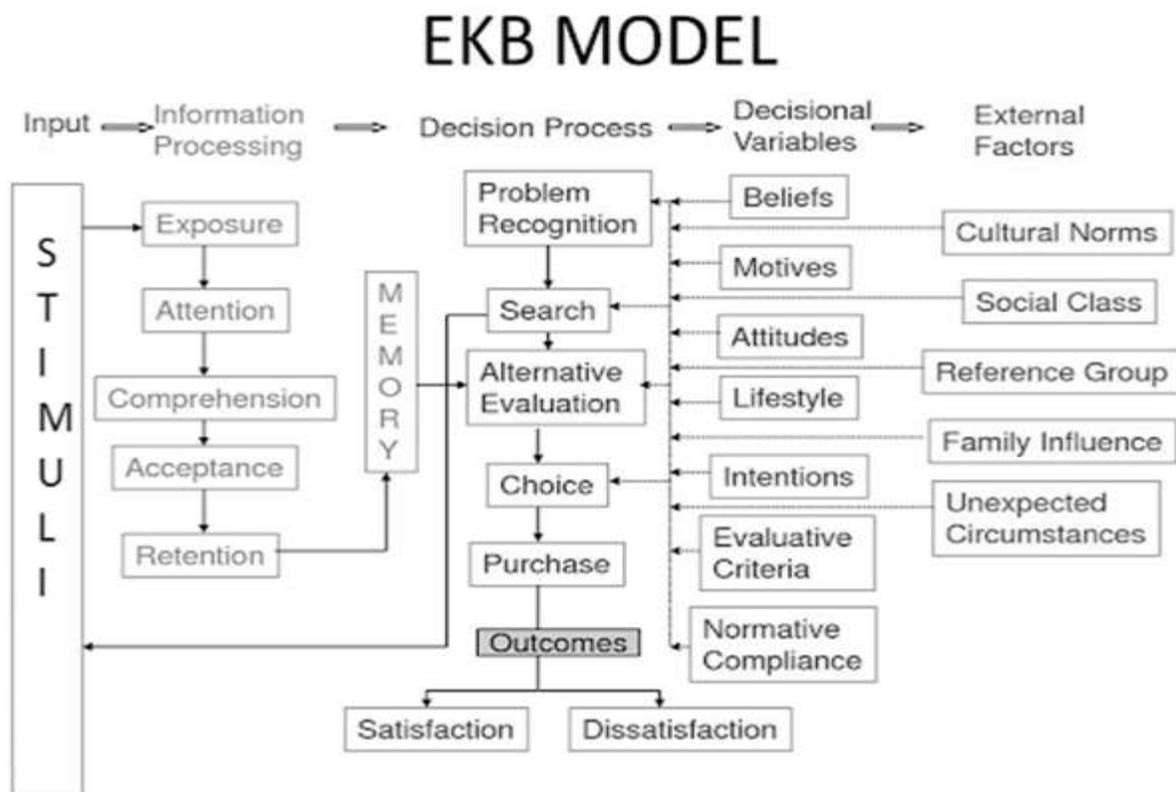
This model, developed by John Howard and Jagdish Sheth in 1969, integrates social, psychological, and marketing influences based on customer preferences. Its core three levels are:

- Extensive problem solving- In this level, the consumer would seek information about all the brands available in the market before making a purchase because they have no knowledge of the brand and no preference for any particular product.
- Limited problem solving- Due to their lack of knowledge about the goods they want to purchase, buyers at this level need comparative brand information in order to determine their preferred brand.
- Habitual response behavior- The customer is aware of the brands, is able to distinguish between the many qualities, and chooses to buy a specific product.
- The main four sets of variables are-
- Inputs- It includes three main types of stimuli in the consumer's environment: tangible aspects of the product that serve as a brand, significance stimuli, and verbal or visual

products (symbolic stimuli), Sales and service employees who can support marketing activities are among the information sources. The social contexts in which consumers interact with brands, products, and each other are additional sources of information. Advertising and mass media are not within the business's sphere of influence.

- Perceptual and Learning constructs- Perceptual bias happens when a customer alters the information they have received and their existing wants or experiences. It deals with psychological factors that come into play when a consumer is considering a choice. It creates categories, consumer objectives, brand information, consumer preferences, and information about intended purchases.
- Outputs- It is the result of elements such as customer response to such elements, attention, brand knowledge, attitudes, and intention, as well as perceptual and learning variables.
- Exogenous (External) Variables- The importance of the purchase, the consumer's personality, their religion, and time are further deciding elements. Thus, model tries to explain significance, symbolic and social stimuli. [18]

B. Engel, Blackwell and Minard Model-



Source: <https://baxispatel.blogspot.com/2021/03/the-ekb-model-engel-kollat-blackwell.html>

It originated in 1968 and was first used to organize the rapidly expanding corpus of research pertaining to consumer behavior. It discusses additional relevant tasks as well as the four-step decision-making process used by consumers.

The EKB model's distinguishing feature between high and low involvement in the purchasing process is its central idea. The model, which represents a consumer's active information search and assessment activity, is a conscious solving and learning model.

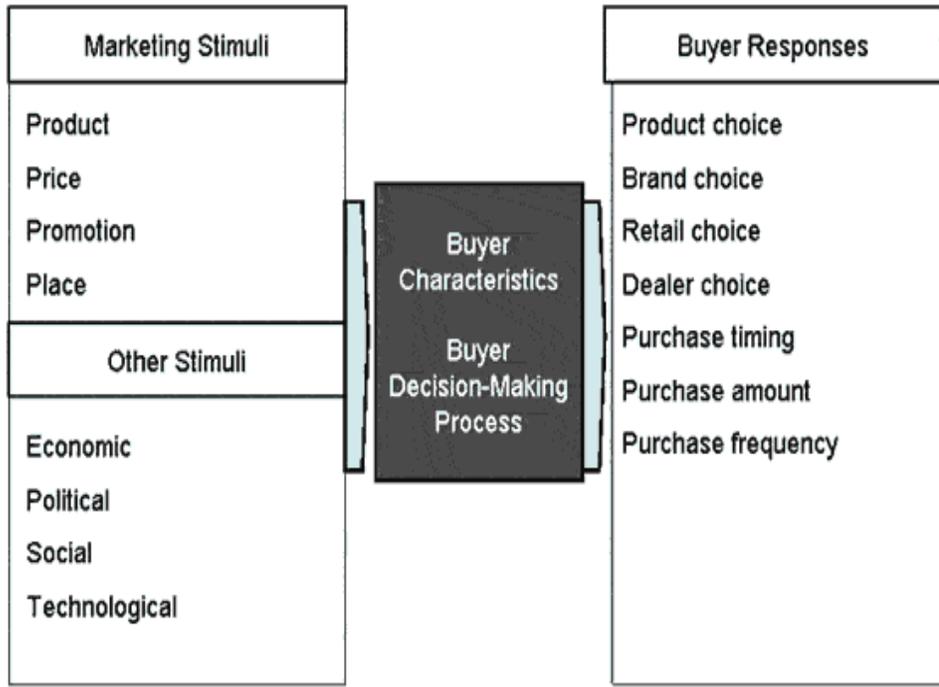
- The involvement in the high-risk purchase is significant, whereas the involvement in the low-risk purchase is minimal.

The main components of the model are-

- Information processing- It involves the consumer's deliberate exposure to, focus on, comprehension of, and retention of stimuli linked to a brand or product that they get from marketing or non-marketing sources. When a stimulus is presented, attention chooses which will be focused on and understood.
- Central Control Unit- The information and experience regarding the product are stored as a memory for other possibilities as the acquired and retained stimuli are then processed further in the central control unit.
- Examine the criteria that the consumer uses to make a decision, the broad and specific attitudes that affect the choice, and the core elements of the customer's personality that shape how they respond to the options that are provided.
- Decision Process- It includes problem identification. Both internal and external research, as well as evaluation- The buying procedure - Decision results.
- External influences: These include things like money, culture, family, social class, and physical circumstances that have an impact on how consumers make purchases. It depends on the specific product, which may have a positive or negative impact on the decision to buy.

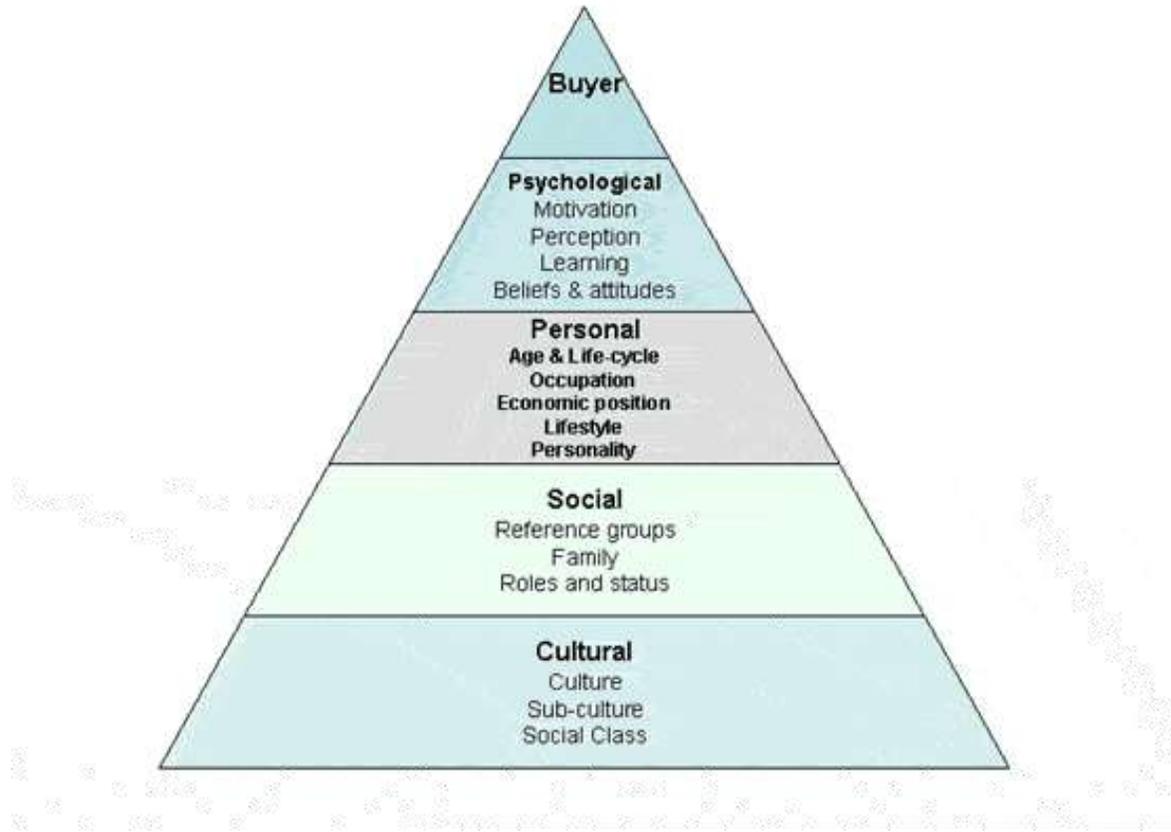
D. Stimulus response Consumer behavior-

Stimulus-Response Model of Buyer Behaviour



Source: <https://www.tutor2u.net/business/reference/buyer-behaviour-stimulus-response-model>

The customer's "black box" is penetrated by marketing and other stimuli in the model, which results in specific reactions. The decision-making process determines what the consumer has purchased based on how the consumer perceives the stimulus. [21]



Source: <https://www.tutor2u.net/business/reference/buyer-behaviour-stimulus-response-model>

1.7. Organic Market Classification

The cosmetics sector has rapidly developed and is moving towards using natural or organic components. The younger generation has a considerably larger desire for green items. Additionally, because of environmental concerns and increased attention to sustainability, the industry will continue to grow.

1. **PRODUCT TYPE**

- a) Skin care- Premium skincare has observed an increasing trend in the last few years, it most importantly gained attention as it implied minimum allergy reactions and maintains overall good health. Also, it has been observed that a kid's skin is delicate and sensitive and so the best option is organic cosmetic product:

Cream & Lotion	Serums	Cleanser	Face packs	Other
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- b) Hair - Care

Shampoo.	Conditioner.	Hair- Oil	Hair- Dye	Others
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- c) Make- Up

Face- care	Eye- Products	Lip- Products	Nail- Products
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- d) Body- Care

Soaps.	Shower- Gel	Creams	Oils
--------	-------------	--------	------

- e) Fragrance

2. **END USER**

Men	Women	Unisex	Baby
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3. SALES CHANNEL

Hyper/Super Markets	Convenience	Specialty	Direct- Selling
Departmental- Stores	Online- Retailing	Other- Sales channels	

4. PRICE- RANGE

Economy- Range	Mid- Range	Premium- Range
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5. REGION

- North America
- Latin America
- Europe
- East Asia
- South Asia
- Oceania
- Middle East and Africa

1.8. Brief Of The Segments

- When compared to traditional products, manufacturing green ingredient items is said to be more environmentally beneficial. As the demand for eco-friendly cosmetics has grown, businesses have begun substituting organic ingredients for synthetic ones.
- In North America, the market for organic colour cosmetics is rising along with awareness of sustainability, and US customers are willing to spend more for these goods.
- The market for specialized goods has become more accessible in the United Kingdom. Skin care items including sunscreen, concealer, and anti-aging lotions are in high demand, and the market is growing due to the younger population.
- Convenience packaging, which has risen to tiny and convenient packed items, is driving the cosmetics industry in Germany and is the key issue for the companies in the consumer product category. Product developments such oils and serums have large sales.

- Organic cosmetics have become more popular in China for skincare and beauty, and as a result of their competitive advantage in such a huge market, consumers are turning to natural solutions.
- Given that individuals are more knowledgeable and connected than ever, the contemporary period is also known in India as the era of the digital consumer. Social media and digitalization have had a favorable impact on consumer behavior in India and the market for green cosmetics. Additionally, social media inspiration and celebrity influence are becoming more prevalent in the nation. Market demand is stronger for a better supply chain, logistics, and marketing plan.
- Natural, vegan, organic, and sustainable skin care are becoming more popular among consumers all around the world. All demographic groups have noticed an upsurge in the desire for organic goods. On the other hand, women all across the world are using makeup more frequently.
- Over the past several years, the male cosmetics sector has seen a significant amount of change in terms of beauty and fashion businesses. By shattering the stereotype and normalising makeup for boys, items like concealers, foundations, beard oils, facial washes, and moisturisers, as well as social media, have had a significant impact on male beauty.
- With innovation building a brand name and surviving in the market, the key players have been implementing various survival strategies; businesses have started concentrating on the innovations of consumer wants and needs. To aid in the development of a recognizable brand, vendors have begun providing distinctive package forms and materials. This is an attempt to use the shape, texture, and aesthetic appeal of package components to appeal to consumers' many senses. Product launches have been coordinated by manufacturers with social media initiatives. To acquire a competitive edge, businesses have been actively participating and collaborating. ^[22]

1.9. Market Overview

- According to the Statista, Statista Consumer Market Insights, the total revenue of the Cosmetics Market worldwide is expected to be 125,409.14 million US\$ by the year 2027^[23]

Year	Revenue (in Million US Dollars)
2014	82,245
2015	77,845
2016	79,587
2017	83,769
2018	87,581
2019	89,883
2020	72,366
2021	80,737
2022	93,054
2023	103,817
2024	108,410
2025	113,205
2026	118,547
2027	125,409

[Reference No:23](#)

- The beauty and personal care industry's expected global income for the cosmetics sector to rise by a total of 21.6 billion US dollars (+20.8 percent) from 2023 to 2027. The income is projected to amount to 125,409.14 million US dollars in 2027.
- According to the report by Statista, Statista Consumer Insights, the overall growth rate in the cosmetics market world wide is estimated to amount 5.79% by 2027 ^[24]

Year	Revenue
2016	2.24%
2017	5.25%
2018	4.55%
2019	2.63%
2020	-19.49%
2021	11.57%
2022	15.26%
2023	11.57%
2024	4.42%
2025	4.42%
2026	4.72%
2027	5.79%

[Reference No.24](#)

- According to the report published by Statista, Statista Consumer Insights, the below table shows the revenue of the Cosmetics industry worldwide in 2022 Segmentation wise ^[25]

Segments	Revenue (in Billion US dollars)
Face	27.92
Eyes	24.55
Lips	17.70
Natural Cosmetics	11.75
Nails	11.15

[Reference No.25](#)

- According to the reports by Global Beauty and presented in Statista, the below table shows the top 10 leading Cosmetics manufacturers globally in 2021 ^[26]

Companies	Revenue (billion US\$)
Loreal	40.31
Unilever	25.11
The Estee Lauder Co.	16.4
Procter and Gamble Co.	14.4
Shiseido Co.	8.19
Louis Vuitton	8.13
Beiersdorf	7.24
Chanel	7.05
Nature and Co	7.05
Coty	5.3

[Reference No.26](#)

- It can be concluded from the above graph, Loreal holds the highest share in the beauty industry in 2021 according to the Statista report.

	Companies	Brand Value (in billion US dollars)
1	Loreal	11.22
2	Estee Lauder	7.93
3	Gillete	6.91
4	Nivea	6.81
5	Guerlain	6.13
6	Clinique	6.06
7	Dove	5.1
8	Pantene	4.75
9	Lancome	4.59
10	Garnier	4.13

[Reference No.27](#)

- According to the report surveyed by Brand Finance but published in the data of Statista, the below table shows the Brand Value of the top 10 cosmetics brands globally in the year 2022: [27]

According to another survey,

- The growth in the cosmetics industry has been increasing continuously and has grown by 5% in the past two years.
- The total revenue has been predicted to increase by 758 billion US dollars by the year 2025.

One of the main reasons are:

- Increase in the demand of natural, clean and sustainable cosmetics.
 - Increase in the online channel sales share.
 - In order to close the gap between businesses and customers in the cosmetics sector, social media platforms like Instagram and YouTube have emerged as some of the most important platforms.
 - Increase in the demand including male consumers, minorities, baby boomers and Generation X
- Thus, due to all the above reasons stated the market value has been 500 US dollars and there has been 27% increase in the sales of online cosmetics products. [28]

- According to sources, the natural cosmetics market generated the following the earnings:

Year	Revenue (in billion US dollars)
2014	7.96
2015	7.73
2016	8.08
2017	8.72
2018	9.35
2019	9.85
2020	10.81
2021	11.92
2022	11.75
2023	12.93
2024	13.87
2025	14.87
2026	16
2027	17.26

[Reference No.29](#)

- The consumers at a global level have become cautious due to the toxic ingredients used in cosmetic, thus the manufacturers have started using natural ingredients and essential oils. As the consumers are switching the products from chemical to natural or organic, it is important to understand the meaning a few key terms:

Terms	Definition
Natural Cosmetics	Products having at least 95% of raw natural ingredients and do not have any animal derived /based ingredients
Organic Cosmetics	Products that do not grow with the help of pesticides and having at least 95% of raw materials used should be certified
Vegan Cosmetics	Products that do not have any animal-derived/based ingredients
E-Commerce	Retailers selling online on various platforms
Mass Merchandiser	Retailers who offer a variety of products keeping in mind the need of majority consumers
CAGR	Compound Annual Growth Rate
Agro-Chemicals	Chemicals such as fertilizers, hormone, fungicide, insecticide, or soil treatment that improves crop production

[Reference No.30](#)

- The most well-known certification agencies for organic cosmetics in the US are NFS, NOP (National Organic Program), and OASIS (Organic and Sustainable Industry Standards), whereas EU Organic and Nature approved by the European Union are most often used in Europe.
- BDIH and Bio Cosmetics in Germany
- According to the report of Statista Consumer Market Insights, the below table shows the Annual Growth in the Global Beauty Market and Annual Growth Rate of Organic and Natural Beauty Market:

Year	Annual Growth in the Global Beauty Market	Annual Growth Rate of Organic and Natural Beauty Market		
		Year	Percentage	
2013	3.8%	7.3%	2020	2.8%
2014	3.6%	6.6%	2021	10.4%
2015	3.9%	6.8%	2022	9.4%
2016	4%	6.6%	2023	8.7%
2017	4.9%	6.9%	2024	9%
2018	5.5%	7.1%	2025	9.2%
2019	5.25%	7.3%		

[Reference No.31](#)

- According to Statista, Allied Market Research Report, the below table states the value of Between 2020 and 2031, natural and organic cosmetics and personal care products:

Year	Market Value (in billion US dollars)
2020	33.4%
2021	35.2%
2022	37%
2023	39%
2024	41.1%
2025	43.2%
2026	45.5%
2027	47.9%
2028	50.5%
2029	53.2%
2030	56%
2031	58.6%

[Reference No.32](#)

- The main factors that are responsible for the change in consumers priority can be understood from the below table of the survey conducted among 12,000 respondents and 18 years and above across 12 countries by Philips and published in the Statista report:

Factors	Percentage	Countries	Percentage
Vegan	45%	China	90%
Inclusivity	52%	France	83%
Sustainability	60%	Germany	71%
Organic Ingredients	64%	US	64%
Effectivity	82%	UK	56%
		Other	72%

[Reference No.33](#)

[Reference No.34](#)

- The few stats of why consumers are willing to buy more natural cosmetic products- 45% of the Gen Z and millennials are keen to know what ingredients are being used in the cosmetic products:
 - 73% of the US consumers believe that natural/ organic cosmetic products do not have any harmful ingredients.
 - 72% of the skin care consumers believe that natural/ organic skin care is much better for health.
 - 60% of the French consumers bought green cosmetic products due to its effectiveness.

- 66% of the consumers worldwide considered personal care organic/ natural products of high quality [\[35\]](#)
- The key market leaders in the natural/ organic cosmetics are US and China, Natural cosmetics have become one of the most profitable segments, US natural and organic cosmetics sales was about 1.3 billion US dollars by the end of 2023.
- Whereas, the consumers in China are also prioritising the use of natural or organic cosmetic product. The China market is assumed to cross over \$3 billion by the end of 2023 [\[36\]](#)
- According to a Global Data collected among 29,000 respondents, the below table consumers show the consumers looking towards a healthier enough food ingredient inspired natural or organic cosmetic products along with the percentage and importance of the supplements required in the particular product:

Preferred Ingredients	Percentage	Supplements in the product	Percentage
turmeric	68%	Vitamin C	69%
fruits or vegetable extracts	64%	Vitamin E	68%
coconut oil	58%	Enzymes	42%
natural oils	51%	Probiotics	42%
tea	47%	Collagen	31%
apple cider vinegar	46%	Amino Acids	31%
Food waste- ground, seeds and peels	33%	Retinol	27%
caffeine	29%	CBD	26%

[Reference No.37](#)

- Consumers are willing to spend more and more on cosmetic products and in the United States not only spending habits but also a large-scale switch from traditional products to natural products among Millennials and Gen Z have been increasing rapidly. According to the report, Millennials (70%) and Gen Z (73%) are genuinely willing to pay a higher price for natural and sustainable products. [\[38\]](#)
- From the survey of around 4500 respondents aged 18 years and above conducted in China, Germany, France, UK an US, it has been observed that domain videos for the consumers while they purchase natural or cosmetic products are price that is 56%, transparency that is 31% and availability 27%. Thus, consumers are interested in purchasing the product, but higher pricing is one of the main barriers. [\[39\]](#)
- There has been a transition seen from natural to clean cosmetic products. The surveys show that consumers are moving towards more eco-friendly, ethical, cruelty free, no animal

testing, sustainable and green cosmetic products. The clean beauty is considered as an opportunity for producers and consumers for driving towards sustainable industry. Clean cosmetic products involve product modification, change in the production process, packaging etc. It can be said that consumers are overall seeking the cosmetic products keeping health and personal values ahead. [\[40\]](#)

- Considering the sustainable attributes consumers considered most important while purchasing cosmetic products, it can be observed that from a survey conducted of 2084 respondents aged 16 to 64 years in North America and 1992 respondents in The United Kingdom, 36% of consumers red clear list of ingredient, 21% considered ethical credentials, 21% of them took sustainability or recyclable packaging seriously, 20% observed how sustainably sourced the materials are and 14% of them considered vegan or organic ingredients. [\[41\]](#)

- Another survey conducted worldwide taking 29,000 respondents claimed that 49% of the consumers considered ammonia free products while purchasing green cosmetics, 44% cruelty free, 43% silicone free, 42% sulphate free, 40% vegan options, 44% phosphate free, 37% micro bio me friendly, and 38% paraben free. Thus, more and more consumers are switching from traditional cosmetic products towards green cosmetic products consciously. [\[42\]](#)

- According to the Statista report (Market Insights) 2021, the top ten countries that owns the highest contribution in terms of revenue of Cosmetics market (beauty and personal care) market globally are:

Countries	Revenue in US Dollars
1. United States	80,212
2. China	51,732
3. Japan	37,835
4. India	22,338
5. Brazil	18,110
6. Germany	17,931
7. United Kingdom	15,425
8. France	15,231
9. Russia	14,868
10. South Korea	11,945

[Reference No.43](#)

- The following table, taken from a Statista publication, displays the market percentage of global cosmetics in the Asia-Pacific region:

Year	Percentage
2015	36.2%
2016	36.9%
2017	37%
2018	39%
2019	41%
2020	43%

[Reference No.44](#)

- It can be observed from the above table that there has been continuous increase in the share of cosmetics industry at a global level.
- By 2025, the Motilal Oswal Group estimates that the cosmetics industry's market size will have grown by two trillion Indian Rupees. Dalal Street Investment Journal:

Year	Market Size of Cosmetics Industry
2016	868
2019	1,267
2020	1,120
2025	1,981

[Reference No.45](#)

- According to the Crunch Base report, the below table shows the total funding in the beauty and cosmetics companies in India from the last few years:

Year	Funding (in billion U.S dollars)
2016	0.8
2017	01
2018	1.8
2019	1.2
2020	2.1
2021	1.9

[Reference No.46](#)

- According to the report of Money Control, in India, the top 10 companies in Household and Personal care companies in India in March 2022:

Companies	Sales (INR in billion)
HUL	459.96
Dabur India	71.85
Marico	63.37
Godrej	62.54
Colgate	48.41
P & G	35.74
Emami	28.82
Gillete	20.09

[Reference No.47](#)

- By 2025, the market for online personal and beauty services in India is anticipated to reach over six billion US dollars, according to a report by Inc42.

Market size	Year
03	2020
3.5	2021
4.1	2022*
4.5	2023*
4.9	2024*
5.7	2025*

[Reference No.48](#)

- The following table displays the share of India's e-commerce Cosmetics market by brands in 2021, per the JM Financial report:

Companies	Percentage
Nykaa	38%
Amazon & Flipkart	20%
Others	16%
Purple	10%
Myntra	09%
Good Glam	07%

[Reference No.49](#)

- According to McKinsey & Company, from a survey conducted in India in March 2022 among 1,009 respondents aged 18 years and above, the impact of Social Media while making the purchase decisions in India categorically, 70% from the total respondents purchased the personal care products online and 76% of the total respondents purchased skin and make up products via online platforms. [\[50\]](#)
- According to Praxis Global Alliance report, a survey conducted was conducted among 984 respondents regarding their prefer their way of shopping while buying Personal care products in India in 2021:

Channel	Percentage
Online Aggregator	53%
Online Cosmetic Platforms	36%
Brand apps/ websites	27%
Physical Stores	18%

[Reference No.51](#)

- According to a survey conducted by Clootrack, Inc42, in India among 25,996 respondents in February, 2022 on the score of 0 to 10:

Categories	Score
Effects on skin care	7.4
Fragrance	5.5
Effects on Hair	4.1
Usage	3.1
Price	2.6

[Reference No.52](#)

- From the above data, it can be observed that the consumers of India while purchasing personal care products online, Effects on skin care and fragrance had the highest impact whereas price was considered as least important factor.
- According to the Statista Report, Revenue in the Natural Cosmetics segment amounts to US\$0.90bn in 2023.
 - The market is expected to grow by 3.61% each year (CAGR 2023-2027).

- In terms of global comparison, China generates the most revenue (\$2,775.00m in 2023). [\[53\]](#)

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2.COMPANY PROFILE

COMPANY PROFILE - **INDEX**

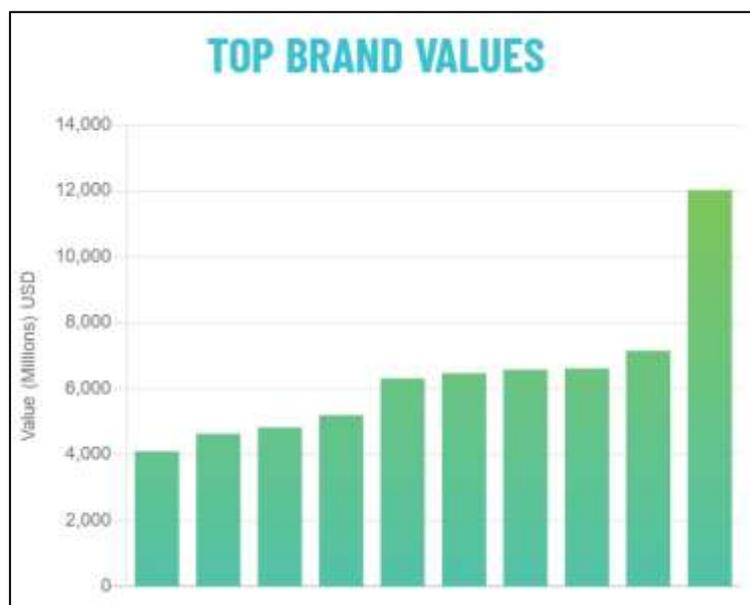
- *Top 10 global companies*
- *Top 20 Indian companies*
- *Top 10 Indian origin cosmetic companies*
- *Top 10 Indian green cosmetic companies*
- *Leading Cosmetic companies of Gujarat*
- *Home grown green cosmetic companies of Gujarat*

2.1. The top global cosmetic companies ^[1]

1. Loreal
2. Estee Lauder
3. Nivea
4. Gillete
5. Dove
6. Guerlain
7. Lancome
8. Clinique
9. Pantene
10. Garnier

No.	Name of the company	Origin Country	Brand Value (USD million)
1.	Loreal	France	12,027
2.	Estee Lauder	USA	7,151
3..	Nivea	Germany	6,617
4.	Gillete	USA	6,578
5.	Dove	USA	6,470
6.	Guerlain	France	6,313
7.	Lancome	France	5,199
8.	Clinique	USA	4,828
9.	Pantene	Europe	4,635
10.	Garnier	France	4,102

<https://brandirectory.com/rankings/cosmetics/charts>



TOP-20 Indian companies study methodology

- Brief of company
- Parent company
- Total products
- Total stores
- Market Share

2.2. Top-20 Indian Companies- [2]

- 1) Lakme
- 2) L'Oreal
- 3) Revlon
- 4) Maybelline New York
- 5) Colorbar
- 6) Sugar Cosmetics
- 7) Nykaa
- 8) The Body Shop India
- 9) Johnson & Johnson Ltd
- 10) VLCC Healthcare Ltd
- 11) Natura & Co
- 12) Patanjali Ayurveda Ltd.
- 13) Himalaya Drug Company
- 14) Forest Essentials
- 15) Zilch Cosmetic
- 16) MamaEarth
- 17) Shahnaz Hussain Group
- 18) Coloressence
- 19) Godrej consumer Products Ltd

1. **Lakme-** Lakme was Tata's first Indian cosmetics company and India's first Prime Minister, Jawaharlal Nehru was one of the main pioneer behind the launch of India's premium make up brand. The origin of the word Lakme came from the French word meaning Lakshmi. Initially it was a collaboration with two reputed brands- Robert Piguet and Renoir, after a few years it decided to be an Indian origin brand. The parent company of Lakme is Hindustan Unilever Ltd. In 1933. The main revenues of Hindustan Lever come from Cosmetics, toiletries, soaps & detergents industry, the maximum revenue comes from Cosmetics, soap and preparations. [4] [5]



Hindustan Unilever ranked 1st in Cosmetics in terms of sales revenue in the year 2021-22.

Lakme brand is famous for cosmetics products and the various product lines include- [\[3\]](#)

Product Lines	Total products
Body and skin care	267
Make up	247
Hair Care	166
Eye Care	146
Face Creams	133
Shampoo	72
Face Wash	40
Health and Wellness	18
Health Care	18
Fragrances	09
Hair Conditioner	09
Face Scrub	06

From the above table, it can be concluded that there are more than 1500 products along with more than 400 salons and 125 cities all over India.

According to a report by Financial Express, the Indian cosmetics industry has been dominated by a few brands and Lakme is one of them with a market share of 10% in the Indian geography.

According to another data base of CMIE Prowess, the company had an operating margin of 25.4% and net margin of 16.9% during the year end of March 2022. [\[6\]](#)

2. **Loreal-** Loreal was founded by a young chemist Eugene Schueller with the initiative of formulating hair dyes in the year 1909 and considered Research and Innovation in the Service of Beauty. With time, it gradually expanded into various countries. Loreal Indian Pvt Ltd. It is a private ltd company established in India in the year 1994 and currently more than 90% of the production is done locally. The major revenue of Loreal comes from Cosmetics, toiletries, soaps and detergents whereas the maximum revenue comes from hair products category. Loreal ranked 6th in cosmetics in terms of sales revenue in the year 2021-22.



Loreal pledged to pursue sustainable growth in its road map report. They employ all of the distribution channels and have a total of 15 brands.

The Loreal is succeeded in mainly Hair, Skin and Make up products: [7]

Market	Brands
Mass marketing	Loreal Paris, Garnier, Maybellene New-York, NYX Professional make-up
Hair and beauty salons	Loreal Professional, Matrix, Kerastase, Cheryl's cosmeceuticals, decleror
Selective distribution	Kiehl's, Yves Saint, Laurent, Giorgio Armani, Ralph Lauren, Diesel and Guy Laroche

In India, there are more than 1600 employees across 5 regional locations along with 2 manufacturing plants in Chakan, Pune and Baddi, Himachal Pradesh. It has 2 Research and Innovation centre. [8]

According to a report of Economic Times, Loreal had around 8-9% of market share in India's face care segment and 10% including E-commerce market.

According to another data base of CMIE Prowess, the company had an operating margin of 18% and net margin of 11.3% during the year end of March 2022. [9] [6]

3. **Revlon-** Modi-Mundipharma Beauty Products Pvt Ltd., formerly known as Modi-Revlon and a member of the Umesh Modi Group, introduced Revlon in India in 1995. During that period, it was India's first foreign cosmetics company to be established. In the personal care and colour cosmetics markets, it excels as a colour authority and a trendsetter in beauty. High-quality product innovation, performance, and elegant sophistication were its primary goals when it was first introduced. For maintaining the quality level of the products, it also has technological expertise from Revlon's cutting-edge Research Centre in the USA.



The below mentioned are a few famous brands under Revlon:

Super Lustrous	Top Speed
Colorstay	Colorsilk
Revlon Photoready	Flex and Charlie

Along with having more than 2000 goods in the personal and beauty care categories (makeup, fragrances, skin care, hair care, etc.), Revlon has more than 40,000 stores and 100 Exclusive Brand outlets in India. It is thought that Modi-Mundipharma Beauty goods Pvt Ltd was the first to conceptualise in-store beauty advisers. [\[10\]](#)

Along with four other regional offices in India, Revlon has its corporate office in Delhi.

The logo for Colorbar, featuring the word "COLORBAR" in a serif font with a stylized "3" for the letter "A".

According to a report published in Economic Times in November 2022, Modi shared that the company's current online market share was around 20% and they are targeting to increase the same by 25 to 30%. [\[11\]](#) [\[12\]](#)

- 4. Maybelline New York-** Maybelline New York is a global cosmetic brand. In the year 1913, a chemist from Chicago named Thomas Williams used petroleum jelly for her sister for the first time on her lashes and brows for enhancing them. Her brother helped her for creating a new product, that's how in 1915 Maybel got her name and Thomas founded a new global industry Maybelline named after bride and her favorite beauty aid. After that, in 1917 Thomas Williams introduced Cake Mascara and was considered as the first modern eye makeup product for daily use. It was available via mail order during that time, followed by red eyebrow pencil with colored eye shadows and eyeliners. Maybelline was the first cosmetic company to have its advertisement on radio. In 1932, it introduced cake mascara for retail sale. The tag line of Maybelline is "May be it's Maybelline", Maybelline entered the Indian market in the year 1998 along with technically advanced products. Today, Maybelline offers more than 200 products and in India it has more than 160 products in the Eyes, Face and Lip care segments.

The logo for Maybelline New York, featuring the word "MAYBELLINE" in a bold, sans-serif font with "NEW YORK" in a smaller font below it.

According to a report by Financial express, the market share of Maybelline in Indian market was around 7% after Lakme. [\[13\]](#) [\[14\]](#) [\[15\]](#)

- 5. Colorbar-** Colorbar was launched in India in the year 2004 by Samir Modi and is a part of Modi Enterprises. He launched Colorbar in India targeting to change the buying experience of the women while purchasing cosmetic products keeping in mind the population of the country and equally maintaining the quality of the products. Reena Chabra one of the CEO of the company who had immense experience in the cosmetic products brought a complete change to the Colorbar cosmetics making it 100 cr in a few years. Today, colorbar has more than 100+ exclusive stores and 1200+ multibrand outlets including Shoppers stop, Lifestyle, New U, Pantaloons in India. The products are also available online.

The main motto behind the brand is to be gender neutral and celebrate the diversity of all those who come to visit us. ColorBar believes in the concept of expressing each human being by its own uniqueness, they also have a cruelty free product range becoming India's third largest brand. The products of ColorBar are produced and packaged in France, Germany, Italy, Korea, USA. For FDA standardization and quality, the brand is ISO certified in US, EU, UK and Japan. Globally, Colorbar is present in SriLanka, Malaysia, USA, UK and UAE on e-commerce platforms.

The product lines of Colorbar include Makeup, Skin care, Hair care, Fragrances and in all more than 500 products.

According to the report of Euromonitor, Colorbar ranks fourth in market share 3.6%. [\[16\]](#) [\[17\]](#)

6. **Sugar Cosmetics-** Sugar Cosmetics was founded by Vineeta Singh and Kaushik Mukherjee in the year 2012. The parent company of Sugar Cosmetics is Vellvette Lifestyle, Vellvette. It started with just two products, a black matte eye liner and a black kohl pencil. It started as an online supplier of natural, paraben-free cosmetics. The tag line of Sugar cosmetics is "Rule the World, One look at a time". Sugar Cosmetics opened a Shopify store in 2015.



Sugar Cosmetics have a wide range of products in Lip care, Skin care, Face care, Nails segments.

According to a report, it sells 200K+ products per month and it operates on a hybrid model having its presence in 35,000 multi-brand outlets across 550 cities.

Sugar Cosmetics is present on all the prominent e-commerce platforms like Amazon, Flipkart, Nykaa, Myntra etc.

Sugar Cosmetics is globally available in Korea, Germany, Italy, and USA.

Sugar Cosmetics operating income increased by 82% in FY 2020 drastically during the pandemic and the revenue has crossed 200 crores in FY 2022.

Thus, the company has achieved new heights along with omnichannel approach focusing on content marketing and development of its app. [\[18\]](#) [\[19\]](#)

7. **Nykaa-** Nykaa was founded by Falguni Nayar in the year 2012 to take the cosmetic products market at a higher level with just 3 employees and 60 orders initially. It was launched as an online corporation later on omnichannel. The origin of the word Nykaa is "Nayaka" a Sanskrit word which means actress or the one who is spotlight. It has the products of domestic brands, international brands, luxury brands, prestigious brands, premium brands, niche brands, cult brands, expert advice and videos.



It understands the need and preferences of the consumers 72 luxe, trending, kiosk stores for the same. Nykaa has more than 2400 products with 100% authentic brands in the segments such as skin care, make up, haircare, bath and body, fragrances, personal care.

Nykaa increased it's physical stores to 141 by December, 2022 across 56 cities. As on 31st March, 2022, Nykaa has more than 1500 brands and over 4.3 million SKU's. Nykaa E-Retail ranked 6th on the e-commerce platform in terms of sales revenue according to CMIE Prowess data base.

The company had an operating margin of 6.2% and a net margin of 2.6% in March,2022. [\[20\]](#) [\[21\]](#) [\[6\]](#)

8. **The Body Shop India-** It was founded by late Dame Anita Roddick in the year 1976 in UK. It has a history of championing local communities via its bespoke Community Fair Trade (CFT) it sources its ingredients, accessories, and packaging materials all over the world. Globally, The Body Shop has 30 CFT's and 3 in India. They have a commitment for "Enrich Not Exploit" which includes enriching people, planet, and products.



The Body Shop was launched in India in the year 2006 with the motto of sustainably fair ingredients, 100% vegetarian and cruelty free products.

The Body shop has over 1000 products in Hair care, Skin care, Body care worldwide. The current CEO of India is Shriti Malhotra.

The Body Shop has 3000 stores across 68 countries worldwide. In India, there are 200 stores and it plans to expand 100 more stores by the year end 2025.

Thus, Body Shop reaches to the customers by e-commerce sites, sub-franchisee business and selective wholesale new market around the world.

The brand has dropped the prices in India by 20-30% with an aim to increase its share in an intense competitive market. [\[22\]](#) [\[23\]](#) [\[24\]](#)

9. **Johnson & Johnson Pvt Ltd.-** The Johnson & Johnson Pvt Ltd is an American multinational corporation founded in the year 1886 in USA which developed medical devices, pharmaceuticals and consumer packed goods. In the year 1947,



Johnson & Johnson started marketing baby powder in India. In the year 1957, it started a separate legal entity in India with 12 employees. Indian company also had a manufacturing unit and they started with all the above products.

The current CEO of India's Johnson & Johnson is Sandeep Makkar. In India, it has varied segments but in cosmetic segment it has Baby care, women's health and beauty products- skin and hair care products. The company is classified into wholesale trading industry. The maximum revenue comes from cosmetics, toilet preparations, soap and washing preparations.

It ranked 55th in the wholesale trading in terms of sales in 2021-22.

The company had an operating margin of 18% and net margin of 11.9% during the year end 31st March, 2022. [\[25\]](#) [\[26\]](#) [\[6\]](#)

10. VLCC Health care limited- VLCC was founded by Mrs. Vandana Luthra in the year 1989. It was the first company as a multi-outlet operations in wellness and beauty industry. The main services by the company includes, Slimming services, Beauty and Grooming, Dermatology, Laser, Hair build.

The majority of products are manufactured at company owned plant 2 in India and 1 in Singapore.



VLCC has Wellness and Beauty clinics across 106 cities in India and 25 in 09 other countries.

VLCC has a diversified 118 products in skin-care, hair-care and body care products. It also has nutraceuticals under the labels VLCC Natural sciences, VLCC's slimmer's, VLCC Shape up, VLCC Wellscience, Bellewave and Skin MTX brands.

It has its products in more than 1,10,000 retail stores, salons, spas, aesthetic dermatology clinics.

The operating revenue of the company has increased by 17.92% on 31st March, 2022 compared to the previous year. [\[27\]](#) [\[28\]](#) [\[29\]](#)

11. Natura & Co.- It was founded in the year 1969, Sao Paulo and it is a Brazilian multinational company in cosmetics and personal care segment. It is considered one of the leading company in direct sales in Brazil and protecting the Amazonian social biodiversity via its sustainable business model.



All its' products are 93% vegan and cruelty free.

In the year 2014, Natura and company was the first company to have received Bcorp certification and its' third certification was completed in 2020.

Natura's EKOS line has certified products by Union of Ethical biotrade (UEBT).

It operates in more than 100 countries, 3200 stores, 32000 employees and 7.7 million representative and consultants.

Natura and Co. had a consolidated net revenue of 36.3\$ billion in 2022. The company has more than 53% of women leadership at Natura & Co. The main aim of Natura and Co is to conserve the natural ecosystems by creating protected areas and promoting the local actors. [\[30\]](#)

12. **Patanjali Ayurved Ltd.**- Patanjali Ayurved Ltd was founded in the year 2006 owned by Balkrishna Ramdev with an aim of creating a healthy society via Yog and Ayurved for rural as well as urban development. Farmers are main assets of this company.

They contact farmers for herbal and organic products and various other initiatives for increasing the income of the farmers.



Patanjali earns it's major revenue from processed food industry in food products, beverages and tobacco, whereas Home and personal care, ayurvedic products are other major revenue segments.

The main segments in the natural personal care includes Skin care, Dental care, Hair care, Body care, Eye care, Shishu (Baby) care product in total it has more than 1200 Personal and beauty care products.

Today Patanjali Ayurved has more than 47,000 retail stores, 3500 distributors, 18 multiple warehouses and 6 factories in India.

Patanjali Ayurved has more than 2,00,000 employees.

The company had an operating margin of 8.9% and a net margin of 4% during the year end March,2022. [\[31\]](#) [\[32\]](#) [\[33\]](#) [\[6\]](#)

13. **Himalaya Drug Company**- The company was founded by Mohammad Mamal in Dehradun in the year 1930. The new name of the company is Himalaya Wellness Company and is popular in pharmaceuticals and skin care products. The firm of the company is situated in Bangalore, India.



The health care products of the Himalaya company are made with Indian origin Ayurvedic ingredients and are further sold under the label Himalaya Herbal Healthcare.

The company has many researchers that helps in utilizing the herbs and minerals in the Ayurveda.

The main services are in pharmaceuticals, self-care products, baby products, welfare products.

Himalaya Global Holdings Ltd. Is the main parent company that works for Himalaya Drug Company globally. The firm functions in US, Middle East, Asia, Europe and Oceania selling its products in more than 106 countries and has over 500 products under the label Himalaya.

According a report of Nielson Survey published in Economic Times, Himalaya company has a market of around 19% and Himalaya's Purifying Neem Face wash leads the category by 1,200 crore category growing at 17.5% from industry's view. [\[34\]](#) [\[35\]](#) [\[36\]](#)

14. **Forest Essentials-** Forest Essentials is an Indian origin company founded by Mira Kulkarni in the year 2000. Initially, it was started with an investment of 2 lakh rupees and the product ranges were only handmade soaps and candles.

Forest Essentials is an authentic, traditional skincare brand along with its roots in the science of Ayurveda. It claims to be pure, ethical, plant-based ingredients, 100% natural and authentically ayurved products.



The segments include Face care, Body care, Hair care, Make up, Fragrances and wellness products.

The various certifications and standardization are cruelty free, GMP, Make in India, Ayush Premium, ISO.

Forest Essentials is considered as India's premium luxury skin care and beauty brand and has more than 100 stores in the country.

The main clients of Forest Essentials are Taj Hotels, The Oberoi Group, The Ritz Carlton, The Four Seasons, it also supplies its products to Rashtrapati Bhavan also.

Forest Essentials mainly supplies to 190 hotels, online platforms like Amazon, Nykaa, Tata Cliq, Flipkart etc. and exports in 120 countries.

According to a report published by voice of fashion, Forest Essentials had a market share of 30% in luxury beauty market segment. [\[37\]](#) [\[38\]](#)

15. **Ziltch Cosmetics-** It was founded by Ananya Ukil and Srishti Bakshi in 2019 in Delhi, India. The main products segments includes make up, skin care, hair care, body care and wellness products.

It claims to be paraben free, toxin free, no animal testing and skin friendly ingredients.

The products are available on the e-commerce platforms such as Amazon, Flipkart, Nykaa and Ziltch's own website.

The company had its ups and downs during the pandemic but aims to continue launching multi-functional products without any quality affect.



Ziltch looks ahead to introducing new products in makeup categories and planning to take at a global level. [\[39\]](#) [\[40\]](#)

16. **Mamaearth**- Mamaearth was founded by Varun Alagh and Ghazal Alagh in the year 2016. The parent company is Honasa Consumer Ltd. The company started with the initial investments of 90 lakhs and today it has more than 1.5 million consumers.

Honasa Consumer Ltd is classified as Wholesale trading company and the main products/services

from which maximum revenue is earned are in cosmetics, toilet preparations, soap and washing preparations.



Mamaearth introduced a unique way by launching Plant Goodness Initiative with an aim of planting 1 million trees by 2025 and they have already planted 4 lacs across Rajasthan, Uttar Pradesh and Haryana. This initiative was started if consumers ordered a product of Mamaearth, one plant will be grown and the consumers can even track the growth of their trees. The saplings planted by each order received bears fruits, so that farmers can earn and increase their income opportunities from the same. With this initiative, it has created an impact in the lives of more than 500 farmers since 2020.

Mamaearth mainly focuses on babies and others with a product range of baby care, hair care, skin care with more than 140 natural products.

Beauty and Personal care products range of Mamaearth has been launched in 35 exclusive Brand outlets across 15 cities in India.

According to the reports, Mamaearth had a total revenue of 920 crores INR with a net profit of 24.6 crores INR for the year 2021-22.

The company's 20% revenue comes from baby care range, 80% from skin care and hair care, 65% from selling personal care products and 50% of the revenue in marketing the brand in online and offline channels.

The company earned an operating margin of 2.2% and a net margin of 2.1% during the year end 31st March, 2022. [\[41\]](#) [\[42\]](#) [\[43\]](#)

17. **Shahnaz Hussain Group-** Shahnaz Hussain Group was founded by Shanz Hussain in 1971 with her first herbal clinic with the concept of Herbal care and cure. The products she curated was for skin and hair problems.



In 1979, the first franchise clinic was opened in Calcutta and in a year only, they had 80 franchises and in 1982 they opened the first clinic in London.

Shahnaz Hussain Group has a global network with franchise salons, retail outlets, beauty training academicians and 380 Ayurvedic formulated beauty and health care products.

She has also spoken at Harvard School in brand creation and other international universities. The name of the case was “Emerging Markets”.

They sell their products online on its website and 400 franchises ventures across the globe and 138 countries without animal testing.

They have also formulated therapeutic products for skin and hair premium, 24 carat gold, oxygen, diamond, pearl, plant stem cells and platinum range. They also have premium Ayurveda Salon and spa treatment centre. They have their products in more than 1,50,000 stores across the globe.

According to the article by Economic Times, Shanaz Herbal had a dominant presence in the premium skin care growing 9-10% as the market for skin care alone has estimated Rs.1500 crores. [\[44\]](#) [\[45\]](#) [\[46\]](#) [\[47\]](#)

18. **Coloressence-** Coloressence was founded by Saurabh Nanda in the year 2008 in Delhi, India. It is a made in India brand that manufactures and markets premium quality color cosmetics at a reasonable price. The factory of Color Essence is GMP certified and is located in Haridwar, Uttarakhand.



Coloressence has more than 500 SKU’s and the product Kaleidoscopic ranges in face care, eye care, lip care and nails. The products include kajal, lipsticks, liquid lip colors, lip liners, mascaras, eyeshadows, primers, compact powder, foundation, concealers, shimmers, highlighters, blushes, sindoor, make up remover, sprays, etc.

The company also has a premium range of color cosmetics called Coloressence Gold that has superior quality and eye capturing packaging.

It has over 500 distributors and more than 1000 employees.

The company promotes on social media platforms and are available on the various kiosks.

The brand specifically focuses on the skin tone of Indian women. It has over 800 BA counters across the country. [\[48\]](#)

19. **Godrej Consumers Products Ltd.**- Ardeshir Godrej was the first person to set up a company after a few failed attempts in 1897. World's first vegetable oil soap was called as Chavi without animal fat in the year 1918. Godrej soaps was endorsed by many freedom fighter's including Rabindranath Tagore, Annie Beasant, Rajagopalacharya. In 1938, PPF was introduced in Godrej company. In 1952, Cinthol was second ;largest soap player in India. In 1974, the company introduced hair color and had done many innovations since then. Godrej soaps demerged into Chemical business, FMCG business known as Godrej consumer products in the year 2001. The first global acquisition was done in Keyline Brands, UK in the year 2001.



Godrej Consumers products was classified as Diversified manufacturing industry and the maximum revenue is diversified manufacturing.

Godrej Consumers products ranked 1st in Diversified manufacturing in sales revenue in the year 2021-22.

It is one of the largest homegrown personal care brand having its core business in hair care, personal care.

The known brands under Godrej Consumers products are Cinthol, Godrej Fair Glow, Godrej No.1, Godrej Shikakai, Godrej Power Hair Dye, Renew, Coloursoft etc.

Godrej Consumers products earned an operating profit of 24.1% and net profit of 19% during the year end March 2022. [\[49\]](#) [\[50\]](#) [\[6\]](#)

2.3. Top Indian Origin Cosmetics Companies^[51]

1. Lakme
2. VLCC
3. Forest Essentials
4. Shanaz Hussain
5. Jovees
6. Sugar Cosmetics
7. Himalaya Herbals
8. Ruby Organic's
9. Khadi Naturals
10. Juicy Chemistry
11. Biotique

5. **Jovees**- Jovees Herbals was founded by Rakesh Misri in the year 2004. It is one of the most leading brands in the herbal beauty and wellness segment. It initially started with only 24 products with the aim of creating innovative and effective products.

The company claims to have Paraben free, Cruelty free, Alcohol free, clinically tested, high quality and natural ingredients.

The main products available in the beauty and wellness are body care (eco-friendly), hair care, skin care.



Today, the brand has more than 150 products and is present not only in India but also in Sri Lanka, Hong Kong, France, Maldives, Australia, and Spain.

Jovees Herbal is located in more than 30,000 multi-brand retail stores and has planned to increase its network by 50%.

According to the article published by Economic Times, Jovees Herbal has a target of revenue of Rs.175 crores by the financial year end 2023. The brand has expected to increase the revenue by 40% and fiscal growth by 35%. It also has expected to increase the online sales by 6%. [\[52\]](#) [\[53\]](#) [\[54\]](#)

8. Ruby's Organic- Ruby's Organic was founded by Rubeina Karachiwalla in the year 2003. It was started with an aim to particularly design for Indian skin tone and textures.

The company aims to have plant and mineral based make up along with bio-actives and the ingredients which are not harmful for the skin, combination of seed butters, plant derived oils, natural waxes, clays and minerals. The main segments in which the products are available are Skin care, lip care, eye care, body care, (make up) etc.



The company does not have any chemicals and the products are designed in a way that they are light weighted, long lasting and that are trending.

All the ingredients used are at minimum risk for human, 100% biodegradable, ethically sourced and licensed, most of the products are ECOCERT, COSMOS or NATRUE certified. The operating revenue of Ruby Organic's was 1 crore to 100 crores in the financial year ending 31st March, 2021. [\[55\]](#) [\[56\]](#) [\[57\]](#)

9. Khadi Naturals- Khadi Naturals was founded by Gaurav Singh in the year 1963. The main aim was to help everyone by providing solutions with herbal remedies for the health care related issues.



Khadi Naturals is one of the leading manufacturer, exporter and supplier of natural and authentic products and it is present in 25 states with 100 registered distributors, it exports its products in 25 countries and 50 authorized sellers and distributors globally.

The segments in which the products are Skin care, Hair care, Body care, soaps, baby care etc. They manufacture Khadi Natural herbal shampoo, natural and glycerine soaps and paraben free cleansers. All the products and formulations are according to WHO, GMP and ISO guidelines and they are organically cultivated from plant extracts under the supervision of qualified Ayurvedic doctors.

Khadi Natural Herbal products are eminent purity, verified against harmful reactants, no animal testing and ISO, WHO and GMP certified. [\[58\]](#)

10. Juicy Chemistry- Juicy Chemistry was founded by Pritesh and Megha Asher in the year 2014 with the aim of formulating pure and most nutrient rich natural ingredients.



They would find the organic approved farms that would cultivate the ingredients in the farm, they would steer and clear GMOs, pesticides, fertilizers. They make smaller batches of botanicals formulations.

They make the products by the processes like cold-pressing, steam distillation, sedimentation, natural filtration, they are eco-friendly, and the waste generated uses gets reused or recyclable.

The company of Juicy Chemistry claims to be sustainable and they don't do any animal testing, use biodegradable products, packaging is recyclable, ingredients are organic and environmental conscious. Juicy Chemistry receives most of its revenue in the form of B2C business model along with 90% of its revenue from e-commerce platforms via Nykaa, Amazon, Myntra and Juicy Chemistry's own website.

The various segments in cosmetics produced by Juicy Chemistry are Face care, Hair care, Body care and other products. It has one of its store in Coimbatore. All the products of Juicy Chemistry are certified products under ECOCERT's COSMOS certification. Juicy Chemistry revenue in the FY 2020 was Rs.6.25 crores and aim to achieve Rs.25 crores in the FY 2021. [\[59\]](#) [\[60\]](#)

11. Biotique- Biotique was founded in 1992 by Vinita Jain in Switzerland and then from 1994 it started in India, the company started with the aim of creating cosmetic products with the concept of Ayurveda with the combination of old Ayurveda and modern biotechnology. The parent company of Biotique is Bio Veda Action Research.

The products of the company are claimed to be 100% organically grown, preservative, extracts of the plants, herbs, trees and other contents in roots, leaves, fruits, flowers and are manufactured in Himalaya along with the Advanced technology Swiss Biotechnology.

There are no chemicals, no preservatives, no animal testing, dermatology tested, packaging is recyclable and eco-friendly products.



More than four thousand multi-brand locations have been opened by Biotique, and the company exports to nations like Spain, the United States, France, the Netherlands, Italy, Malaysia, Nepal, Sri Lanka, Belgium, Singapore, and Switzerland.

The various segments produced are Skin care, Hair care, Body care, Baby care, Fragrances, Make up.

The company has more than 3000 employees and 75% of them are women.

Biotique laboratories are one of the finest laboratories in the world. The main mission of the company is to provide the highest level of quality products by the amalgamation of Indian traditional medicine and advanced modern science and satisfy the cosmetics needs of the consumers.

In the category of Food and Personal care in India is ranked 68 with >US\$ 1m in the year 2022. The top stores where the products are available were Big basket, Jio Mart and Nykaa. [\[61\]](#) [\[62\]](#)

2.4. List of Top 10 Indian Green/Organic cosmetic companies

1. Soul Tree
2. Forest Essentials
3. Tribe Concepts
4. Bombay Hemp Company
5. Kama Ayurveda
6. Ilana
7. Pahadi Local
8. Neemli Naturals
9. Ras Luxury Oils
10. Sadhev

1. Soul Tree- Soul Tree was founded by Vishal Bhandari in the year 2006 and the company was introduced by Vedicare Ayurveda Ltd.

It was launched with an aim of formulating ayurvedic recipes and 100% natural and organic products.

According to the company, all of the materials used in their products are organic, homegrown, and harvested without the use of any harmful chemicals, ensuring that neither the crops nor environmental pollutants are damaged.



Thus, they do not have any synthetic fragrance, products are cruelty free and 100% vegan, ingredients are sustainably sourced and SLS/SLES, Paraben free.

Skin care, hair care, bath care, and makeup products are among the numerous categories and segments in which the items are classified. Other product types include shampoos, shower gels, hair oils, Ayurvedic kajals/mascaras/lip glosses, BB creams, and other hair products.

The main concept the company offers is of Triple Seal of their travel in the Himalayas, amalgamation of Ayurvedic, Organic and Natural.

The products of Soul Tree are available in the stores at Delhi, Gurugram, Bangalore and Trivandrum, and the products are also available on e-commerce platforms such as Amazon, Nykaa, Myntra, Soul Tree's own website etc.

According to an article published by The Economic Times, the market share of Soul Tree was 27% in the premium skin care segment. [\[63\]](#) [\[64\]](#)

3. Tribe Concepts- Tribal Concepts was founded by Amritha Gaddam in the year 2019 in India. It is considered as India's first Plant-based hair and skin care brand. The brand was originated from the banks of river Godavari.



The brand has adopted the concept of "women in business", so 80% of the employees are women, from handpicking of the ingredients used in the product making to shaping up the products, women plays an important role.

The brand uses ancient scientific method for healing-Ayurveda.

They claim that all the products manufactured are plastic-free in packaging, zero chemical use, ethical in practice, pollution-free.

The main product segments are Face care, Body care, Hair care.

The main aim of the brand is to make pillars on the Indian ingredients, sustainability and native tribal practices, they believe in pure organic extracts from the plants and roots that are to be an ideal alternative for skin and hair care products, so all the products are in pure organic powder and cold pressed oil forms.

The next target of Tribe Concepts is to launch The Tribe Veda that will have all the natural alternatives of the health that will help in nourishing.

The products of the Tribe Concepts are available on the e-commerce platforms such as Nykaa, Amazon, Purplle, Tribe Concepts own website etc.

Thus, Tribe Concepts was started with a concept of 90 day miracle hair oil in 2019 and now with 14 products and more than 2 lakh consumers the brand had a turnover of 50 crores in 2022. [\[65\]](#) [\[66\]](#) [\[67\]](#)

4. Bombay Hemp Company- Bombay Hemp Company is also popularly known as BOHECO and was founded with an aim of research and promote industrial hemp in the year 2013 by Jahan Jamas, Sanvar Oberoi, Sumit Shah, Avnish Pandya, Delzaad Deolaliwala, Chirag Tekchandaney and Yash Kotak.



The main things under the company research, cultivation, harvesting, processing, manufacturing, trading, wholesaling, retailing, innovating, advocating and creating a new market for the encouragement of industry all across the country with the help of BOHECO.

They are an agro-based company that redefines the future of Indian agriculture. The use of cannabis are kaleidoscopic. The whole process includes pulling out of fibre and turn it into yarn, then harvest the seeds into wholesome nutrition, studying the genetics and the design of this whole process brings the existing industries of Agriculture, Technology, Nutrition and health care community together for the community, impact and value.

The word Cannabis is a plant that is from the Himalayas and this plant has been useful to the people living there for multi -purpose things like in the food they eat, the clothes they wear, the ropes they tie to their cattle, and thus the use of this plant is quite medicinal and knowledgeable and passed down from generation to generation. Thus, BOHECO has brought cannabis back for health, wellness and nutrition.

All the products used by the company are non-GMO, GMP certified, cruelty free, plant based, no additives and the various segments are skin care, body care, health care designed uniquely for the wellness of the consumers. [\[68\]](#) [\[69\]](#) [\[70\]](#)

5. Kama Ayurveda- In 2002, Vivek Sahni, along with his business partners Rajshree Pathy and Vikram Goyal, launched Kama Ayurveda. To better understand the formulas and natural ingredients, Kama Ayurveda worked with a century-old Arya Vaidya Pharmacy in Coimbatore, Tamil Nadu, with the assistance of nearby forest communities, small-scale farmers, and artisans.



They have a product segments for Skin care, Hair care and Body care products. Kama Ayurveda launched it's website in the year 2014. Kama Ayurveda has 105 stores in India (around 50 stand

alone stores and other shop ins as well as in hotels and spas). The products of Kama Ayurveda are sold on the e-commerce platforms such as Amazon, Flipkart, Nykaa and Kama Ayurveda's own website. They have more than 400 employees and 100cr turnover in the year 2020. [71] [72]

6. **Ilana-** Ilana was founded by Amit Patil and Nikita Deshpande in the year 2018 with an aim of natural products.

The brand claims to have 100% honest beauty brand from natural pigments, their flagship product Beet Tint is also made from the natural pigment of beets. The segments in which they have cosmetic products are Make up, Skin care, Body care. It has 18 products in total. They believe that the ingredients used in the make up products should be ethical and honest, innovative, toxin free, performance driven, clean, safe for the environment and planet, cruelty free. Their tag line is "One honest product at a time." Ilana has 5 stores in India and is also available on e-commerce platforms. [73]



7. **Pahadi Local-** Pahadi Local was founded by Jesica Jayne in the year and the parent company is Pahadi Goodness Private Limited in Mumbai, India.

Pahadi Local is a brand that follows SOURCE TO BOTTLE philosophy and the products range from cold pressed oils from orchard, clays, salts and flowers.



It claims that the products are chemical free, no preservatives and stabiliser free.

The products of Pahadi local are available in JCB salons, Good Earth Stores, Taj Hotels and other e-commerce platforms such as Amazon, Nykaa and Myntra.

The products are ECO-CERT Audit that is a French product certified and also the lab tests are according to the International standards.

Thus, the brand defines luxury by the act of mindfulness from the hills to the home of consumers, it also has various green initiatives, cooperative structures and fair pricing. [74] [75] [76]

8. **Neemli Naturals-** Neemli Naturals was founded by Manu Seth, Bhaskara Seth and Rameswari Seth in the year 2018 under the parent company Bandra Soap Company Pvt Ltd in Mumbai, India.



The products made are natural, hand-made, cruelty free, vegan, chemical free and plant based products, non-toxic, safe and effective for long-term and plant based ingredients are cold pressed oils, steam distilled therapeutic, reusable packaging and Eco-certified.

They studied the ancient Ayurveda manuscripts along with modern formulations and finally launched a few products.

The ingredients such as activated charcoal, sea buckthorn from the Himalayas and Olive Squalane from Japan are used.

The brand follows the rule “No compromises on Our Product Quality”

The products are available online and they have around 50,000 consumers with less than 01% of market share. [\[77\]](#) [\[78\]](#)

9. RAS Luxury Oils- RAS Luxury Oils was founded by Shubhika Jain, Sangeeta Jain and Suramya Jain in the year 2017 under the company RAS Beauty Private Limited. The meaning of the word RAS means essence or happiness in Sanskrit language.



RAS Luxury Oils is the first ‘Farm to face’ skincare venture in the country as the owner have their own farms and research labs.

The products of this brand are Sulphate free, Paraben free, Silicone free, Phthalates free, non-preservatives, SLS free, without any synthetic fragrances, additive free.

All the ingredients used in the products are grown in their own farms with the help of local farmers. All the products are PETA certified. The segments in which the products are available are Face care, Lip care, Hair Care, Body Care and wellness. All the products of RAS Luxury Oils are available online on e-commerce platforms. [\[79\]](#) [\[80\]](#)

10. Sadhev- The journey of this brand begins with the story of a boy who visits the ancestral home with his mother in the town of Vallapad, Kerala for paying tribute to their forefathers Cholayil Kunju Maami Vaidyar. He came to know that how Vaidyar had unconventional healing techniques and countless Ayurveda treatments and that was a trigger for him to start Sadhev.



That’s how Lasakan with his mother Jayadevi launched Sadhev in the year 2019 with the aim of creating exotic beauty and wellness treatments.

The ingredients are grown in own land and the farmers of Sadhavana use sustainable farming for the same. The botanicals that do not grow in India are sourced from various countries, Argan Oil from Morocco, Saffron Petals from Afghanistan, Butters from Switzerland, Rose from

Bulgairia. The segments in which the products are available are Body Care, Face care, Hair care. The formulations have secret therapeutic formulations that can heal, uplift and transform oneself inside out. [\[81\]](#)

2.5. List of leading cosmetics companies of Gujarat [\[82\]](#)

1. Iba Cosmetics
2. Zeel Beauty Care
3. Vimson Derma Glowel Cosmetics
4. Riviera Cosmetic
5. Zoic Cosmetics

1. **Iba Cosmetics-** Iba Cosmetics was founded by Mauli Teli and Grishma Teli in th year 2012 under EcoTrail Personal Care Pvt Ltd. And Iba Cosmetics was launched properly after research, market understanding and product development in the year 2014.

The products are vegan, animal cruelty free, and they have been curated in a way that the ethical needs of Muslims, Jains, Vegetarians and Vegans meet upto their expectations.

All the products of Iba cosmetics are HALAL and PETA certified.



The company offers more than 100 products in the make-up, hair-care, and skin care categories. The Global Halal Cosmetics market includes skin care, hair care, color cosmetics and Fragrances in distribution channel. The products are sold in Super markets, convenience stores, e-commerce platforms and in several countries. The global Halal cosmetics market is assumed to grow from 33.3\$ billion in 2021 to 77.38\$ billion by the year 2028, 12.75% CAGR. Other major brands including EcoTrail are duck, Ivy, Inika organic and Clara. [\[83\]](#) [\[84\]](#) [\[85\]](#)

2. **Zeel Beauty Care-** Zeel Beauty Care was established in the year 2004 and it is a Gujarat based company.

The company has 68 products in the segments mainly Hair care and Skin care.

All the products are made by using natural herbs and synthetice ingredients.

It has a turnover of more than 20 Lakhs. [\[86\]](#)



3. **Vimson Derma Glowel Cosmetics-** Vimson Derma was founded in the year 2014 with the aim of high quality of dermatology and cosmeceuticals by Vimal Bacchawat and Kalpesh Bacchawat.

They had an experience of more than 45 years in dermatology and then they started manufacturing facilities with the help of major Pharma, medical and life science companies. The main aim is “High Quality and Consistency”. They mostly have Skin care products from medicinal to soap, shampoo, face wash etc. [\[87\]](#)



4. **Reviera Cosmetic** – Riviera Cosmetic was founded in the year 2008 and it is one of the leading cosmetic manufacturers in India.

All the products goes through proper quality check in terms of material and technology and quality.



The main segments in which the products are manufactured are Cleaners & toners, skin care, body care and hair care. They had been awarded GMP and ISO 9000. The main targets of the company are to manufacture highest quality in OEM and ODM, Private label beauty brands manufacturer, filling, designing and packaging of the products.

They have also curated a Luxury Spa brand name “Sukham” in the year 2015.

Thus, the company’s vision is to be a leading manufacturer and trader by manufacturing high quality skin care products across the country. [\[88\]](#)

5. **Zoic Cosmetics-** Zoic cosmetics was founded in the year 1990 and with the vision of being a leading Healthcare company and increasing the quality of life.

The main aim of the company is to manufacture not only medicines but also Ayurvedic healing.



The brand has the products in the various segments such as Skin care, Hair care, Personal hygiene, Body care.

It has 5 units in the country for manufacturing of the products. [\[89\]](#)

2.6. List of Home grown beauty brands from Gujarat: [\[90\]](#)

- 1) Skin Yoga
- 2) Raw Rituals
- 3) Reve Organika
- 4) Aerth Naturals
- 5) Earth Origin

1. **Skin Yoga-** Skin Yoga was founded in the year 2013 by Radhika Choudhary, Deepika Choudhary and Jagriti Choudhary in Gujarat, India.

It is a 100% natural luxury skincare brand.

All the products of Skin Yoga are based on the principles of Ayurveda.

It is a Direct to Consumer brand and the products of Skin Yoga are available on the e-commerce platforms. [\[91\]](#)



2. **Raw Rituals-** Raw Rituals was founded by Anita Agarwal in the year 2015 in Gujarat, India. The products are amalgamated with old traditions and modern therapeutic essentials.

The segments are Hair care, Body Care and Skin care. [\[90\]](#)



3. **Reve Organika-** Reve Organika was founded by Jigna Shah and the the brand is totally inspired by the nature.

It focuses on the purity of the products and all the essential oils are produced from the actual plant without any artificially added fragrances or colors.

The segments are generally Body care, skin care and hair care mostly in the form of essential oils. [\[92\]](#)



4. **Aerth Naturals-** Aerth Naturals was founded by Dhara Agrawal and Vidushi Agarwal, it is Uttarakhand based brand.

The segments in which the products are available are Hair care, Face care and Body care. [\[90\]](#)



5. **Earth Origin-** Earth Origin was founded by Mamta Shah and it is a vegan luxury skincare brand which empahsises the royal Indian beauty.

The products are an amalgamation of Ayurveda and the segments are Body oils, Ubtans along with natural flora and plant extracts. [\[93\]](#)



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3. REVIEW OF LITERATURE

3.1. Green Cosmetics

Attributes: (Sustainability, Consumer Preferences, Consumer Behavior, Purchase intention, Attitude, Awareness, social media, Brand, Gender)

1. (*Matilde, 2021*) The study “Sustainable cosmetics: the impact of packaging materials, environmental concern and subjective norm on green consumer behavior” by Bellomo Matilde to know the impact of environmental concern, subjective norm and Consumers Perceived Effectiveness based on green consumer behavior through pro- environmental behavioral intention. For the same, quantitative research was conducted via online survey to the Italian consumers and 223 questionnaires were collected and further analyzed by the SPSS software. SEM was used to verify the framework and the hypothesis was tested by multiple linear regression along with partial least squares. The result further showed a significant relation between attitude towards behavior and consumers perceived effectiveness in the TPB model. It recommended the companies of the cosmetics industry with the aim to communicate sustainability by the products to increase the consumer’s awareness regarding the use of and perception of sustainable products.
2. (*Mäkiä, 2021*) The study “How Cosmetics Companies Can Improve the Credibility of Green Marketing – A Consumer Perspective” was conducted for providing information regarding consumers and cosmetics companies about the credibility and improvement of green marketing in the cosmetics industry and on how to identify greenwashing companies authentically. For the same, data was collected by online survey and total 107 valid responses were collected. The data was analysed by content analysis methods, webropol and Microsoft excel. The hypothesis concluded that the cosmetics companies could improve the credibility in the field of green marketing and the companies should also be authentic in their certification. Thus, it would further help the companies to identify or recognize the greenwashing from green marketing.
3. (*Kapoor, Singh, & Misra, 2019*) In the paper “Green Cosmetics- Changing young consumer preference and reforming cosmetics Industry” the survey conducted to identify the factors that motivates consumers for purchasing the green cosmetics products. For the same, a survey was conducted via questionnaire and 150 respondents responded in Delhi, NCR, Noida, Ghaziabad and further analysed by SPSS 18 software, Multiple Regression, Correlation, Reliability test (Cronbach Alpha Reliability test) was

conducted. It examined the relationship between the variables for the responses received. It tried to identify the various pitfalls faced by the consumers while they were shifting from non-green to green cosmetics products. The primary driver of green marketing is concern for the environment, thus companies should concentrate on raising customer awareness and their propensity to favor eco-certified goods. Marketers should focus on the labelling and certification of green cosmetics, which will help to address consumers' environmental concerns. The paper further suggested the changes to be made by the marketers for targeting, segmenting and motivating a more diversified consumer base.

4. (*Wilson, Theodorus, & Tan, 2017*) The study “Analysis of Factors influencing Green Purchase Behaviour: A case study of the cosmetics industry in Indonesia” was conducted to know the factors that would influence consumers' green purchase behaviour towards green cosmetics products in Indonesia. For the same, a survey was conducted using a questionnaire and 260 responses were collected from those who purchased and used the green cosmetics products. The data was further analysed by using AMOS 22.0. Based on the survey conducted, the hypothesis concluded that the attitude of the consumers towards the behaviour and the perceived behavioural control had a positive relationship on the behavioural intention. Whereas the intention of the behaviour (consumers) did not have a significant relationship on the purchase of green cosmetics products. The study will further help the researchers in improving the factors in understanding the factors that had a positive relationship or affected on the consumers while purchasing the green cosmetics products.
5. (*Samanta, 2020*) The study “Buying Behaviour of Environmentally Sustainable Cosmetics- Indian Context” uses the TPB (Theory of Planned Behaviour) while examining the buying behaviour of the consumers while purchasing the green cosmetics products. For the same, a survey was conducted by using a structured questionnaire and data was analysed by 154 valid responses from the overall responses received. Confirmatory Factor analysis and Reliability test was used for the analysis of the data. The hypothesis concluded that the attitude towards the environment had less significance for driving the purchase intention. Whereas the effect of perceived price and moral norm had a positive relationship towards the purchase intention. From the overall survey, the perceived benefit had the most effect towards their purchase intention. Thus, the study will help in deciding the marketing campaigns, promotional events and investment for environmentally sustainable green cosmetics products.
6. (*Bom, Jorge, Ribeiro, & Marto, 2019*) The main aim of the paper “A step forward on sustainability in the cosmetics industry: A review” is to discuss the relationship between sustainability and the cosmetics industry- all the factors and the tools which

are related to sustainability and are impacted during the product life cycle. For the same, data collection was done by science direct, Google scholar, SCOPUS and Web of Science data bases were used and a cross reference snowball sampling strategy was used by various techniques- Start set, Iterations, Backward snowballing, Forward Sampling, Inclusion and Exclusion and overall 173 references were systematically listed in literature review based. From the overall observation, it was concluded that from the past few years there were several aspects of sustainability that were practiced by the cosmetics companies and various challenges were observed- major one was replacement of unsustainable synthetic ingredients for sustainable ingredients, single certification for organic or natural cosmetic products, thus the companies should try to improve their cosmetics products journey to make sure that the incorporating more ingredients that are green.

7. (*Amberg & Fogarassy, 2019*) The main aim of the paper “Green Consumer Behavior in the Cosmetics Market” is to find out that up to what extent the various features of the consumption of the organic cosmetics differ and which factors affect the consumers who are purchasing green products. For the same, data was collected via questionnaire online mode by sampling method, 197 responses were received. Further, descriptive statistical analysis and cluster analysis was used in PASW Statistics 18 Programme. The hypothesis concluded that there were consumers who preferred the natural cosmetics products whereas some them buy the traditional ones. From the results obtained, it is further suggested the examine the extent of the education background, health lifestyle, and the harmful products used in each category and also the market of cosmetics products, health and environmental awareness will play an important role for producers as well as consumers.
8. (*Matić & Puh, 2015*) The main purpose of the paper “Consumers purchase Intention towards Natural Cosmetics” was to identify that which all variables influence consumers intention while purchasing the green cosmetics products. For the same, the data was collected by an online survey through a questionnaire and a sample of 204 respondents were collected where the variables in the regression analysis included age, gender, consumers purchase intention while new green cosmetics brands and towards the health consciousness. Further, different statistical analysis such as Binary logistic regression and correlation analysis were used. The hypothesis concluded in the binary logistic regression that gender, consumers intention towards the purchase of new green cosmetics brands had a positive influence on the purchase intentions. Whereas consumers tendency towards the health consciousness no relation on the purchase tendency towards the new green cosmetics brands. The correlation analysis concluded that there was a strong positive correlation between purchase purchasing intention towards the natural cosmetics and consumer references towards the natural cosmetics.

The study might be useful to the online retailers, marketers, practitioners for understanding the new trends in a better way.

9. (*Chin, Jiang, Mufidah, Persada, & Noer, 2018*) The research “The investigation of Consumers Behaviour Intention in using Green Skincare Products: A pro-Environmental Behaviour Model Approach” examines the consumers purchase intentions while purchasing the green skincare products. For the same, data was collected from the female consumers and total 251 respondents responded. The data analysis was done by taking the Pro-Environmental Reasoned Action (PERA), Structured Equation Modelling was further conducted find out the relationship between the various factors of the PERA model. The hypothesis concluded that the Perceived Authority Support (PAS) had a positive correlation on the Perceived environmental concern (PEC), further, PAS and PEC had positive relation on Attitude, Subjective norms, on behavioural intention to purchase the green skincare products. It was suggested that the green skincare cosmetics companies produced quality and sustainable products by quality processes and increase the consumer’s attention towards the purchase of green cosmetics products.
10. (*Amberg & Magda, 2018*) The study “Environmental Pollution and Sustainability or the impact of the environmentally conscious measures of International Cosmetics companies on purchasing organic cosmetics” examines the global environmental problems and the efforts made by the international cosmetics companies to protect the environment and the impact on the preferences, selection and the purchase of the green products or the products that are sustainable. For the same, expository and descriptive secondary research was conducted in the cosmetics market in USA and Europe based on the Allied Market Research Report 2014- 2022 and Cosmetics Europe. Discussions occurred on the various themes such as Ecological considerations of sustainability, market share of the global cosmetics market, factors that affects the personal care, factors affecting global cosmetics market, global market share, the scope of future growth of the green cosmetics market. It further concluded that the tendency of the contaminated environment has increased and with that the awareness for using more sustainable products is also increasing, thus the companies should increase their use of greener products.
11. (*Lin, Yang, Hanifah, & Iqbal, 2018*) The main aim of the paper “An Exploratory Study of Consumer Attitudes towards Green Cosmetics in the UK market” is the explore and examine the consumer’s attitude towards the purchase of green cosmetics. For the same, qualitative research was conducted to discover in-depth consumer attitudes and feelings. For the same, data was collected of 30 British Females in five focus groups that included comments, shared attitude, experience, flexible structured questionnaire

and a close relationship between the moderator and informants. The hypothesis concluded neutral attitude towards the green cosmetics due to lack of knowledge and market standards, most of the respondents viewed price and the performance as on the most important factor, while choosing the cosmetics in lue of green cosmetics. The study will further help to ascertain the consumer's attitude towards the green cosmetics and greener standards as well as regulations in the industry for extracting the natural ingredients.

12. (*Akehurst, Afonso, & Goncalves, 2012*) In the paper “Re-examining Green purchase behaviour and the green consumer profile: new evidences” the main aim was re-examining the factors that are ecologically conscious consumer behaviour (ECCB) by taking the analysis of the consumers profile which includes the socio-demographic and psychographic variables and also the factors of Effective green purchase behaviour by the green purchase intention, For the same, quantitative study was done for which data was collected via online survey and 186 respondents responded. Further, the hypothesis concluded that the demographic variables were not relevant while explaining the ecological conscious consumer behaviour, whereas the psychographic variables are more effective while examining the ecological conscious consumer behaviour. The results reinforce the role of PCE and ECCB given the support of attitude behaviour. It further suggests evaluating the influence of ecological consciousness in all the stages of buying process to explore the green consumption barriers and will be useful for qualitative approach.
13. (*Dimitrova, Kaneva, & Gallucci, 2009*) The main aim of the study “Customer Knowledge Management in the natural cosmetics industry” aims examining the level of Customer Knowledge for the natural cosmetics company called Bulgarian rose and give the solutions for the management. For the same, a questionnaire was formed where 236 respondents were collected from Bulgaria, Montenegro and Italy and logit regression model was used to examine the results for effective knowledge transfer among the consumers and how to increase the buying behavior of the consumers and exchange high grade information with the consumers, the results showed that the role of the consumers in the cognitive process of the knowledge acquired for the particular fragrance is confined and based on the new learning for the nature of product and application of the integrated marketing ideas for development and promotional activities, further this paper suggests that the preference of the consumers by organizing the communication systems by using the media mix of internet, Television and the journals in the unique category of the cosmetics products in Bulgaria.
14. (*Pop, Saplacan, & Alt, 2020*) The paper “Social Media Goes Green—The Impact of Social Media on Green Cosmetics Purchase Motivation and Intention” aimed to

examine the impact of Social Media on the consumers buying decision and motivation taking altruism ego by Theory of Planned Behaviour (TPB) method, for the same a survey was conducted for measuring the framework by snowball sampling method by social networking sites who were the users and followers of green, natural, and organic cosmetics consumers, among them 180 responded. Based on the respondents received, reliability and validity of the reflective constructs by using PLS- Partial Least Square modelling technique. The hypothesis concluded that the importance of social media on the consumer's attitude, altruistic, and ego motivations had an impact on of the green cosmetics buying intentions, also it revealed that the external factors for example, social media also had an important role in motivating consumers for purchasing green cosmetics products. The results obtained from the paper will be further useful for the marketers for implementing good communication strategies on the social media and help the consumers in purchasing green cosmetics products.

15. *(Kim & Seock, 2009)* The study "Impact of Health and environment consciousness on young female consumer's attitude towards and purchase of natural beauty products" was conducted to examine the female consumer's cosmetics behavioural patterns, importance of product attributes and the attitude while purchasing the natural cosmetics products, it also examines the consumer's product attitude and their shopping behaviour influences the health and environmental consciousness. For the same, data was collected from 210 female respondents by convenience sampling method, the hypothesis concluded that health and environmental consciousness affected the cosmetics products attributes and also highly positive from the perspective of natural cosmetics products whereas the ANOVA showed analysis of two groups having high level of environmental consciousness and the purchase of green cosmetics product also had a strong positive relation than the health consciousness purchased green cosmetics products. It was further suggested that the future studies should include the other variables that might show more insights in the purchasing decisions for the green cosmetics products.
16. *(Rekha & Gokila, 2015)* The study "A study on consumer awareness, attitude and preference towards herbal cosmetics products with special reference to Coimbatore City" will help in understanding the attitude of the consumers towards the purchase of green cosmetics products with the help of demographic classification and also the factors that identify the various factors that would help in analysing the future studies. For the same, a sample of 50 respondents was collected by convenient sampling method, for analysing the same- Karl Pearson's rank correlation, average ranking analysis and Chi-Square analysis was used. The hypothesis concluded that there was a positive correlation between the family income and the amount spent for the green cosmetics products, there was also a significant relation between age and the use of

green cosmetic products whereas there was no relation between the educational qualification and the level of satisfaction with respected to green cosmetic products. It further suggested to reduce the price of the green cosmetics products and conduct a wider survey in future.

17. *(Kim & Chung, 2011)* The aim of the paper “Consumer Purchase Intention for organic personal care products” was to study the effects of the consumer values and their experiences on the buying behaviour of organic personal care products and also the effectiveness of perceived behavioural control on the consumer attitude intention relation. For the same, sample was collected, and 207 consumers responded via online marketing research through questionnaire on the basis of consumer value, TPB constructs and the previous experience of the consumers. Data was analysed by multiple regression analysis for testing the relationships among the variables. The hypothesis concluded that the environmental consciousness and appearance had a positive relation while buying the green cosmetics products, whereas when the experience was included with the perceived behavioural control as a moderator of attitude, purchase intention relationship had improved on the TPB model. The study further suggested the retailers to develop marketing strategies by focusing more on ecological beauty, product safety, affordable prices to increase the consumer’s intention towards the purchase of green cosmetics products.
18. *(Wiwatanaputit, 2017)* The aim of “A study of consumer behaviour towards organic skin and personal care products” was to know the factors- (attitude, consumer profile, subjective norms, internal factors and perceived value) that affected consumers while purchasing the green cosmetic products and also the factors that caused the consumer of not buying the green cosmetic products. For the same, quantitative, and qualitative research was conducted via secondary data research and individual in-depth interviews with the respondents, 206 respondents responded. For data analysis, SPSS software was used and percentage, mean, correlation analysis statistical tools. The hypothesis concluded that the consumers started trusting in the quality in the products having USDA certification, whereas the non-users did not wish to change as they had difficulty in purchasing the products, the two main factors that positively affected the buying behaviour were consumer value and profile, whereas the main categories that should be aimed were Life Balance user and Trendy Innovator and understand clearly by creating marketing strategies and messages. The results of the study will help the businessman and marketers in better understanding consumer behaviour and effective marketing strategy.
19. *(Salo, 2014)* The study “Consumer behaviour towards green skincare product” aims to examine the various factors that influences the purchasing decisions of the facial

products and also the attitude towards the natural cosmetic products and value of the natural ingredients. For the same a survey was conducted by mixed research method where 177 women responded, and further data was analysed via SPSS software. It concluded a clear difference between the behaviour of women from various age group and life situations and also the various factors that affects the decision-making process, the impact of validity of the results obtained is minimalistic. It suggested to find out the reasons of the both the companies and think about marketing strategy, opening more stores, promotions, TV etc.

20. (*Qalati et al., 2020*) The main aim of the paper “Antecedents of Consumer Behaviour the Mediating Role of Brand Image in the Cosmetics Industry” was to explore the relation among the celebrity’s endorsements, promotion events, packaging, brand image, and the purchasing buying behaviour along with the role of brand image in the cosmetic industry in Pakistan. For the same, a close- ended questionnaire was prepared by random sampling method and 190 responses were received from the consumers. Further data was analysed by Partial Least Square Structural Equation Modelling- PLS-SEM using ADANCO 2.0.1. The hypothesis concluded a positive relation between celebrity’s endorsements, promotion events, packaging, brand image, and the purchasing buying behaviour, whereas Partial Mediation was observed between celebrity endorsement and the purchasing behaviour, the study will help the practitioners and the marketers for evaluating and examining the buying behaviour of the consumers.
21. (*Liobikiene & Bernatoniene, 2017*) The paper “Why determinants of green purchase cannot be treated equally? The case of green cosmetics: Literature Review” examined in detail the literature review methodology method from the year 2011 to 2017 and the keywords used were “green products”, “consumption of environmentally friendly products”, “organic products”, “sustainable”, “green purchase behaviour” and 80 papers were reviewed, descriptive analysis was used to further categorize according to the distribution, products analysed, and the factors mostly analysed. It concluded that most of the research was extensively done from 2014-17, the authors obtained different level of results of the analysis in overall category, it also concluded that the studies conducted on the buying behaviour and the factors related were quite relevant and related. The past reviews also reveal that the green purchase behavior promotional methods along with the effective tools implementing the sustainability and the production policy. At the end of the study, a model was presented for analyzing the green personal care products buying behavior taking health into consideration and other brand and quality variables including the color and style of the cosmetic products, it

- will be insightful for the researchers, policy makers and the marketers for the promotional events of the green cosmetic products.
22. (Mishra, 2018) “Understanding consumer behaviour towards toxic chemical-free cosmetics using Schwartz values – a study from India study” aims to understand the consumer’s buying behavior while buying the cosmetic products that are chemically free and also to understand that why cosmetic companies are shifting towards launching the natural, organic or chemical free cosmetic products. For the same, a study was conducted for evaluating the consumers attitudes, beliefs and the behavior, a questionnaire was circulated, and 196 consumers responded. The data was further analysed by descriptive and regression analysis and Analysis of Variance and it is a combined Theory of Reasoned Action(TRA) and Schwartz values to assess the factors that influences the consumers buying decision, The hypothesis concluded that from the four values- Self transcendence and conservation are not positively related with the attitude, whereas open to change and self- enhancement positively impacts the attitude of the respondents towards the chemical free cosmetic products. From the findings of the previous study, it is examined that women have a keen interest in such type of products which are toxic or chemical free because of their health and are more conscious and concerned about the impact of cosmetic products, the study suggested that to take more responses and enhance the research in other cities of India, though the study may have research design inefficiency the internal validity but it will help the researchers for future optimistic research.
23. (Tengli & Srinivasan, 2022) The paper “An Exploratory Study to Identify the Gender-Based Purchase Behavior of Consumers of Natural Cosmetics” main aim was to focus on identifying the factors that impacted the Indian consumers buying intention and their buying behavior while they are purchasing the green cosmetic products. For the same, Theory of Planned Behavior (TPB) was used for examining the buying behavior of male and female consumers who uses green cosmetic products. A study was conducted among 335 men and women and the differences between male and female were by Structural Equation Modelling of Smart PLS3.0. The hypothesis concluded that the attitude towards the environment and the natural cosmetics had a strong positive impact of perceived behavioural control on the buying intention, knowledge and the awareness about the product had a negative impact on the buying intention on the purchase behavior. Subjective Norms did not have any positive relation, whereas the other variables hardly had difference between male and female consumers, which proved the similarity between men and women in the green cosmetic products.
24. (Al-Samydai , Qrimea, Yousif, Al-Samydai, & Aldin, 2020) In “The Impact of Social Media on consumers Health Behavior Towards Choosing Herbal Cosmetics” the main

aim was to examine how important is the role of consumer's health behavior towards the green cosmetic products, for the same descriptive statistics was used to overall summarize the responses for each question. Questionnaire was designed for pharmacists, salesman and after that in the next stage interviews were conducted with around 450 consumers. Simple Random sampling was done and for sales differences between Herbal and Organic Cosmetic Products was analyzed by two sample t-test using SPSS software 21. The hypothesis concluded that maximum of the respondents had more preference towards herbal cosmetics because of its safety, more than 60% of the sample population desired to switch from organic to herbal cosmetic products and according to the statistics, social media star influencers plays an important role in the same.

25. (*Gradinaru, Obada, Gradinaru, & Dabija, 2022*) The main aim of the paper "Enhancing Sustainable Cosmetics Brand Purchase: A Comprehensive Approach Based on the SOR Model and the Triple Bottom Line" is study the factors that impact economic, social, and environment sustainability on brand attachment and activeness that will further have a correlation Word of Mouth, enhances the buying intention, and finally leads to join the online brand communities. For the same, Triple Bottom Line and SOR model was used, quantitative research was conducted via online questionnaire and 1632 valid responses were received by snowball sampling method. The hypothesis concluded that factors like economic, social and environment had a strong positive relation along with Word of Mouth, buying intention and helps in joining online brand communities. It further suggested that a proposed model by using probability sampling can be used and should focus more on conducting the longitudinal studies and performing more advanced data analysis.

26. (*Ghazalia, Soonb, Mutumc, & Nguyend, 2017*) In the paper "Health and cosmetics: Investigating consumers' values for buying organic personal care products" the main aim is extending the Theory of Planned Behavior by including the perceived value dimensions as predecessor of consumer's attitude. For the same, a survey was conducted on the factors that influenced the consumers attitude and their intention for re-purchasing organic PCP, who purchased within 12 months by probability purposive sampling method and 343 responses were collected from organic shops, events and the members of Malaysian organisations. Further, Harman's Single factor test was used for accessing Common Method Variance (CMV), CMV is used when all variables load on one factor or other factor explaining most of the variance. The hypothesis concluded that consumer perceived value construct- health, safety, hedonic and environment with the behavior towards the re-purchasing organic PCP, whereas social value was not that important in the forecasting the attitude, subjective norms were also did not support the re-purchase intention. Attitude was the most important predictor followed by perceived

behavioural control, product knowledge, hedonic values, environmental value and safety value.

27. (N. & S. S, 2020) The main aim of the study “Factors Influencing on Purchase Intention towards Organic and Natural Cosmetics” was obtain knowledge regarding consumer attitude, subjective norms, perceived behavioral control against the buying intention of organic and natural cosmetics. For the same, exploratory research was conducted above 15 years old consumers in Colombo, Sri Lanka and 200 respondents responded via close ended questionnaire and data was analyzed by multiple regression in SPSS 19 software. The hypothesis concluded that theory of planned behavior predictors and from the past experience are strongly correlated with the buying intention for organic cosmetic products, thus from the respondents, consumer attitude is considered as the best predictor while purchasing the green cosmetic products which can be further useful for buying behavior, followed by the subjective norm of buying intention while purchasing green cosmetic products. It suggested to create a positive attitude while purchasing green cosmetic products for the retailers for increasing the consumers buying intention for green cosmetic products.
28. (Maria, 2011) In the paper “Attitudes and intention toward organic cosmetics in Greece: an exploratory study” the focus was to examine the effect of environmental awareness/ consciousness, health, appearance, eco-literacy and interpersonal influence on the consumers attitude while buying the green cosmetics in Greece. For the same, a survey was conducted via questionnaire of around 100 Greek consumers, the data was further analyzed by SPSS 19.0 and regression analysis was also used for testing the relationships among the variables. From the hypothesis, it could be examined that environmental consciousness and information are one of the keen predictors of the consumers attitude while buying green cosmetic products, whereas health consciousness, appearance, eco-literacy does not have an impact on the consumers’ attitude. The paper further suggested that the marketers should develop for efficient and improved strategies by proper communication regarding the environmental benefits by using green cosmetic products.
29. (Recker & Saleem, 2014) In the study “The Effects of Consumer Knowledge and Values on Attitudes and Purchase Intentions- A Quantitative Study of Organic Personal Care Products Among German Female Consumers” the focus was to study the effect of the various types of consumer knowledge and the values on their attitude while purchasing the organic personal care products and their buying intentions of the same, also to make theoretical contribution in the research while buying the green/organic products, for the same a quantitative research was done by convenience sampling method of German female consumers via online questionnaire and 207 sample from

265 consumers were received. The data was analyzed by SPSS software- tests conducted were Cronbach's Alpha, Pearson correlation analysis and other regression analysis. The hypothesis concluded that consumers environment literacy, past experience along with the organic personal care products along with the environment consciousness, health consciousness and animal test wellbeing had a positive correlation on the attitude while purchasing the green/organic personal care products, whereas the buying intention while purchasing the organic personal care products towards consumers environment literacy had a negative impact. The study suggested that the practitioners, researchers must target enhancing consumers experience as well as their environment literacy for enhancing the consumers attitude while buying the organic personal care products.

30. (*Bayaah Ahmad, 2018*) The main aim of "Female Consumers' Attitude towards Natural Beauty Products: Malaysian Perspective" was to examine the female consumer perspective in relation to the health and the environment. For the same, data was collected from the women who had been using the green cosmetic products from last 3 years via questionnaire for a better understanding of using the green cosmetic products and its consequences on the chemical substances in the traditional/ conventional product. Regression analysis was used to find out the buying intention while purchasing the green cosmetic products. The hypothesis concluded that the three variables had a positive correlation on the women while buying the green cosmetic products. Another dimension of the consumers attitude included the perceived health consciousness and the environmental consciousness, where health consciousness played a keen role along with the highest variance value followed by environment consciousness. It firmly recommended to include both the variables as one of the main indicators while purchasing green cosmetic products and further suggested the retail cosmetic stores for the implementation of marketing strategies by focusing more on ecological beauty for satisfying the consumers value.
31. (*Pudaruth, Juwaheer, & Seewoo, 2013*) The study "Gender-based differences in understanding the purchasing patterns of eco-friendly cosmetics and beauty care products in Mauritius: a study of female customers" was conducted for inspecting the factors that influence the buying behavior patterns of eco-friendly cosmetic products along with the beauty care products among the female consumers in Mauritius. For the same, exploratory factor analysis survey was conducted among 150 female consumers via 35 attributes in apprehensible factors affecting the buying behavior patterns of eco-friendly cosmetic products. For the same, data was analyzed by multiple regression for examining the behavioural intentions of women while purchasing the green cosmetic products. The hypothesis examined that the buying behavior patterns for eco-friendly cosmetics and the beauty care products were influenced by the eight factors- women's

lifestyle, health and economic considerations, ethical consumerism among the female consumers, pharmacological importance, visual appearance, price consciousness, belief on the ethical claim, brand image and user experience, sales representative, and social influence. It can be observed that the female consumers have been putting more emphasis on their lifestyle, health and economic consideration while buying green cosmetic products. It strongly recommended that the cosmetic dealers should develop a better and in detail understand the factors that affects the buying behavior for eco-friendly cosmetic products and beauty care products.

32. (*Shaw & Lahiri, 2022*) The main aim of the study “Female Consumers Notion Concerning Nearness of Inhibitors, Facilitators and Purchase Intention: A Study on Eco-friendly Cosmetics in Kolkata” was to examine the variables (traditional barriers, value barriers, risk barriers, usage barriers) that affects the female consumers buying decision while purchasing the eco-friendly cosmetic products. For the same, data was collected in quantitative form via online survey which included the factors like Facebook, WhatsApp etc. to the women who were using green cosmetic products from the experience, out of the 362 respondents, 308 were considered as valid responses. The data was analyzed by SPSS software under regression analysis for inhibitors and exhibitors while buying green cosmetic products. The hypothesis concluded that traditional barriers, value barriers, risk barriers as well as usage barriers does not have positive relation on consumers buying intention while purchasing green cosmetic products, it is also implied for the consumers who are more concerned about the environment and the health that are about to use more eco-friendly or green cosmetic products. As the survey was conducted in Kolkata city only and that too female consumers, the results obtained may be more appropriate if more sample size has been taken. The study suggested to use Innovative- Resistance theory as it will help in detail analysis of resistance from consumer’s part.
33. (*Tun, 2019*) The main aim of the study “Consumers Behavior Intention towards Organic Cosmetics in Yangon” was to analyse the factors the affects the consumers attitude along with the subjective norm while purchasing the green/ organic cosmetic products in Yango. For the same, survey was collected from 8 organic/green cosmetic shops whereas the sample size was 385 respondents via structured questionnaire along with five-point Likert scale. The predecessor factors were environmental, health, appearance, eco-literacy and interpersonal influence, they are further believed to be affected by consumers attitude and subjective norms. From the hypothesis results obtained, it can be examined that consumers attitude and the subjective norm does have an important role to play and the main determination of consumers buying intention was subjective norm, it further can be examined that health consciousness, appearance, eco-literacy and interpersonal influence had a strong positive relation on the consumers

attitude and subjective norms of the consumers buying green cosmetic products. The study suggested that more focused research could be done on specific groups of the respondents as different age group may have varied attitude and requirement from the cosmetic products as well as find a unique way to cater the green cosmetic needs of the consumers in the packaging, easy to carry while travel and many other niche issues.

34. (Tewary, Gupta, Mishra, & Kumar, 2020) The main aim of “Young working women’s purchase intention towards organic cosmetic products” was to evaluate the factors that affects the consumers individual health along with environment health, price sensitivity, brand availability which are organic and the consumers attitude while purchasing the green cosmetic products. Non-probability sampling method was used, and a structured questionnaire was prepared, 166 responses were obtained. The data was further analyzed by factor analysis using SMART PLS software. From the hypothesis, it can be examined that environmental consciousness, health consciousness, availability, brand, and price consciousness can be influenced/affected while purchasing green cosmetic products, also it can be examined that more and more consumers have started switching and using the green/organic cosmetic products. Though a few consumers feel that the prices of such organic cosmetic products are high but there is an immense opportunity for green cosmetic products for creating the new strategies that could motivate the consumers for purchasing green cosmetic products. The study suggested from the data analyzed that green/organic cosmetic industry should focus on the products that take the environment as well as health into consideration.
35. (Acharya & Bali, 2021) The paper “Green Cosmetic: Trends, Challenges and Future Scope in India” discusses the trends, challenges and the future of green cosmetics in India, it specifically examines the shift towards the natural and organic products because of environmental concerns and consumer demand. The methodology used in this paper is secondary data sources including academic articles, industry reports, news articles to know current state of green cosmetics in India. The data collated concluded that the organic beauty sector in India is projected to grow at 17.27% between 2017 to 2022. The authors of the paper suggested that there is an increasing demand for the natural and organic cosmetics in India, but the marketers need to address their challenges for formulating the products with limited number of raw ingredients by targeting a widely dispersed consumer base. The findings of the paper are considered limited by quality and availability of the data sources as the paper does not provide any research based on primary sources which might limit the depth and the scope of the study. Thus, as it can be examined that the demand of green cosmetic products is seemed to be increasing, so the marketers should try to make new strategies for the future scope in the green cosmetics industry.

36. (Kapoor, Singh, & Mishra, 2019) The paper “Green Cosmetics - Changing Young Consumer Preference and Reforming Cosmetic Industry” focuses on the factors that motivates the consumers to purchase the green cosmetics in Delhi and NCR of India. For the same, a structured survey was conducted of 150 respondents covering Delhi, Ghaziabad, Faridabad, and Noida. Non-probability-based convenience sampling method was used to collect the data and SPSS 18 software was used to analyze the data. Cronbach alpha reliability test was conducted for testing the correlation between the construct and the items for ensuring consistency of each and every factor. Multiple regression technique was also used to describe the comparative importance of the factors while predicting and examining the overall young consumer’s satisfaction. The hypotheses and the study concluded that there were various factors that motivate the consumers to purchase green cosmetics which includes health concerns, environmental awareness, and personal values. On the other hand, the study also examined that consumer faced several problems while shifting from non- green cosmetic products to green cosmetics, i.e lack of awareness, high price, availability issues. The study further suggested that the marketers need to adapt such strategies for segmenting, targeting and motivating the wide and diversified consumers, also the method used non-probability sampling might restrict the generalization of findings.
37. (Santos, Antonio, & Chorilli, 2015) In the paper “Sustainability, natural and organic cosmetics: consumer, products, efficacy, toxicological and regulatory considerations” aims to discuss and examine the importance of sustainability and natural products in the cosmetics industry. It specifically highlights the need for the evaluation of efficacy and toxicological aspects of natural products and focuses on the lack of harmonization in the guidelines of the agencies who have certified themselves for their proper regulatory compliance. For the same, the paper cites different sources including regulatory agencies, industry reports, scientific studies and thus secondary data was used. As it was a review paper, it was examined that the consumers have been looking for the products which has less impact on environment, though cosmetics industry is responsive to the demand by formulation of products and packaging analytically that causes least harm to the environment. There is a lack of co-operation between certification agencies and regulatory compliance is a necessary for ensuring the safety and efficacy of the cosmetics products. The paper suggested that many natural/ organic products may be used in cosmetic products that performs a biological function and toxicological examination. Whereas more use of plants and herbs will tend to increase in the market of cosmetic products with more sustainable so that companies may acquire a larger share in the green cosmetic industry.

38. (Annis, 2011) The paper “Organic Cosmetics attitude and Behaviors of College Women” examines the readiness of the college women to adopt the organic cosmetics behaviours. Two methods were used to examine, the first method was cross-sectional study that used the Transtheoretical model to assess the readiness for college women while purchasing and using organic cosmetic products, for the same 262 college women responded via online survey method. The second method was a mixed-method case study method that consisted of two college women who were involved in semi-structured interviews and cosmetics tracking. From the first method of the survey, the hypotheses concluded that majority of the women who participated in the online survey were in the maintenance stage for the use of cosmetic (86.3%), 48.9% were in the precontemplation stage, 49.2% in the purchasing stage and 32.4% were in reading cosmetic labels. In the second method, it was examined that the respondents used the cosmetic products but were unaware of the regulatory definition of cosmetics. TTM ‘s Stages of Change construct, as defined by Velicer & Prochaska. It was examined that in both the methods and survey conducted the organic products had a perceived value, but the organic cosmetics were hardly considered. One of the main limitations of the paper was that it was a cross-sectional study and not a longitudinal study, it would have provided a better understanding of the progress among all the stages of the change. Also, there were only few participants in the stages of action and maintenance for all the three behavioural levels. Thus, the paper suggested that the future study should consider non-college respondents also as a readiness for its advantages and disadvantages and attitude while purchasing green cosmetic products as the larger the audience more precise and comparison can be made at a larger scale.
39. (Minero & Diaz, 2018) The paper “The Use of Plants in Skin-Care Products, Cosmetics and Fragrances: Past and Present” discusses the historical use of the plants in the personal care cosmetic products and the current use of the natural resources especially plants. The paper aimed to contribute the understanding of using the natural resources in personal care products and the benefits of using plant-based ingredients in the cosmetic products. The literature, literature review method was used as authors used information from the previously published studies, articles, books to discuss the historical use of plants for their personal care and current usage of plants. The data does not provide any new information, it explains the literature of the understanding the use of natural resources in personal use and the benefits of the plants-based ingredients in the cosmetic products. Thus, the major limitation of the paper is it is only a literature review and analysis of the previous data and new data has not been obtained, the paper covers only a small amount of plant species used in personal care, it does not provide any comprehensive analysis of the potential risks or drawbacks and it does not discuss the environmental impact of using natural resources especially in plants and personal care products.

40. (Rawat & Garga, 2012) The paper “Understanding Consumer Behaviour towards Green Cosmetics” discusses the shifting of consumer behavior towards eco-friendly products due to the perceived threat of climate change in the environment. The main aim is studying the potential of green marketing in the cosmetic industry and knowing the perception of the working women towards eco-friendly products, along-with the importance of consumer behavior while making the decision process for acquiring and purchasing. For the same, primary data collection method was used via a survey of 200 working women of Pune, India and the respondents were selected through stratified sampling method using a questionnaire and in-depth interviews with the sample. The data was collected focusing on the consumers whose income was beyond 3 lacs, comprising executives, academicians, and workers. The hypothesis concluded that despite the higher prices of the eco-friendly cosmetic products, the working women have been willing to pay for environmentally friendly products despite of the demographic and economic factors. The paper concluded with an examination that green marketing is a potential solution for reducing the impact of climate change and cosmetic industry can play an important role by promoting eco-friendly products. It also highlighted the need for creating awareness among the consumers regarding the benefits of the green products and the challenges faced while implementing the green marketing practices specifically in cosmetic industry.
41. (Sharma, Trivedi, & Deka, 2021) The main aim of the paper “A paradigm shift in consumer behaviour towards green cosmetics: an empirical study” was to measure the awareness level and the intention of the consumers while purchasing green cosmetic products in Delhi/NCR. For the same, a primary data was collected via questionnaire in a structured manner and out of the 160 responses received, 141 were considered as valid responses. There were five hypotheses in the paper and statistical tools used for analyzing the data were mean, one sample test, one way ANOVA table, correlation, and regression analysis. The hypothesis concluded that there was a positive relationship between consumer awareness and the intention of the consumers while purchasing green cosmetic products, environmental sustainability and health factors motivated the consumers to buy green cosmetic products. On the other hand, the companies claims, and high pricing of green cosmetic products demotivates them from purchasing. One of the main limitations of the study is the geographical constraints, thus while doing further research the sample size and the location must be considered.
42. (Indra, Balaji, & Velaudham, 2020) The paper “Impact of Social Influence And Safety On Purchase Decision Of Green Cosmetic” aims in understanding the impact of social influence and their safety while making a decision of buying green cosmetic products. The paper takes in all the concerns of buying behavior, from pre-buying behavior to

post-purchase behavior, assessment, all the other activities. It also takes into consideration the people who are directly or indirectly involved in the buying decisions including brand influencers and leaders. For the same, a pilot survey was conducted among 50 female teachers of a school in Tamil Nadu. Descriptive research design was used, and the primary data collection was conducted via a structured questionnaire. For analyzing the data, path analysis was used for identifying the influence of social influence and the safety on the purchasing decision of green cosmetics. The hypothesis concluded that safety and social influence had an influence on consumer's buying decision when green cosmetics are taken into consideration. Though the study did not find any relation between the influence of safety or purchase decision on consumer's satisfaction while purchasing green cosmetics. The paper suggested that the future research should focus on the impact of price on the buying decision of green cosmetics and other factors that may influence the consumers buying behavior.

43. (Akter & Islam, 2020) In the paper "Factors Influencing the Attitude of women towards purchasing green products: An exploratory case study of organic cosmetics in Sweden" examines the factors that influences the women's attitude while purchasing green cosmetic products in Sweden. For the same, quantitative data collection method was used via online survey and 220 women of Sweden. The data was analyzed by Theory of Planned Behavior (TPB) taking into consideration the factors that influenced the women's attitude while purchasing organic cosmetic products. It concluded that consumers attitude while purchasing green cosmetic products had a positive relation. It was also examined that the education and income level had a positive relation with the attitude and the future purchase intention. The study considered only internal influencing factors and did not include any of the external factors that are important to fully understand green consumers and their attitudes while purchasing green cosmetic products.
44. (Borges & Paananen, 2020) In the paper "Consumer perception and purchasing behavior towards green cosmetics A market research" main aim was to examine the intention of the consumers while they purchase traditional cosmetic products and green cosmetic products along with how the consumers perceive their quality and integrity, global eco-certifications and standards used were also analyzed for their accuracy and what "green" means. For the same, literature review was studied for identifying the difference between green and traditional products. The data was collected via cross sectional close-ended online survey, the data was shared online via Facebook, Instagram, and Twitter and 140 valid responses were considered for analysis of the data. The data was analyzed by Excel pivot charts. The hypothesis concluded that knowledge of eco-certifications had a positive relation on consumers buying decision, green cosmetic products should focus more on quality and transparency of the products,

the respondents who followed influencers or trends had a positive attitude towards the purchase of green cosmetics. There were many limitations in the survey, it further suggested that brands or products the consumers trust more and also a larger sample size should be considered for more accurate results.

45. (*Paramita & Saputri, 2022*) The main aim of the paper “The Influence of Brand Loyalty on Customers’ Repurchase Decisions of Green Beauty Product” is to identify the relationship between green cosmetic products and the consumers repurchasing decisions along-with the intervening variable brand loyalty. For the same, a study was conducted via purposive sampling method and questionnaire was given to 236 consumers especially Body shop users. The data was analyzed by SEM analysis and SPSS software. The hypothesis concluded that the green cosmetic products had a positive relation while consumers repurchasing decisions and brand loyalty mediated their relationship, consumers are willing to pay more price for the green cosmetic products as long as they trust the particular brand. One of the main limitation of the paper is that it has a marginal fit result for one indicator, the AGFI in terms of structural model fit.
46. (*Nguyen, Nguyen, & Vo, 2019*) The main aim of the paper “Key Determinants of Repurchase Intention toward Organic Cosmetics” is to identify the factors that influence the repurchase the green cosmetic in Vietnam and the main segment that has been focused is demographic (gender, age, income, educational qualification, type of product, production). For the same, on the basis of previous literature review, twenty scales were designed to match the 5-point Likert scale for measurement. The data was collected via survey among 295 Vietnamese consumers who had an experience in using green cosmetic products, the data was analyzed by PLS-SEM (Partial Least Squares Structural Equation Modelling). To this, the hypotheses concluded that there has been a positive relation between the attitude of the consumers and their intention towards acquiring the green cosmetic products, green perception, and consumer satisfaction. The results also provided quite useful information for the businesses for determining the factors that influenced the decision for the repurchasing of green cosmetic products and developing new marketing strategies.
47. (*Singhal & Malik, 2018*) The main aim of the paper “The attitude and purchasing of female consumers towards green marketing related to cosmetic industry” is to examine the relationship between the attitude and the consumers buying behavior of the females using eco-friendly cosmetic products and the impact on the demographic factors i.e., age, income, and education. For the same, data was collected by primary and secondary research. For primary data, a structured questionnaire was formed for taking responses from women of Delhi and total of 100 responses were received (cluster analysis was

used to group the females) by the questionnaire method. The data was analyzed by SPSS software and factor analysis was used for combining the correlated variables, along with multivariate test, chi-square and correlation was used to find out the objectives. The hypothesis concluded that the female consumers who have varied age and education do not have different attitude towards the green cosmetic products, whereas the income factor had an impact. Another hypothesis concluded that there existed a positive correlation between the green cosmetic products and the buying behavior of the female consumers. The last hypothesis concluded that there has been a negative or no relation the attitude and the female consumers while buying green cosmetic products. One of the main limitations of the paper is that the variables considered were only age, income and education and the marketing strategies can be changed or re-framed as there are high chances for the increase in the demand for green cosmetic products.

48. (Jaini, Quoquab, Mohammad, & Hussin, 2019) In the paper “Antecedents of green purchase behavior of cosmetics products: An empirical investigation among Malaysian consumers” it aimed to understand the factors that affects the green buying behavior of the consumers of Malaysia specifically in the cosmetic industry. It also examines the altruistic and hedonic values along-with the mediating factor of personal and environmental norms. For the same, non-probability sampling and data was collected via a self-administered online questionnaire, from all the responses 150 responses were considered for the analysis. The data was analyzed by structural equation modelling by partial least squares via smart PLS version 3.7. To this, hypothesis concluded that altruistic and hedonic values had a positive impact on personal as well as environmental norms. It also found that personal and environmental norms mediated the relation between the values and green purchase behavior. The study will be useful to the marketers and policy makers for executing better marketing strategies.
49. (Santos, Brito Silva, da Costa, & Batista, 2023) The paper “Go vegan! digital influence and social media use in the purchase intention of vegan products in the cosmetics industry” mainly focuses on the relationship between the source credibility and the usage of social media while the consumers intention to purchase green/ vegan cosmetic products. For the same, primary data was collected via online survey through a close ended questionnaire to which 190 valid responses were considered for analysis. The questionnaire was developed based on the intention scale, social media usage scale and other source credibility scale based on the previous literature review. The data was analyzed via cross-sectional survey and Structural Equation Modelling (SEM) was used to analyze the relationship between the variables, a pre-test was also conducted for evaluating the robustness of the questionnaire. To this, the hypothesis concluded that both the source credibility and the social media usage had a positive relation while

the consumers ought to purchase green cosmetic products, also the digital influencers have the ability for shaping the consumers purchase intention. One of the limitations of the paper is the single use of cross-sectional survey method that prevents from evaluating the evolution of the consumption behavior, the authors further suggested that more dimensions should be considered for digital influence, such as authenticity and personality.

50. (*Lee MS & Kwon, 2022*) The main aim of the paper “The significant value of sustainable cosmetics fragrance in the spotlight after COVID-19” was to examine the reasons of why the consumers have been paying more attention to more sustainable fragrances after Covid-19. For the same, a narrative approach was applied in the study, review article: review of the literature. Journals search engines including PubMed, Google Scholar, Scopus and RISS were chosen and a total of 598 references were selected between 2004 and 2022 year, from which PRISMA flowchart was used for effectively completing 39 publications. The hypothesis concluded that due to the changes amid Covid-19, there had been increase in bad breath due to increase in mask wearing and thus there had been a need of fragrance because of mental health, thus the paper tried to examine the perspective of the cosmetic fragrances and important marketing material.
51. (*Minh Duyen, 2020*) In the paper “Factors Influencing Finnish Generation Z Consumer Behavior Towards Green Purchase of Cosmetics” the main aim is to examine the factors that affects the consumption intention of the green cosmetic products among the Gen-Z in Finland. The methodology used in the paper was a mixed method that included questionnaire as well as interviews. To this, 67 respondents were considered valid for data analysis between the age group of 15 to 25 years. For Quantitative data was analyzed using SPSS 18 and Cronbach alpha reliability test was conducted to find out the relationship between the constructs and internal consistency for each factor. For Qualitative data analysis, thematic analysis technique was used. The hypothesis concluded that perceived consumer effectiveness, eco-certification, social norms, reference groups had a positive impact on Generation Z. On the other hand, perceived behavioral control did not impact green cosmetic consumption. The authors of the paper suggested to examine the different types of green cosmetic products buying intention, role of social media, attitudes and behavior, examine all the cultural factors on green cosmetic consumption among Generation Z.
52. (*Lestari, 2020*) In the paper “Green Cosmetic Purchase Intention: Impact of Green Brands, Attitude, and Knowledge” it included four variables, green brand positioning, green brand attitude, green brand knowledge and green cosmetic buying behavior with respect to increasing demand and need of sustainability in the cosmetic industry. For

the same, primary data was collected and 180 respondents between the age group of 18 to 40 years of Indonesia were considered valid. The data was analyzed based on validity, reliability, normality, goodness to fit with the tool Structural Equation Model (SEM) and AMOS software version 23. The hypothesis concluded that from the four variables, Green brand positioning, green brand attitude, green brand knowledge had a positive relation with the buying behavior of green cosmetic. Moreover, it also examined that the consumers would be interested in buying the green cosmetic products if they have been provided with knowledge of the same. The authors suggest that more variables could be added keeping in mind brand image and more sample should be considered for more specific results.

53. (Kar, 2022) The paper “CONSUMER PURCHASE FEATURES TOWARD NATURAL COSMETICS IN ONLINE ENVIRONMENT” examine the impact of social media on the buying behavior of the green cosmetic products. For the same, primary data collection method was used by a self-structured questionnaire and secondary data included research journals, books, websites. 100 female consumers aging from 17 years to 55 years responded via the online circulated questionnaire from Delhi NCR. From the data, 80% of the sample were aware about the green cosmetic products and 62% of them were already using the products, the data was further analyzed by detailed charts and graphs. The results showed that social media had a positive impact on the purchasing intention of the consumers buying green cosmetic products and it also concluded that social media promotions, celebrity endorsement, product reviews indeed affected/ influenced the buying behavior of the consumers buying cosmetic products. The authors suggested to explore more on the impact of social media while buying green cosmetic products, create more awareness regarding green products that affected trust in the green products among the consumers.
54. (Snipiene & Jankauskienė, 2021) The main aim of the paper “ORGANIC PERSONAL CARE COSMETICS: BEHAVIOR OF CHOICE AND CONSUMPTION” was to examine the buying behavior of the consumers who chose and were using organic cosmetic products based on socio-demographic factors. For the same, a quantitative method was used, and a questionnaire was circulated for primary data collection, 335 responses were considered valid from the responses received. The data was analyzed by percentage frequencies, chi-square, mean, correlation, and tool used was SPSS version 26.0. It was examined that more than half of the women used organic cosmetic products and the main reasons were health benefits, natural composition, recyclable packaging, non-polluting products. The reasons of not choosing green cosmetic products were high price and unclear labels. Thus, the hypothesis concluded that education and income did not affect their choice of not selecting green cosmetic products, gender and age did affect the consumption of the green cosmetic products in

- choosing the different kind of products. One of the main limitations of the paper is lack of eco-certifications and packaging labels on the green cosmetic products.
55. (*Genovese & Green, 2021*) In the paper “Cosmetics gone green - A quantitative experimental study on green promotional cues and consumers’ purchase intention” the author aims in understanding of how green promotional cues can impact the consumers belief and buying intention of the green cosmetic products. For the same, the authors used a quantitative method via online survey self-administered questionnaire for primary data, 325 respondents responded. The data was analyzed by SPSS software to examine the relationship between green promotional cues and the consumers belief while buying green cosmetic products. To this, hypothesis concluded that intrinsic cues had a strong positive relation while buying green cosmetic products than the extrinsic cues. The extrinsic cues had a strong influence when subjective norms of the consumers were considered. The authors suggested that qualitative studies of consumer perspective related to intrinsic and extrinsic cues could gain a deeper understanding of specific variables and generate more explicit and practical managerial implications.
56. (*Baptitsa, 2021*) The main aim of the paper “How Inner Motivations Can Influence the Purchase Intention for Green Packaged Cosmetics” is to understand how consumers internal factors such as self-esteem, self-identity, moral, product ownership, purchase intention for eco-packaged cosmetic products, their willingness to pay and intention to buy the green cosmetic product. The author uses primary and secondary method to see whether there is cause and effect link between the variables and the research questions. For primary data a survey questionnaire was circulated and for secondary data, specific journals were chosen. The data was analyzed Structural Equation Modelling and using Smart PLS 3.2.7. The hypothesis concluded that personal norms, self-identity, indirectly affected the consumers buying intention for eco-packaged cosmetics and their willingness to pay. The factors had a positive relation that depended on the variables and the willingness to pay and buy the green cosmetic products. The author suggested to focus on more scales for further research.
57. (*Nell, 2021*) The main aim of the paper “An Exploratory study on consumer attitudes of Capetonian Female Millennials’ towards natural skincare product consumption” is to examine the attitude of the female millennial consumers while purchasing green cosmetic products, thus the factors that aims in understanding the attitude of the consumers. For the same, quantitative research methodology was used which involved semi-structured interviews and thematic content analysis approach. Six female millennials were selected for semi-structured interviews based on Cape Town, Africa. The data was analyzed by Qualitative Thematic Content Analysis To this, the

- hypothesis concluded that the female millennial consumers had a positive relation while purchasing green cosmetic products. It also concluded that the factors such as product efficacy, affordability, and the availability for the influence towards the buying behavior of natural skincare products. One of the main limitations was that the study was exploratory and interpretive in nature and was not generalized. The authors suggested that it should establish a trust factor among the consumers and their products and study the behavior of the consumers via focus groups taking more sample in future.
58. (Ayoub & Metawie, 2022) In the paper “A Proposed Model of the Impact of Green Image on Green Loyalty: Application on Natural Cosmetics in Egypt” it examines the impact of green brand image and on their loyalty by trust and satisfaction and how demographic mediates the relations. The methodology used in the paper conducted a pilot survey by collecting data using online survey of the female consumers, 284 responses were collected and for analyzing the data Structural Equation Modelling (SEM) was used. The hypotheses were in context of demographics such as age, income, education level. All hypotheses had a positive impact except the relation between consumer satisfaction and environmental value, income had comparatively a modern relationship between trust and consumer satisfaction. The authors further suggested that factors such as green pricing strategy should be considered which might affect the green image and consumer’s decision making while purchasing green cosmetic products. It also suggested to focus on the male consumers.
59. (Wilson & Edelyn, 2022) In the paper “PREDICTING INDONESIAN CONSUMERS’ INTENTION TO BUY GREEN COSMETICS USING THE MODIFIED TPB FRAMEWORK” it focuses mainly on the Indonesia consumers and their intention while they purchase green cosmetic products by using the modified version of TPB (Theory of Planned Behavior). The data was collected by questionnaire using google forms by non-probability sampling method in the way of purposive sampling. From all the responses received, 732 respondents were considered as valid responses for analyzing the data. The data was analyzed by PLS-SEM method with the tool Smart PLS 3.3.8 software. This method was specifically used for measuring the validity, reliability, and their impact on the variables. Mediation analysis was also conducted for assessing the affect between attitude, subjective norm and perceived price while purchasing green cosmetic products. The hypothesis concluded that attitude, perceived price and subjective norms had a positive relation while purchasing green cosmetic products, the results obtained showed that the data was valid and reliable. It was also found that the buying behavior had an impact towards the attitude, subjective norms and perceived price while purchasing the green cosmetic products.

60. (*Charisma Mae, Maria Esmeralda C, & Jhonrhes A., 2019*) In the paper “Green, Organic Cosmetics Purchasing Behavior of Residents in Metro Manila” the main aim was to examine the factors that affected the buying behavior of Manila while purchasing green cosmetic products. For the same, data was collected via online survey through a questionnaire, the target sample was 300 respondents to which 314 responses were received and were translated into Microsoft excel. The hypothesis concluded that attitude of the consumers was one of the most important factors for behavior intention, the consumers value had a positive relationship between attitude and towards the intention while buying green cosmetic products. The combination of subjective norm, perceived emotional control, attitude had a stronger impact while buying the green cosmetic products. One of the main limitations of the paper was it focused mainly on consumer values, attitudes towards the buying intention, also the data collected was limited to 18 and above, thus the authors suggested that further research must focus on more factors that affected the consumers intention while buying green cosmetic products such as price, quality and its reputation also by promoting varied marketing strategies while promoting green cosmetic products.
61. (*T & L, 2021*) The paper “Factors Affecting the Purchase Intention of Cruelty-Free Cosmetics: with special reference to Women Consumers in Colombo District, Sri Lanka” aims for examining the factors that affects the buying behavior of the cruelty free cosmetic products by the female consumers in the Colombo district of Sri Lanka. Quantitative research approach was used, and the study developed a conceptual framework with five variables (financial sector, social media, altruism, environmental knowledge) along-with one dependent variable (Purchase Intention), the data was collected via questionnaire to which 202 respondents responded. The data was further analyzed by IBM SPSS software and the data was analyzed by analysis, normality, reliability, multicollinearity, and correlation. The hypothesis concluded that the factors such as financial sector, social media, altruism, environmental knowledge did not have an influence on the buying behavior while purchasing cruelty free cosmetic products. One of the main limitations was that the study did not consider the cultural and social factors that might influence the buying intention of the cruelty free cosmetic products. Thus, the paper suggested that for further research more factors should be identified.
62. (*Kumar & Kumar, 2019*) In the paper “A Study Of Consumer Behaviour Towards Chemical And Herbal Cosmetics Products And Its Impact On Marketing Strategies” the main aim was to examine the impact of the consumer behavior and the marketing strategies while buying green cosmetic products, it also aims of how understanding demand for the consumers buying the cosmetic products. The data was collected via a questionnaire and 153 respondents responded by convenient sampling method and secondary data was collected via books, journals, magazines, web resources. The data

was analyzed by KMO Measure of Sampling Adequacy and Bartlett's Tests of Sphericity, Reliability Test, Correlation, Regression, ANOVA. The hypothesis concluded that consumers were becoming more aware of the products and preferred organic cosmetic products due to natural ingredients. It also found that brand, quality, price and the recommendations from the friends had a positive relation on the consumers while purchasing green cosmetic products. For further research, it was suggested that sample size should be more diverse and more cultural and social factors should be considered while considering the buying intention of the consumers.

63. (V & Aithal, 2022) In the paper "A Study on Performance Evolution of Indian Eco-friendly Cosmetic Brand: Mamaearth" examines and specifically discusses the performance analysis of Mama earth, a brand that produces toxic-free products. The study has used secondary data and conducted qualitative research from the published sources such as research papers, newspapers, books, articles. The data was analyzed for evaluating Mama earth's marketing strategy, SWOC analysis and corporate social responsibility. The data analyzed concluded that Mama earth was indeed a toxic-free brand and it has the standard quality maintained for the parents and babies in all of their products. The authors suggest that Mama earth needs to be expanded in its business operations, customer services and diversifying more varied products according to a large demographic segmentation, it also examined the positive impact of how the company has introduced green initiatives for the environment and making its efforts towards making an impact by Corporate social responsibility.
64. (Atta, Abbas, & Syed, 2021) In the paper "Study of Consumer Values for Organic Personal Care Products in the Fields of Health and Cosmetics" the main aim was to focus on health, safety, environment, hedonic and social values that would affect the intention on the consumers while buying green cosmetic products. For the same, simple random sampling method is used for collecting data and the data was collected via a questionnaire, where 300 respondents who used organic products were questioned. Data was analyzed by SPSS and PLS software's. The hypothesis concluded that perceived value had an impact on the consumers while they purchased green cosmetic products. It also examined those hedonic values had a positive relation while consumers purchased green cosmetic products, environmental values did not have a positive relation and health value also did not have a positive relation while consumers purchased green cosmetic products. One of the main limitations was the consumers did not consider the factors such as price, availability, and convenience. The authors suggested to conduct a qualitative study with deeper understanding of the consumers need and examine the social factors and cultural factors.

65. (*Kamila Nadim & Jani, 2021*) The main aim of the paper “MILLENNIAL’S BEHAVIOUR AND ATTITUDE TOWARDS NATURAL COSMETICS: A CASE STUDY IN UNIVERSITI MALAYSIA TERENGGANU” was to examine the consumer behavior and their attitude and their readiness while buying natural cosmetic products, also who were willing to switch from synthetic products to natural products among a university in Malaysia. Quantitative research method was used to collect the data via a close-ended questionnaire through an online survey. It was for the age group of 18 to 30 years old, and 521 responses were received via the questionnaire circulated. The data was analyzed by Microsoft excel, percentage of fraction of respondents were used for each category, chi-square was used to find out the difference between fractions of the respondents. The data analyzed showed that 79% of the respondents claimed that they used natural cosmetics, 86% had a habit of reading the labels but they were unaware of how to differentiate between synthetic and natural cosmetic products. The study lacked on the demographic data and other variables that would influence the consumers while purchasing natural cosmetic products. The study suggested that for future research suitable methods should be used for green lifestyle consumer behavior and also companies should focus more on the local natural cosmetic products.
66. (*Kian & Chia, 2021*) In the paper “Consumer Purchase Intention for Organic Personal Care Product” the main focus was to examine the factors that affected the buying behavior of the generation Y while using organic cosmetic products of Malaysia. Eight variables were used that included attitude, subjective norm, perceived behavioral control along-with five demographic features (age, gender, income, education and race). For the same, the data was collected via face-to-face interviews and online survey, 152 respondents were received and were considered for the further data analysis. The data was analyzed by the statistical tools such as reliability test, normality test, ANOVA, Multi-linear regression, and t-test. The authors had adopted Theory of Planned Behavior and the demographic factors for examining the buying behavior of the consumers while purchasing organic cosmetic products. The hypothesis concluded that the attitude of the consumers and subjective norms had a positive relation between consumers buying organic cosmetic products among the generation Y of Malaysian consumers, there was a difference in the buying intention and based on the demographic factors such as age, gender, income, education and race. The study suggested that for future research more variables should be considered, and past experience should be considered.
67. (*Mansoor, Saeed, Kartawinata, & Khan, 2022*) In the paper “Derivers of green buying behavior for organic skincare products through an interplay of green brand evaluation and green advertisement” the main aim was to examine the impact of green brand

knowledge and credibility of the consumers while they purchase green cosmetic products especially skincare products along-with that it also examines the role of advertising on the consumers evaluation for the brand. For the same, multi-stage random sampling was used in Rawalpindi and Islamabad of Pakistan for collecting the data related to organic skin care products who often visited the shopping malls and markets. To this, 587 responses were collected via surveying and the same responses were used for analysing the data. The data was analyzed by using Smart PLS software and the researchers used “Heterotrait-Monotrait” ratio (HTMT) for validating the study of the constructs. The hypothesis concluded that consumers knowledge for branding and credibility had a positive relation with the consumers buying green cosmetic products via a mediator green brand evaluation, it also concluded that green advertising played a very significant role while augmenting the consumers positive evaluation when the consumers purchase green cosmetic products. The authors suggested that for further studies can consider more factors that impacted social norms and individual buying behavior.

68. (Lili *et al.*, 2022) The study “Celebrity Endorsement, Brand Equity, and Green Cosmetics Purchase Intention Among Chinese Youth” investigates the impact of celebrity endorsement and brand equity of the consumers who all are willing to purchase green cosmetic products among the young Chinese people. For the same, a quantitative data was collected via cross sectional design through a structured questionnaire circulated on the various social media platforms. 301 respondents responded to it. The data was analyzed by Smart PLS software which included description analysis, reliability test, validity test, influence relation, Cronbach’s alpha reliability coefficient method was used for measuring the standard and factor analysis of AVE, CR were used for comparison between validity and correlation. The hypothesis concluded that celebrity attractiveness, trustworthiness and celebrity cause fit had a positive relation on the consumers attitude while purchasing green cosmetic products. The attitude of the consumers also had a positive relation towards the purchase of green cosmetic products. The study suggested that for the future research the impact of other factors such as price, product, design and packaging should be considered while the consumers purchase green cosmetic products and it should also examine the impact of demographic variables such as age, gender and income.
69. (Revathi & Vasantha, 2020) In the paper “FACTORS AFFECTING CONSUMER BEHAVIOUR TOWARDS PURCHASE OF COSMETIC PRODUCTS IN TIRUCHIRAPPALLI - A STUDY” the main aim was to examine the factors that affected the buying behaviour of the consumers while purchasing green cosmetic products. For the same, purposive random sampling method was used for selecting the respondents via a questionnaire and 100 respondents were selected, whereas for

secondary data books, web and magazines were considered. The same data was analyzed by using simple percentage technique and the ranking methods using tables, figures and charts. The hypothesis concluded that various factors such as brand name, quality of the product, price of the product, packaging of the product and the availability of the specific product had a positive relation on the consumers buying green cosmetic products. The study suggested that the companies should try to understand the buying habits of the consumers who are purchasing green cosmetic products and revise the policies and marketing mix according keeping in mind all the variables, also the marketers should prompt the distribution channels of all the green cosmetic products for avoiding unavailability when needed.

70. (*Limbu, Pham, & Nguyen, 2022*) The main aim of the paper “Predictors of Green Cosmetics Purchase Intentions among Young Female Consumers in Vietnam” was to find the influence among the young Vietnamese women’s intention while purchasing the green cosmetic products. The model used was Information-Motivation -Behavioral skills (IMB). For the same, data was collected from 433 young female consumers of Vietnam via self-administered online and offline survey through a questionnaire mainly distributed in the public places such as shopping malls, cafeterias and sports centers. The data was analyzed by PROCESS macro of SPSS software for mediation and moderation analyses. The hypothesis concluded that green cosmetic knowledge and the motivation had a positive relation that positively affected the young female consumers while purchasing the green cosmetic products, self-efficacy hardly affected the purchase decisions. The IMB model was useful for understanding the various that affected the buying behavior of green cosmetic products. The authors suggested that actual green cosmetic purchase behavior should be calculated by qualitative or mixed-method approach for deeper understanding.

71. (*Cervellon, 2011*) In the paper “Consumers’ perceptions of “green”: Why and how consumers use eco- fashion and green beauty products” examines the behavior of the consumers and their knowledge of green fashion and beauty products. For the same, in-depth interviews and focus groups were conducted with open-ended discussions in Monaco and Canada with the questions related to green cosmetic products and eco-fashion. They were asked to explain the meaning of eco-fashion and green cosmetic products according to their understanding, followed by the discussions of what provoked them to purchase the same, and finally they were asked for their perspective of certifications and the labels towards the green cosmetic products. The data was analyzed by qualitative approach, and it further identified the themes and patterns via the process of coding and categories. The data analysis concluded that the consumers had a limited understanding of green labels and certifications towards the green cosmetic products and eco-fashion, protecting environment was not considered a

- priority while the consumers purchased the green cosmetic products, instead of that the respondents were motivated to purchase the products due to personal health and well-being along-with social status and maintaining ethical standards. The authors of the paper suggested that the role of social norms and peer influences the buying behavior while purchasing such products, thus the stakeholders and policymakers should promote more sustainable products.
72. (*Adels, 2018*) In the thesis titled “A research into the underlying factors influencing the intention to purchase and the intention to continue purchasing organic cosmetics among German consumers” examines the factors that affects the consumers buying intention while purchasing green cosmetic products. The study used an online questionnaire for collecting data from the consumers. The framework used was social identity factor and theory of planned behavior (TPB), from the total responses 256, 120 were organic cosmetic buyers and 136 were non-purchaser. The data was analyzed by hierarchical regression analyses for testing the hypothesis. The hypothesis concluded that the attitude of the consumers and their perceived behavioural control had a positive relation while the consumers purchased green cosmetic products. For the respondents who were non-purchasers’ environmental self-identity, attitude while purchasing green cosmetic products and subjective norms were major predictors, attitude of brand communication did not have any influence of both purchasers and non-purchasers while purchasing green cosmetic products. Subjective knowledge had a positive relation for both the groups. The author suggested that for future research should test more factors that influenced the buying intention while the consumers purchased green cosmetic products.
73. (*Acharya, Bali, & Bhatia, 2021*) In the paper “Exploring Consumer Behavior towards Sustainability of Green Cosmetics” the main aim was to examine the consumer’s buying behavior towards sustainability along-with with their impact on well-being. Explanatory approach was used in the paper for data collection via google form with major focus on issues related to sustainable development in the green cosmetic products. The respondents were from the city of Chandigarh, Mohali and Panchkula and 250 responses were considered for the analysis of data from the total respondents received. The data was analyzed by excel in percentages and ratios and displayed in the form of table and charts. The data concluded that green cosmetic industry and sustainability was one of the major issue, maximum consumers who responded considered quality as the most important factor and it affected the consumers while making purchase decision of green cosmetic products. It was also examined that male community were more aware than female consumers in terms of organic cosmetic products.

74. (*Belanger, 2021*) The paper “The Comparison of Effectiveness of Social Media Marketing by Brands and Influencers for Organic Cosmetics” aims for comparing the effectiveness of social media marketing by the various brands and the influencers while buying green cosmetic products, it examines which source is more effective while persuading the consumers green cosmetic products. For the same, data was collected by convenience sampling method via social media platforms such as Snapchat, Instagram, Facebook, and LinkedIn through a survey between the age of 18-23 years old. 103 respondents participated in the survey and were considered for the data analysis. The data was analyzed by one way ANOVA (analysis of variance) for manipulation check and all the other basic information of the respondents were displayed in the form of charts, graphs and tables. An experiment was conducted for comparing the Instagram advertisement effect and the brand name of the organic cosmetic product. The hypothesis concluded that goodwill had a positive relation when compared between brand and consumer outcomes, it also concluded that brand condition had a positive impact on the brand condition towards the consumers buying green cosmetic products.
75. (*Vergura, Zerbini, & Luceri, 2019*) In the paper “Consumers’ attitude and purchase intention towards organic personal care products: An application of the S-O-R model” aims to examine the factors that affects the consumers decisions while they purchase green cosmetic products. Six stimuli were considered for the S-O-R- model. Online survey method was used for survey via self-administered questionnaire among the Italian people, from the responses received of 209 consumers 161 were valid and taken for analysing the data ahead. The variables were measured by the scales used in the previous literature and validated. The data was analyzed by Structural Equation Modelling, internal consistency reliability was measured by Cronbach alpha, overall measurement was done by Satorra-Bentler method. The hypothesis concluded that natural content attributes and the quality of the products had a positive relation towards the attitude of the consumers while purchasing green cosmetic products. On the other hand, affective and functional attitude increase the intention of the consumers while purchasing green cosmetic products. The author of the paper suggested that for measuring the actual behavior of the consumers, longitudinal studies were also recommended for examining the change in the consumer attitude, perspectives while purchasing green cosmetic products.
76. (*Patmmaperuma & Fernando, 2018*) In the paper “Factors affecting on consumer purchasing behavior of Ayurvedic skin care products: A study of female consumers in Colombo district, Sri Lanka” the main aim of the paper was to examine the factors that affected female consumer while purchasing green cosmetic products. For the same, a survey was conducted via a questionnaire for female consumers for Colombo district,

Sri Lanka. Theory of Reasoned Action was used for finding the relationship between belief's and attitude, normative influences, buying behavior and the intention of the consumers while purchasing green cosmetic products. 150 female consumers responded and were considered for data analysis. The data was analyzed by using uni-variate, bi-variate and multi-variate analysis along with the mediation effect. The hypothesis concluded that belief and the attitude of the consumers had a positive relation while purchasing green cosmetic products, consumers had a priority for Sri-Lankan products because of trust, availability and easy accessibility. The authors suggested that for further research sustainability should be considered.

77. (Krishnan, Manimekalan, & Radhakrishnan, 2022) The main aim of “Factors Influencing Repurchase Intention of Organic and Natural Cosmetics for Sustainable Development” was to examine the factors that affected the perceived quality and the intention of the consumers while repurchasing the natural and organic cosmetic products. For the same, data was collected via a structured questionnaire of 42 items distributed among the Indian consumers, the questionnaire was randomly circulated via email and other social media platforms, to which 210 consumers responded, Confirmatory Factor Analysis (CFA) was performed for analysis. The hypothesis concluded that there was a positive relation between perceived quality and repurchasing the green cosmetic products, whereas environmental awareness did not affect the perceived quality and repurchasing the green cosmetic products. The factors like perceived value, emotional value and risk led to increase in the repurchase of the green cosmetic products. The authors of the paper suggested that for further research impact on social media and online reviews along-with perceived quality while repurchasing green cosmetic products.
78. (Marangon, Tempesta, Troiano, & Vecchiato, 2015) The paper “Sustainable Agriculture and No-Food Production: An Empirical Investigation on Organic Cosmetics” examines the preferences of the consumers between organic and conventional cosmetic products by using choice experiments. It helps in finding the link between sustainability and the agricultural system by organic cosmetic products in the form of case study. The method used for the data collection was Discrete Choice Modelling (DCM) based on random utility maximization framework, it was used for the consumers using organic cosmetic, face-to-face survey in the region of Italy. The survey was conducted by four interviewers: organic cosmetic products sold at grocery stores, pharmaceuticals, food shops, 520 consumers responded to the questionnaire. The hypothesis concluded that consumers had a positive relation between the consumers purchasing green cosmetic products and willing to pay a higher price. The preferences of the consumers influenced by various factors included green cosmetic

product's origin, certification and the ingredients, it also concluded that consumers who were educated were more likely be aware for environmental concerns.

79. (*Quoquab, Jaini, & Mohammad, 2020*) In the paper “Does It Matter Who Exhibits More Green Purchase Behavior of Cosmetic Products in Asian Culture? A Multi-Group Analysis Approach” it examines the factors that affects the purchasing behavior of the green cosmetic products of the Malaysian consumers using Value Belief norm and it also examines the moderating effect of the gender on the value-belief- norm relationships. For the same, cross-sectional survey by using Harman's single factor technique, 240 consumers responded to the survey that was conducted and further the data was analyzed by using Structural Equation Modelling (PLS-SEM) approach MGA technique as they may handle complicated models that have direct and indirect relationships. The hypothesis concluded that all the constructs had a positive relation, gender moderators had a positive relation between altruistic values and pro-environmental. Gender did not have any link between hedonic values and pro-environmental. The authors of the paper suggested that for future research other demographic factors such as age, education and income level could be moderators for gaining more insights while buying more green cosmetic products.
80. (*A.G, J., S., R.C, & K.J, 2016*) In the paper “Microplastics in personal care products: Exploring perceptions of environmentalists, beauticians and students” the main aim of the paper related to the plastic microbeads while using personal care products among the environmental activists, trainee beauticians. For the same, qualitative approach for in-depth understanding of the consumers willing to use green cosmetic products, focus groups were for capturing the complexities of opinion formation and it leads people change the minds. The data analysed proved that there was lack of awareness among the consumers using green cosmetic products which intended to lack in visibility and immediacy. To the surprise, concern the amount of plastic in the range and their impact. The research could inform the future communications along with the public industry. The authors suggested that the policy makers should consider phasing the personal green cosmetic products.

3.2. Cosmetic products

Attributes : (Consumer Behaviour, Brand Loyalty, Attitude, Awareness, Buying Intention, Ethical Value)

81. (Chiang & Yu, 2010) In the paper “Research of Female Consumer Behavior in Cosmetics Market Case Study of Female Consumers in Hsinchu Area Taiwan” it helps in understanding the revolutionary change for women’s equal rights and their awareness during the past few years regarding the concept of cosmetics and further explore the attribute, result and value attached importance by the female consumers towards the purchase of green cosmetics products. For the same, a study was conducted among the female consumers based on their lifestyle and demographics and 390 valid responses were obtained by the questionnaire approach, Mean-End Chain Theory and Factor Analysis and ANOVA was used to examine the hypothesis, the hypothesis concluded that there was a significant difference shown between consumers of different lifestyle towards attributes, result and value. Whereas the product attribute - result value attached importance by the consumers of different demographic variance won’t vary on the account of any demographic factors. It further suggested the researchers to expand the population and perform sampling and also take metropolitan cities.
82. (Khraim, 2011) The main aim of the article “The Influence of Brand Loyalty on cosmetics buying behavior of UAE Female consumers” was to examine the influence of the brand loyalty on the cosmetics buying behavior of the female consumers of Abu Dhabi in UAE. For the same, the 7 factors taken were- brand name, quality, pricing, designing, promotions, service quality and the store environment, for the same, a questionnaire was prepared, and data was obtained by 382 respondents. Further, Descriptive analysis, one way- ANOVA and Correlation was used for data analysis. The hypothesis concluded that the brand name had a strong positive correlation with the brand loyalty and also a positive relation among all the seven factors of brand loyalty with the consumer’s brand loyalty.
83. (Mohammed, Blebil, Dujaili, & Hassan, 2021) The paper “Perception and attitude of adults towards the cosmetic products amid COVID-19 pandemic in Malaysia” main aim was to examine and explore the consumer’s attitude and their perceptions towards the cosmetics with context of covid-19 pandemic. For the same, out of the 559 cosmetic consumers, 484 responded. The data was analyzed by SPSS version 25 by descriptive and inferential statistical analysis, the demographic analysis was done by ANOVA test. The hypothesis concluded that the overall perspective of the consumers indicated low level of perception and moderate level of attitude towards the purchase of green cosmetics industry and there was a strong positive correlation between the respondents towards the purchase of green cosmetics products, it further suggests to focus more on aesthetics than health safety.
84. (Ayob et al., 2015) The paper “Malaysian Consumers awareness, perception, and attitude towards cosmetics products: Questionnaire development and pilot testing” aim

was to develop a reliable and valid tool for assessing the consumers' knowledge, perspective and their attitude towards the green cosmetics products. For the same, data was collected of 66 respondents and a cross sectional study design was conducted via questionnaire mode- online and offline, further data was analyzed by SPSS version 20 via Mann Whitney U-test and Kruskal Wallis test, Descriptive statistics such as mean, standard deviation was used, whereas Spearman's rank correlation was used for reliability testing, Cronbach's alpha for examining the knowledge, perspective and attitude. The hypothesis concluded that the internal consistency and the attitude of the consumers had a positive relation, whereas differences were observed between the perception score for religion, race and monthly expenditure for the cosmetics products. The reliability showed good test and acceptable internal consistency.

85. (*Pham & Chiu, 2021*) The main aim of the study "The Impact of CSR and product Innovation on Brand Image and Purchase Intention" to examine the impact of CSR and the innovative products on brand image along with the intention for clarifying the features of the cosmetic market in Vietnam market. For the same, a questionnaire was collected via online mode for testing the hypothesis and the conceptual framework, from the total responses received 603, 429 valid responses were taken further for data analysis. SPSS Cronbach Alpha test was used for examining the variables used for measurement. The hypothesis concluded that the perspective of the consumers regarding CSR and product invention had a strong positive correlation on the brand image, Brand image had more impact than functional brand image on consumer purchase intention, innovation in technology stronger than new product in increasing the consumer's buying intention, whereas the consumer's knowledge on CSR increase is considered to purchase, environmental CSR have a strong impact in that context. Thus, the study will help the managers to specify their goals and development in the future.

86. (*Bharathi & Dinesh, 2018*) The main aim of "Female consumers: Importance of Cosmetics and Beautification in their buying" is to study how important are cosmetic products for the female consumers. For the same, exploratory, and descriptive research by convenience sampling method, a sample size of 50 female consumers was collected between the age-group of 20-40. The data was further analyzed by using simple tools such as averages, percentages, and measurement scales in excel. From the data analyzed, it can be examined that female consumers are quite cautious about the cosmetic products they use and willing to use the same irrespective of their age. Also, it was examined that females are easily influenced by the advertisements and their peer groups, they are more interested in organic/natural/herbal/green cosmetic products also they do not take pricing in the same. They can be easily motivated and influenced by

the salesperson or beauty professionals; maximum of the female respondents used top brands of cosmetic products. The money spent and the frequency of purchasing the cosmetic products depends on the economic status.

87. (*Sharma & Mehta, 2020*) The paper “Effect of Covid-19 consumer buying behavior towards cosmetics: Study based on working females” aimed to understand the behavior of the working females while purchasing cosmetic products during the Covid-19 pandemic. The hypothesis was to examine the change in the buying behavior of the working females due to Covid-19. For the same, convenience sampling method was used to collect data from across the Indian cities during September 2020 using a questionnaire for collecting the respondents and 116 females responded to the questionnaire circulated. The data was further analyzed by multiple regression method in the SPSS software 21. From the data analyzed, it was found that there was as such no change in the buying behavior of the female consumers while purchasing cosmetic products. Though the demand for certain products was increased during Covid. The study also examined that the factors such as income, lockdown, distribution of supply chain, unavailability of the product and accessing the product have a major impact on the female consumers buying cosmetic products. The few limitations of the study could be the size of the female consumers selected were quite less and focus was kept only on working females, impact on socio-cultural factors were also not considered while evaluating the factors. Thus, all the above limitations can be further take into account for further research.

88. (*Caruana, 2020*) The paper “Ethical Consumerism in The Cosmetics Industry: Measuring how Important Sustainability is to The Female Consumer” mainly studies the relationship between female consumers environmentally sustainably conscious and their preference while purchasing the cosmetic products. The method used in the paper includes single multi-part survey instrument containing a conjoint analysis and an environmentally sustainable consciousness via a questionnaire followed by a series of post-survey interviews and brand product research into sustainable product offerings. Here, the conjoint analysis was used for simulating a market study without prior informing the participants with a true intention of measuring sustainability consciousness. 240 respondents were considered valid from the total responses received. The hypothesis concluded that there was a positive relation between environmental sustainability consciousness of the females and their product choice by giving more importance to the sustainable packaging. The environmental sustainability consciousness factor explains only 7.2% of the relative importance that was given to sustainable packaging. It also examined that the frequency of makeup use has

increased, and the importance given to sustainable packaging in relation to the product attribute is decreased. The post survey interviews suggested that the consumers felt helplessness in increasing the sustainable product consumption and believed that cosmetic producers and the government authorities must take the lead for improving the availability of the alternatives for more and more sustainable products.

89. (*Rybowska, 2014*) The paper “Consumers attitude with respect to Ecological Cosmetic Products” examines the opinions of the consumers about new innovations in the cosmetic products with the aim to provide proper insights into the behavior of the consumers for eco-friendly cosmetic products that is important for marketing and for producers to understand. For the same, a survey was conducted among 185 women who were the clients of a salon in Pamerania province, the survey included close ended questions with single or multiple-choice questions. The responses were divided into four age groups and the questionnaire included the questions about their opinions on the new types of cosmetic products, the factors that discourages them to purchase the cosmetic products and the influence of other people’s opinions on their choice of the cosmetic products. The hypothesis concluded that the consumers were interested in the new types of cosmetic products especially the ecological side. The other factors that encouraged them to purchase the cosmetic products were gentleness to the skin, small number of preservatives and better quality products. On the other hand, the barriers were poor accessibility in the market and high prices and consumers were found to be highly influenced by other people’s opinion while purchasing new products. The limitations of the paper were the survey was conducted only among a specific group of women going to a specific salon, the survey was close ended, the study did not examine the actual effect of the cosmetics but focused on the opinion about the products. Therefore, it was suggested that the further research could explore the potential of the marketing strategies for increasing the accessibility and affordability of the ecological cosmetics.

90. (*Sharma, Trivedi, & Deka, 2021*) The main aim of the paper “A paradigm shift in consumer behaviour towards green cosmetics: an empirical study” was to measure the awareness level and the intention of the consumers while purchasing green cosmetic products in Delhi/NCR. For the same, a primary data was collected via questionnaire in a structured manner and out of the 160 responses received, 141 were considered as valid responses. There were five hypotheses in the paper and statistical tools used for analyzing the data were mean, one sample test, one way ANOVA table, correlation, and regression analysis. The hypothesis concluded that there was a positive relationship between consumer awareness and the intention of the consumers while purchasing green cosmetic products, environmental sustainability and health factors motivated the consumers to buy green cosmetic products. On the other hand, the companies claims,

and high pricing of green cosmetic products demotivates them from purchasing. One of the main limitations of the study is the geographical constraints, thus while doing further research the sample size and the location must be considered.

91. (*Randiwela & Mihirani, 2015*) In the paper “Consumer Buying Behaviour and Attitudes Towards Eco- Friendly Fast-Moving Consumer Goods – Cosmetics & Personal Care Products” the focus is to examine the buying behavior and the attitude of the consumers while purchasing Fast Moving Consumer goods, especially Cosmetic products in Sri Lanka. The paper mainly highlights the need for environmental safety and the emergence of pressure to protect the environment, it also mentions how businesses are shifting their focus towards the eco-friendly products. For the same, the paper makes a conceptual framework that identifies four major factors that affects the consumers buying decision such as individual belief, environmental factors, socio-economic factors and awareness and knowledge. Judgmental sampling, non-probability sampling technique was used. The data was collected via a questionnaire to which 153 valid responses were considered valid. Further, the data was analyzed by descriptive and inferential statistical analysis, Lifestyles of Health and Sustainability (LOHAS) model was used to measure the buying behaviour. The hypothesis concluded that most of the respondents were not concerned and only a few people considered environmental factor while purchasing green cosmetic products. It also concluded that only gender, income and marital status affected the buying behavior of the consumers. The paper suggests for a need of national policy towards green marketing, green consumerism and green production regulation.

92. (*Oe & Yamaoka , 2022*) In the paper “The Impact of Communicating Sustainability and Ethical Behaviour of the Cosmetic Producers” examines the factors that influence the buying behavior of the consumers in Thailand from the perspective of sustainability. It also analyses the impact of quality of a particular product, communicating sustainability and the ethical behavior on the buying behavior of the consumers. For the same, quantitative method was used to collect the data via a questionnaire and 800 responses were received from the same. The data was analyzed by Structural Equation Modelling for validating a conceptual model along-with the measurements based on the factors- quality, ethical behavior and communication sustainability via SPSS version 26 which included descriptive analysis and relational analysis that incorporated factor analysis with relevant variables. The hypothesis concluded that quality of a product and communicating sustainability had a positive relation on consumers brand loyalty towards the green cosmetic products. Ethical behavior did not have a positive relation on the brand loyalty. One of the main limitations is that the analysis is for the population who are highly educated, thus cannot be generalized, thus the authors suggest that the results obtained must be tested on

broader data, more comprehensive investigations towards the attitude of the consumers perspective, the scales measured should be considered for other sectors and also with different marketing strategies.

93. (Osman, Cheng, & Wider, 2022) The paper “Factors Affecting the Halal Cosmetics Purchasing Behaviour in Klang Valley, Malaysia” examines the relationship between halal awareness, knowledge, attitude while purchasing among the adult consumers in Malaysia. For the same, cross-sectional design and a systematic sampling method was used to collect data via self-administered questionnaire and 389 respondents were selected for analyzing the data. The data was analyzed by SPSS version 28.0 and Smart PLS version 3.3.9. The hypothesis concluded that halal awareness, halal knowledge and attitude had a positive relation with the buying behavior of the consumers purchasing green cosmetic products. The value of R square was endogenous latent variable. The study suggested that the Malaysian government should design more educational programs for increasing the awareness among the consumers as very few were aware and know its importance, it might help the consumers in getting to know more advantages of using such products.
94. (Santoro, 2022) In the paper “Sustainability and transparency in the cosmetic industry: The clean beauty movement and consumers’ consciousness” it examines the importance of sustainability in the green cosmetic market and how green marketing can be used for establishing transparency with the consumers, it also aimed at understanding how consumers perceived the green cosmetics, its impact on green washing and how companies can help the consumers in contributing to a greener planet. For the same, quantitative research methods have been used to gather the information via a questionnaire from the respondents along-with the marketing tools the company used for marketing strategies to promote brands and services. 200 respondents were targeted and data was analyzed accordingly. The hypothesis concluded that the product performance and the reputation were the main factors that impacted the buying behavior of the consumers and most of the respondents were unaware of the ingredients used in the cosmetic products, it emphasized that companies should focus more on avoiding green washing and gain consumers trust by adopting sustainable practices by supply chain.
95. (Graciano, Gularte, Lermen, & Barcellos, 2021) The paper “Consumer values in the Brazilian market for ethical cosmetics” aims in examining the personal values of the Brazilian consumers while buying the cosmetic products ethically. For the same, an online survey was conducted which had 302 respondents via ethical cosmetics. The study used psychometric values and lifestyles scales (VALS). The sample was identified by using an exploratory factorial analysis and in order to correlate the

demographic factors, cluster analysis was used for hierarchical clustering technique. The data was analyzed and eight VALS were identified in the study's sample of the respondents, it was observed that demographically homogenous groups were mostly placed among VALS original factors. The ethical demands that were pertaining to the health and environment preservation were no longer acceptable and this particular analysis could help the retail strategists for the expected demands.

96. (Sajincic, Gordobil, Simmons, & Sandak, 2021) The paper "An Exploratory Study of Consumers' Knowledge and Attitudes about Lignin-Based Sunscreens and Bio-Based Skincare Products" mainly focuses on the attitude of the consumers while buying potential product which has lignin, a natural biopolymer and can replace the synthetic ingredients as consumers are interested in natural, healthy, and environmentally friendly sunscreen and concerned towards the price. The data was collected via an online survey through a questionnaire circulated on various social media platforms and email, 230 participants responded to the survey. The data was further analyzed by using descriptive statistics, Mann-Whitney U test, Spearman's rank correlation. The data analyzed concluded that consumers were genuinely interested in natural, healthy, and environmentally friendly products but were also concerned about lower sun protection factor and price. The hypothesis concluded that consumers who were familiar with environmentally friendly products had a positive relation towards bio-based ingredients and were willing to purchase more environmentally friendly products. Though, the lignin-based sunscreen had the capability to be more sustainable and healthier when compared to synthetic cosmetic products, but awareness and education is needed to inform the consumers. The authors suggested that for future research consumers with darker skin should be included for better understanding of the disadvantages of pigmented sunscreen, valid multiple scales should be used for measuring the constructs.
97. (Banna & Jannah, 2022) In the paper "The push, pull, and mooring effects toward switching intention to halal cosmetic products" the main purpose was to examine the factors that affected the intention of Muslim consumers to switch from synthetic to halal cosmetic products. For the same, data was collected by primary source through a self-administered questionnaire divided into two parts. The first part had demographic information of the consumers and the other part had 23 questions related to variables, the data was further analyzed by Partial least squares, Structural Equation Modelling of 220 Indonesian females who were under 24 years and monthly income was Rp.2,000,000. To this, the hypothesis concluded that regret, perceived value, and religious beliefs were the main factors that impacted the consumers to switch from synthetic to green cosmetic products. Dissatisfaction highly impacted regret and the brand of the product also impacted the perceived value. The authors suggested that for

further research social and cultural values should be explored and the impact of certification on the consumers buying green cosmetic products should be considered.

98. (Taima, Robin, & Nathalie, 2019) In the paper “Factors Driving Purchase Intention for Cruelty-free Cosmetics” the main aim was to investigate the factors that affected the millennial female’s intention while they purchase cruelty-free cosmetic products. For the same, quantitative method was used to collect the data via a questionnaire through a survey, 108 females responded. Secondary data was read by relevant and peer-reviewed literature where the ethical consumption and intention for purchasing green cosmetics for constructs for the frame of reference. The data was analyzed by SPSS software, the researchers used descriptive statistics for analyzing the demographic data of the participants and inferential statistics such as correlation and regression analysis for analysing the relationship between the variables. The hypothesis concluded that the attitude and the environment knowledge had a positive relation while the consumers were willing to purchase cruelty free cosmetic products. Social media, financial factors did not have a positive relation while purchasing the same products. The researchers suggested that for the future study other factors such as brand loyalty, quality of the product, packaging design should be considered including the differences between age groups and gender while the consumers intention to purchase cruelty free cosmetic products.

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4. Research Methodology

RESEARCH METHODOLOGY - INDEX

In the above study, Chapter 4 of thesis titled “AN EMPIRICAL STUDY OF CONSUMER BEHAVIOR TOWARDS GREEN COSMETICS IN SELECTED CITIES OF GUJARAT” is Research Methodology. The chapter outlines the topic of the study, research study, objectives of the study, scope of the study, hypothesis, research design, data collection methods and tools, population of the study, sampling frame, sample size, sampling method, sampling media, limitations of the study and the data analysis tools for the data collected.

- a) Topic of the study
- b) Rationale of the Research Study
- c) Objectives of the study
- d) Scope of the study
- e) Hypothesis
- f) Research Design
- g) Sources of data and the collection
- h) Population of the study
- i) Sampling Designs- Formula of sampling
- j) Data analysis

4.1. Topic of the study

The above research is an empirical study based on the consumer behavior towards the purchase of green cosmetic products in the city of Ahmedabad, Gujarat. The topic was chosen based on the availability of resources such as amount of time, information access, existing literature, statistical tools, and techniques.

The study aimed to understand consumer behavior while purchasing green cosmetic products by gathering empirical evidence from the data collected via survey and secondary data collection.

The findings of the study can be used to inform the marketing strategies of the firms and developing the green cosmetic industry in the city of Ahmedabad, Vadodara and Surat and Gujarat state.

The topic for this research:

“An Empirical Study of Consumer Behavior towards Green Cosmetics in Selected Cities of Gujarat State”

4.2. Rationale of the Research Study

The study mainly focuses on the understanding of consumer behavior while they purchase green cosmetic products. The main factors taken into consideration were if they are satisfied with the product, what are the expectations of the consumers, their perception of using green cosmetic products.

The study will be useful to the stakeholders such as researchers, consumers, companies, and government, as it will help in understanding the consumers' needs and how do they affect the cosmetic market. The research will help the consumer's satisfaction and modify the product need and also beneficial for all the parties involved in helping and understanding the market at a wider level.

The research will help in knowing the comparison between the two types of cosmetics and it will enable the researchers to determine the type of cosmetics consumers would prefer.

The research will also investigate how companies' marketing strategies will help them of how to advertise, market, brand loyalty, promotions and the price affects. The research will help in exploring how environmental sustainability would affect the consumer buying behavior and their role while they get influence the decision while making decisions of green consumer behavior.

The research will also help in knowing the green cosmetics for providing better, sustainable and also the gender influences (men and women) affect the buying behavior.

4.3. Objectives of the study

1. To find out the awareness among the people regarding green marketing in cosmetic industry.
2. Analyzing consumer buying behavior.
3. To study the influence of 4P's-Price, Product, Place and promotion on the basis of consumer behavior and their attitude towards green cosmetics.
4. To know the factors that motivate or demotivate the consumers for green cosmetic product use/purchase.
5. To understand the level of expectation of consumers towards Green Cosmetics products.
6. To examine the level of quality and satisfaction of the consumers on Green Cosmetic products.
7. To study the gender influence among consumers while they purchase green cosmetic products.
8. To know the consumers' intentions/attitude regarding green products.
9. To recommend measures to encourage green cosmetic products.
10. To study the opinion of the consumers regarding green cosmetic products.
11. To examine the associations between the environmental behavior and the demographic factors of the consumers.

4.4. Scope of the study

The primary data is collected through a non-disguised structured questionnaire. The primary data can then be analyzed to get accurate data. The study will also help in examining the

consumer behavioral patterns of if they are willing to switch from traditional cosmetics to green cosmetics in the three cities (Ahmedabad, Vadodara, and Surat) of Gujarat.

The demographic insights include age, gender, occupation, monthly income of the respondents, region (the city they live). The study also focuses on the market changes or dynamics for understanding the capability or potential of the green cosmetic products among the consumers and the same analysis can be interpreted by the secondary research that includes market analysis, overview, industrial research, pricing, influence of gender while they purchase the cosmetic products and green cosmetic products.

It also helps in understanding the reasons for why or how they are willing to switch from cosmetic to green or natural cosmetic products. The study will help in focusing on the promotional and marketing tactics while implementing green marketing. The overall scope of the study will also help in analyzing the trend and understanding the demand and supply of green or natural cosmetic products in the three cities of Gujarat.

The study will help in evaluating the challenges faces in the terms of awareness in green cosmetics, brand loyalty, affect of pricing and it can also know whether the consumers are satisfied while they are purchasing the new green or natural cosmetic products. The research study also explores the impact of social media and what kind of advertising influences the green cosmetic products among the respondents.

The study will help the NGO's, Government, researchers, marketers for taking green initiatives and understand the potential of the green or natural cosmetic products in Ahmedabad, Vadodara, Surat of Gujarat state. Though the scope of the study is limited to only 3 cities of Gujarat.

Research Question:

What factors influence consumer behavior towards purchasing green cosmetics in selected cities of Gujarat State, and how do demographic characteristics, environmental awareness, and perceived product benefits impact consumers' willingness to choose green cosmetics?

4.5. Hypothesis

H0₁	<i>Gender has no direct relation with usage of Cosmetic Products</i>
H0₂	<i>Purchase of green cosmetic products does not have a direct relation with the income of the consumers.</i>
H0₃	<i>Impact of the promotional method of green cosmetics has no relationship on switching of the brands by the consumers.</i>
H0₄	<i>Female don't believe gender impact purchase Behavior of Green Cosmetic Products</i>
H0₅	<i>The female consumers are not loyal as compared to male consumers while purchasing the green cosmetic products</i>
H0₆	<i>Increase in Number of Female Family members has no relation of Male using Cosmetic Products</i>
H0₇	<i>The consumers of Vadodara city do not intend to pay more towards the purchase of green cosmetic products than the consumers of Ahmedabad city.</i>
H0₈	<i>Quality of product has no Impact on the consumers of Ahmedabad city during purchase of Green Cosmetic Products</i>
H0₉	<i>Environmental awareness of the consumer has no relation on the purchase of green cosmetic products</i>
H0₁₀	<i>Increase in Education level for person using Cosmetic Product has no impact on his awareness on Green Cosmetic Product</i>
H0₁₁	<i>Person who hears about green cosmetics from only Friends/Family has no relation to his likeliness to purchase Green Cosmetic product from departmental store</i>
H0₁₂	<i>Person who hears about green cosmetics from social media and has purchased Green Cosmetic product has no relation to increase spending on Cosmetic Products</i>
H0₁₃	<i>Gender Subjective norm has no relation on the purchase of premium products</i>
H0₁₄	<i>Person who used CP for Skin has no favoring likeliness to have purchased Green Cosmetic Product</i>
H0₁₅	<i>An Individual who has used Cosmetic Product for certain body part (Skin, hair, etc.) has no relation with the usage of green cosmetic for same body part</i>
H0₁₆	<i>Individual who gets motivated by Green Cosmetic product not causing harm to environmental has no relation on checking environmental impact while purchasing green cosmetic product</i>
H0₁₇	<i>Consumer who considers packaging as important factor to evaluate quality is not willing to pay more for Green Cosmetic Product</i>
H0₁₈	<i>Allergic Reaction don't impact the willingness of consumers to use Green Cosmetic Products</i>
H0₁₉	<i>Consumers of Vadodara city when compared to Surat do not have direct relation with sustainable and environmental impact of Green Cosmetic Product</i>

<i>H₀₂₀</i>	<i>Brand Name has no relation on perception of quality of the Green Cosmetic product</i>
<i>H₀₂₁</i>	<i>Consumer aware of Green cosmetic product do not have direct relation of perceiving green cosmetics as chemical free products</i>
<i>H₀₂₂</i>	<i>Consumers of Ahmedabad city when compared to Surat do not have any influence of social media while purchase of Green Cosmetic Product</i>
<i>H₀₂₃</i>	<i>Consumers of Surat city when compared to Vadodara do not have any influence of Brand Reputation while purchasing Green Cosmetic Product</i>
<i>H₀₂₄</i>	<i>Influence via Word of Mouth has no relation in generating Positive emotions towards Purchase of Green Cosmetic Products</i>

4.6. Research Design

The research of the current study is Descriptive and Analytical. Descriptive research is a method used for examining the phenomenon that helps in understanding and analyzing of what all is taking place, descriptive research usually involves the formulations using the data collected via surveys, observations, interviews or focus groups. It helps in better understanding the concept and its trend.

Whereas Analytical research will test the hypotheses and answer the questions by comparing the data collected by the existing theories. It includes the uses of measures of central tendency, methods of variations, hypotheses testing, regression analysis for examining and analyzing the relationships, trends, patterns and evaluation.

As the research design in the current study includes both the type of research, it helps in describing the concept of green cosmetics and its relationship with the consumers, as they establish the relationship between green cosmetics and consumer buying behavior, demographic profile theoretically. It also includes the scientific analysis of data by using the central tendency, measures of variations, hypothesis testing, regression analysis.

The amalgamation of descriptive and analytical methods will help in providing an overall comprehensive overview of the green cosmetic industry and the relationship with the consumer behavior and their profiles.

Hypothesis testing will help in conducting the significant differences between the demographics of the respondents who purchase green cosmetics and the respondents who purchase the traditional cosmetic products. Statistical analysis will help in determining the

capabilities of the trends in the consumption according to the demographic and respondents profile information.

Regression analysis will help in assessing the potential of the consumer’s buying behavior. Thus, overall descriptive and analytical components of the research design will provide a detailed comprehensive picture of how green cosmetics impact the cosmetic industry. Understanding the relationship between consumer behavior and green cosmetics products is crucial for the companies who are considering entering the cosmetic market in the future. The findings will be useful for making better decisions and ensuring that the companies succeed in the long run.

4.7. Sources of data and the collection

The data is collected by primary and secondary sources of data for collecting the information and further analysis.

Type of Data	How is it collected?
Primary Data	Non-disguised close ended questionnaire from Ahmedabad, Vadodara, and Surat cities of Gujarat
Secondary Data	Reliable sources, library, research papers, online statistical data, articles, journals

4.8. Population of the study

All the residents for the population of the study are from the cities of Ahmedabad, Vadodara, Surat, Gujarat State:

Male age group	Between 13 to 27
Female age group	Between 13 to 55

4.9. Sampling Designs

i. Sample frame:

The sample frame consists of randomly selected respondents from the selected cities of Gujarat State (Ahmedabad, Vadodara and Surat).

ii. Sample Size:

Approximately, sample size of 1200 respondents is drawn from the selected cities of Ahmedabad, Vadodara, Surat in Gujarat state, for the same the bifurcation is below:

City	Sample Size (N)	Female/Girls (70%)	Age Group	Male/Boys (30%)	Age Group- (Teenagers and College going)
Ahmedabad	600	420	Between 13 to 55	180	Between 13 to 27
Surat	400	280	Between 13 to 55	120	Between 13 to 27
Vadodara	200	140	Between 13 to 55	60	Between 13 to 27
Total	1200	840	-	360	-

The sample size was selected according to the below mentioned formula:

$$n = \frac{z^2 \times p \hat{p} (1 - p \hat{p})}{\epsilon^2}$$

Here, P=Estimated Population, assume that 50% them uses cosmetic products= 50/100= 0.5
 Z= 95% confidence level=value=1.96
 e= 5% (allowable error) = 0.05

$$n = \frac{0.5 (1-0.5) (1.96 * 1.96)}{0.0025}$$

$$= \frac{0.9604}{0.0025} = 384.16 \text{ (approximately)} = 390$$

As there are three cities, $390 \times 3 = 1170$

Sample size after approximation was taken as **1200**, (it might change according to the validity of the data received by the respondents).

Ahmedabad	Surat	Vadodara
80,59,441	71,85,000	21,90,000

***Sample % taken according to the population of the three cities as per census 2011.**

iii. **Sampling Method:**

For the study, Stratified sampling and Convenience sampling method is used from randomly selected respondents.

iv. **Sampling Media:**

Sampling Media is in the form of filling of non-Disguised close ended questionnaire.

v. **Limitations of study:**

The study is based on primary data and will be dependent on response of the respondents.

There are many statistical tools employed for the study which have their limitations.

4.10. Data analysis

The data will be analyzed by the statistical software IBM SPSS (Statistical Package for Social Sciences) version 26. The data will be analyzed by Correlation, t-test, ANOVA, mean, standard deviation, factor analysis, regression analysis for hypothesis testing, whereas Cronbach Alpha will be used for the internal reliability and the conclusion will be drawn accordingly.

5.DATA ANALYSIS & INTERPRETATION

- ❖ The data will be analyzed by the statistical software IBM SPSS (Statistical Package for Social Sciences) and the data will be analyzed by Correlation, t-test, ANOVA, mean, standard deviation, factor analysis, cronbach alpha, regression analysis for hypothesis testing and the conclusion will be drawn accordingly.

6.CHAPTERIZATION

- I. Introduction
- II. Company Profile
- III. Literature Review
- IV. Research Methodology
- V. Data Analysis and Interpretation
- VI. References, Webliography & Bibliography

7.REFERENCES, BIBLIOGRAPHY, WEBLIOGRAPHY