

Abstract

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

The thesis titled “*An Empirical Study of Consumer Behavior Towards Green Cosmetics in Selected Cities of Gujarat State*” investigates the multifaceted determinants shaping consumer behavior in the adoption of green cosmetic products within Ahmedabad, Surat and Vadodara. The research systematically examines the influence of demographic variables, attitudinal factors, environmental awareness and external determinants on consumer decision making processes. For the same, a structured questionnaire was employed to collect the data from a sample of 1,154 respondents which was subsequently analyzed using advanced statistical techniques including regression analysis, analysis of variance (ANOVA), reliability testing through Cronbach’s alpha (0.907), signifying excellent internal consistency. The findings underscore the pivotal role of demographic characteristics such as gender, education, occupation, geographic location in shaping consumer preferences and behavior. Motivational drivers including perceived environmental benefits, health considerations, sustainability emerged as significant influences whereas barriers such as high costs and insufficient awareness hinder adoption. The analysis also highlights the critical role of social media in fostering awareness and purchase intention. The recommendations advocate for the development of cost-effective products, region-specific marketing strategies and robust communication initiatives to enhance consumer awareness and engagement with green cosmetics. The study contributes valuable insights for the stakeholders including policy makers and industry practitioners to strategize effectively in fostering the growth of the green cosmetics sector.

Keywords: Green cosmetics, Consumer behavior, Sustainability, Environmental awareness, Demographic determinants, Purchase intention, Marketing strategies