1. Introduction

INTRODUCTION - **INDEX**

What is COSMETICS?

The origin of the Greek word Cosmetics, "Kosmetikos" means "technique of dress and ornament"- skillful in arrangement or organization; derived from the Greek words kosmos, which signify decorations and order. At its core, they combine chemical molecules from nature or artificially produced. In a limited few nations, cosmetics like lipstick, mascara, eyeshadow, foundation, blush, and highlighter are frequently regarded as cosmetics. [1]

The American Food and Drug Administration defines cosmetics as substances "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]

Image 1.1

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

Origin of Cosmetics

Nearly all civilizations have 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 in 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, and special ointment was used for scars and burns. Jurors off lotion was used, which contains a mixture of beeswax and Resin. They also use the products on the mummies as they believe there is life after death.

Image 1.2

MIDDLE EAST:

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

Image 1.3

CHINA:

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

Image 1.4

MONGOLIA

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

Image 1.5

JAPAN

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

Image 1.6

EUROPE

In the Roman Empire, 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 following decades, and in the 19th century, Queen Victoria ruled that only performers should use the same.

Image 1.7

THE AMERICANS AUSTRALIA

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

Image 1.8

19th CENTURY

The development of color 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 they were discovered to contain hazardous substances. Zinc oxide was first used for face powder in 1866 and quickly gained popularity.

Image 1.9

20th CENTURY

Until the 19th century, a few of the cosmetic ingredients were very harmful and 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. The early 1900s saw the

Image 1.10

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 significantly impacted 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 were eye shadow, new lip colors, and blush as companies like Revlon, L'Oréal, and Ponds came into the limelight.

21st CENTURY

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

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 artifacts 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, have given much description as much importance has been given to Ramchandra, Sita, Nakul, and Sahadev, also following the Anushasan Parva Mahabharata's advice and executing the Chandrayana vrata

Image 1.11

for beauty. Additionally, as previously indicated, "cosmetics" originated from the Greek word "kosmetikos," which denotes a person skilled in cosmetics. It is the science of modifying attractiveness and altering appearance. It can be categorized into four categories: plastic surgery, cosmetic surgery, and trichology.

 Anatomy, physiology, and skin diseases 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 primary goal of plastic surgery.

Sushruta Samhita has described the ancient tradition of surgery in India as one of the most brilliant gems in the Indian medical literature; it has given a detailed description of teaching and learning practice. Along with his surgical expertise, Acharya Sushruta significantly impacted many areas of medicine. However, 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]
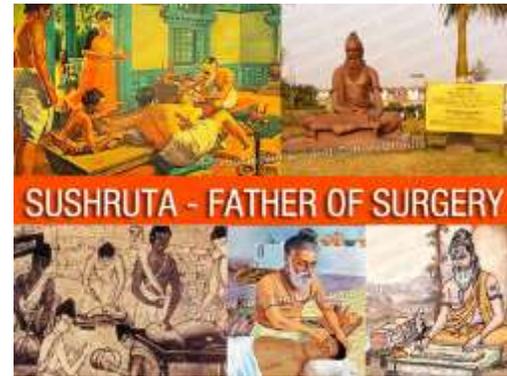

Image 1.12

Indian women roughed their faces, hands, palms, cheeks, and fingers with clay and henna paste. Using natural paints, they painted their body parts with signs of the sun, moon, and flowers. 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 and cosmetic preparations. [5]

A Succinct History Of Cosmetics

Cosmetic deodorant was curated in 1888 by an unidentified Philadelphian named Mumm. In the early 20th century, makeup was considered a fashionable term in the U.S.A. and Europe, but the Hollywood business had the most significant influence. Annie Turnbo began selling hair treatments in 1900. Max Factor began offering makeup to movie stars in Los Angeles in 1904. Eugene Schueller, the inventor of L'Oréal, created synthetic hair dye in 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]

Regarding product development and marketing, the Indian cosmetics business has been busy. 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 cosmetics consumers. 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 due to consumers being regularly updated about new cosmetic goods thanks to the growth of satellite television and the internet. Most cosmetics producers in India serve the home market, although they are progressively expanding into other markets, particularly those for herbal cosmetics. [7]

Green Cosmetics

The term "green" is well-known and widely used in cosmetics. Any green product or green cosmetic is not widely known, but green cosmetics are associated with organic and natural ingredients and environmental friendliness. Regulatory authorities around the world have created different regulations governing cosmetic items. 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 called the cosmetic organic standard made up of several 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, labeling, communication, and 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 licensing 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 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 colorants, treated pigments, softeners, sunscreens, whiteners, foamers. [8]

Organic Natural components or natural active materials are used to make green cosmetics, such as mucilaginous from aloe vera, standard 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 comprises bio-based compounds 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 too many threatening body ailments such as cancer; thus, cosmetic manufacturers are now moving towards natural or green products.

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

Green consumers can be further divided into three groups: Behavioral green consumers are those who always think and act green; they believe in buying all the expensive, environmentally friendly products. Think green consumers are always concerned about environmental products but are not keen on buying them despite their benefits as they feel that it is uneconomical to spend resources. Potential green consumers do not think or act as they care about environmental measures, but they do it silently without being noticed. [10]

Consumer- Behavior

Consumer behavior research examines how people decide what they need, want, or do concerning a product, service, or company. Consumers' emotional, mental, and behavioral responses are included. Marketers' analysis of consumer behavior allows them to learn about the shifting needs

of the consumer. It is regarded as one of the primary keys to learning about 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 affect them in a big way.[11] [12]

1.1.1. Consumer Buying Behavior Factors

Five elements primarily govern consumer purchasing behavior and influence whether the target consumer will purchase a product.

The five elements are:

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

1. **<u>Psychological factors</u>**-

It is considered one of the most essential parts of 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 abovementioned needs, the necessities and security needs should be prioritized.

Perception- This term often refers to the knowledge one collects about a product and analyzing 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 critical factor in any purchasing decision. In the modern era, one receives

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 one is exposed to a situation and reacts 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 essential role in purchasing the same.

2. **Social factors**-

All consumers have a social group, whether it be a family or friends,
Family- Consumers tend to buy the products that/they observed bought in the family since childhood; they form an inclination towards certain products that continue in the future.

Reference groups are generally the groups associated with clubs, schools, professionals, churches, and friends. They have a common pattern of purchasing the product, influencing buying behavior.

Roles and status- As the nature of a person, consumers are indeed affected by their role in society, and their status 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 behavior either deliberately or unconsciously.

Culture- The fundamental needs, beliefs, desires, behaviors, and preferences followed by immediate family and neighborhood members make up culture.

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

Social Class 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 an older person's.

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

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

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

5. **Economic factors**-

The country's economic conditions influence consumers' purchasing decisions. A prosperous nation's economy helps to improve consumer confidence when making purchases, while a lousy economy reduces purchasing power and raises unemployment.

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

1.1.2. Models

There are two main 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 while benefiting the greatest, is the foundation for utility maximization in this approach.
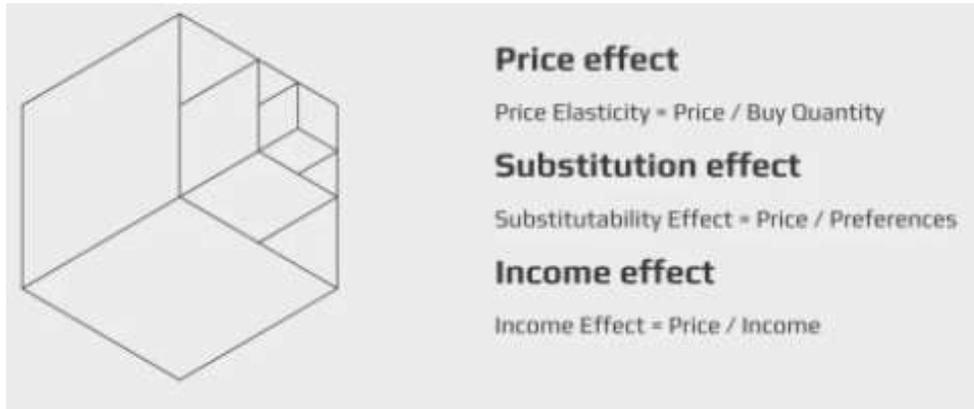

Figure 1.1 Economic Model of Consumer Behaviour

Source: https://neostrom.in/economic-model-of-consumer-Behavior/

- 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.

According to scientists, the model is unsatisfactory since it presupposes market homogeneity. However, consumer behavior only considers goods and price, 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, kids are faced with a conflict between natural desires and social expectations at each level, which causes them to conquer each developmental stage and eventually become mature adults. 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 one acts and sees the world.
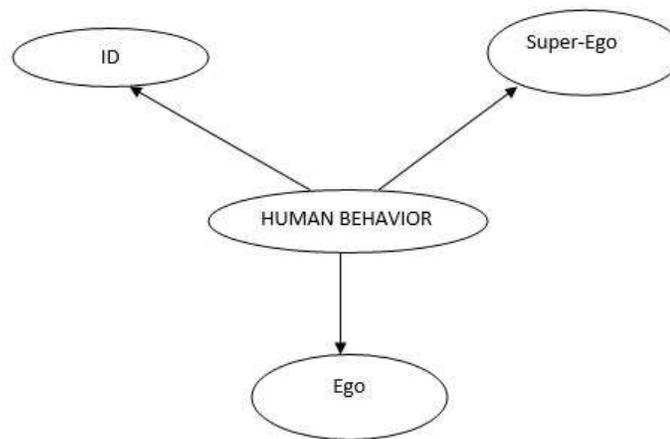

Figure 1.2 Psychoanalytic and Pavlovian Theory

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

- The Id- The earliest structure; it only operates subconsciously and is concerned with basic physical demands.
- Super Ego- The superego development occurs when a child discovers what is right and wrong regarding 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 Behavior brought about by repetition and based on prior knowledge.

Figure 1.3 Learning Model

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

- Drive – This powerful internal urge to act is known as drive, which the person or consumer encourages to satiate his impulses.
- Drives can be ingrained due to physiological requirements like thirst, hunger, and discomfort. It fuels a craving for prestige or social acceptance, and one has cues that trigger action during decision-making and 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 package color, weight, style, and pricing.

- Informational cues are outside stimuli that offer details about the product, advertisement, and sales promotion.

- 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 behaviors that explains why people behave as they do. 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, which influences the use of financial resources in choosing to buy or not to buy. Further, the social groups can be divided into Primary and Secondary.
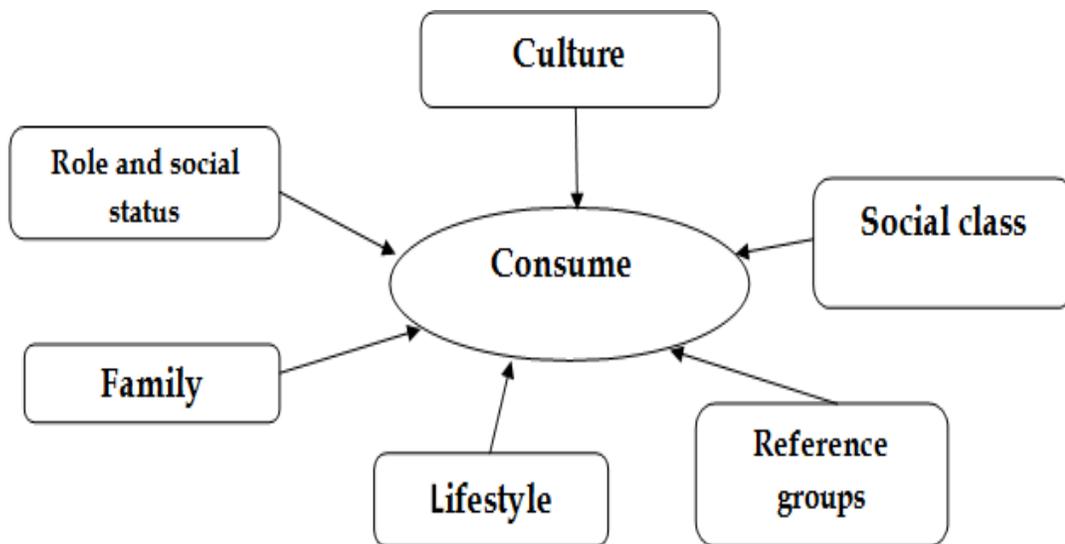

Figure 1.4 Sociological Model

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

Primary groups include family members, friends, and coworkers, and the 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 society, and they may have groups; also, the buying behavior is influenced by the group, and 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- These can range from appreciation to rebellion, obedience, and influence of an individual's parents/ family.
- Familiarity creates a need for group membership and relative behavior patterns or self-perception.
- Attitude- It is the result of actions, beliefs, and knowledge, which results in well-being. It can be positive or negative, and the factors influence one's purchase behavior by the level of agreement and attitude consistency.[17]

2) **Contemporary Model of Consumer Behavior**-
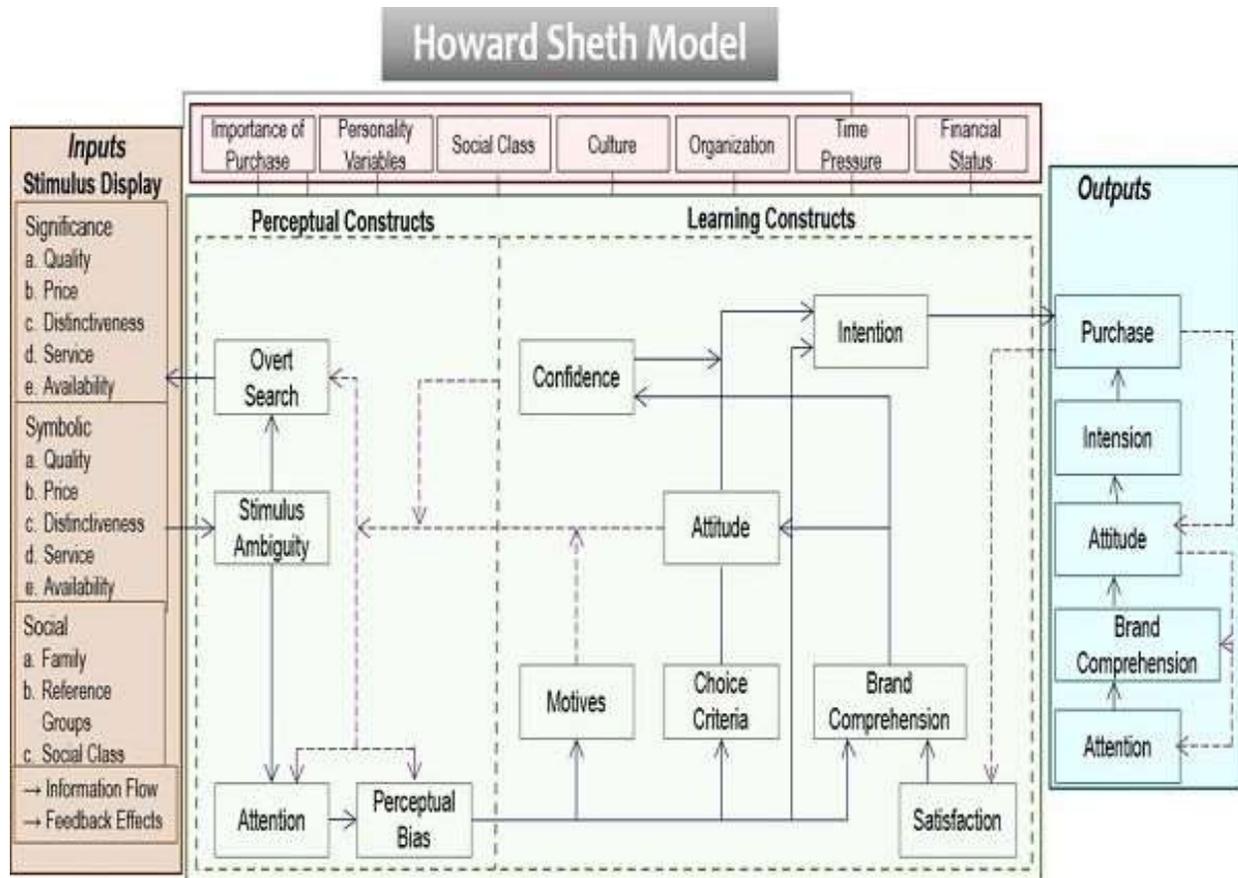
A. **Howard Sheth Model**-

Figure 1.5 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- At this level, the consumer would seek information about all the brands available in the market before purchasing because they do not know the brand or 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 to determine their preferred brand.

- Habitual response behavior- The customer knows the brands, can distinguish between the many qualities, and chooses to buy a specific product.

- The main four sets of variables are-

- Inputs- These include 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 customers alter the information received and their existing wants or experiences. It deals with psychological factors that come into play when a consumer considers a choice. It creates categories, consumer objectives, brand information, preferences, and intended purchase information.

- Outputs- These results are from elements such as customer response to such elements, attention, brand knowledge, attitudes, intention, and perceptual and learning variables.

- Exogenous (External) Variables- The importance of the purchase, the consumer's personality, religion, and time are further deciding elements. Thus, the model tries to explain the significance of symbolic and social stimuli· [18]
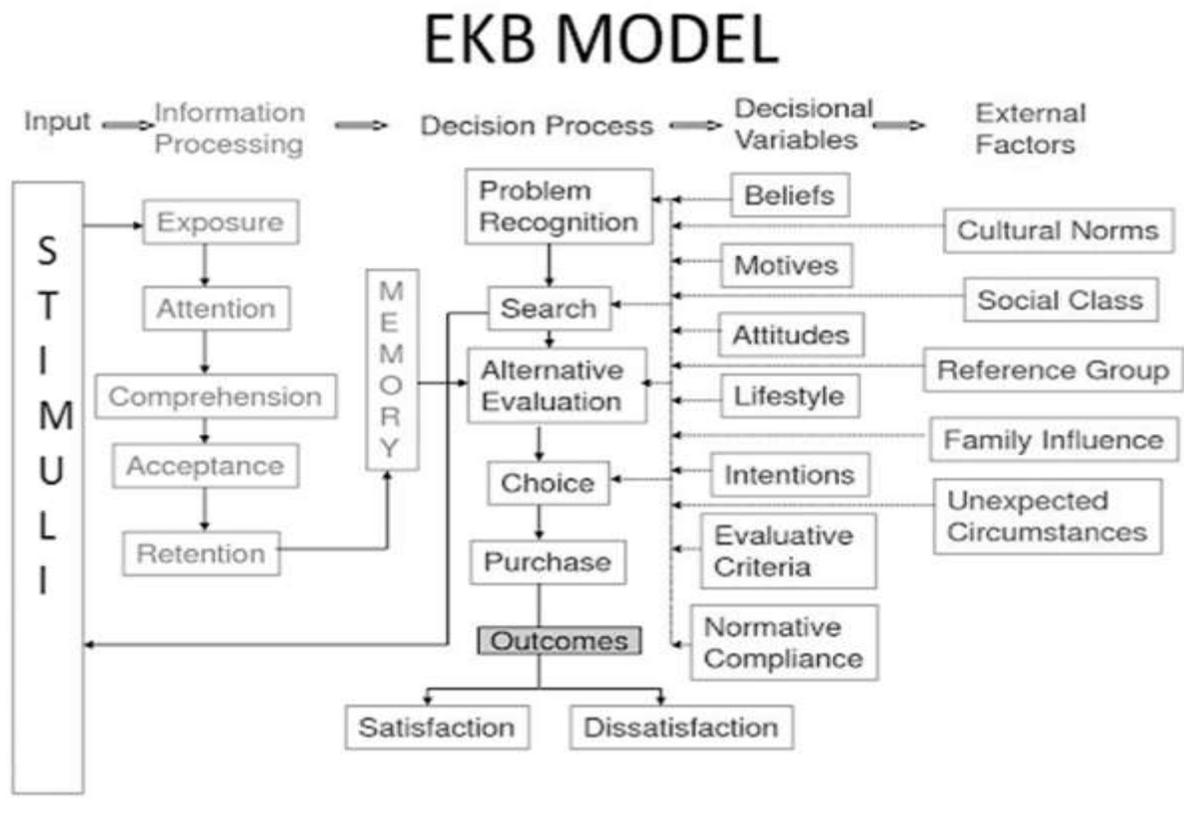
B. Engel, Blackwell, and Minard Model-

Figure 1.6 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 about consumer behavior. It discusses additional relevant tasks and the four-step decision-making process consumers use.

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

- <u>Information processing</u> 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.

- <u>Central Control Unit-</u> The information and experience regarding the product are stored as a memory for other possibilities as the acquired and retained stimuli are processed further in the central control unit.

- Examine the consumer's criteria for making 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 provided.

- <u>Decision Process-</u> It includes problem identification. Internal and external research and evaluation- The buying procedure - Decision results.

- <u>External influences</u>: 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 positively or negatively impact the decision to buy.
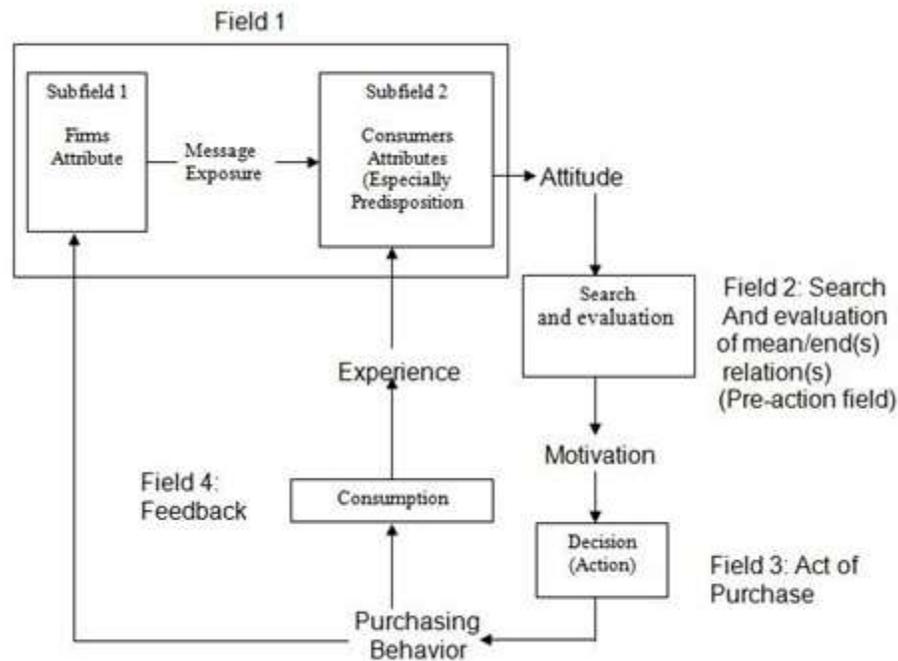
C. **Nicosia Model**-

Figure 1.7 Nicosia Model

Source:https://professionalshiksha.blogspot.com/2018/10/nicosia-model-of-consumer-behavior.html

Professor Francesco Nicosia, a specialist in consumer motivation and behavior, created it in 1966. It mainly concentrates on the connection between the business and its clients; the main fields of the model are:

- The firm's attributes and the consumer attributes are further broken down into two subfields; the first one deals with the firm's marketing environment and communication efforts that have an impact on the target market and consumer attitudes, while the second one details the consumer characteristics, experience, personality, and promotional idea towards the product at the stage where the consumer forms an attitude.

- Search and evaluation – In this case, the consumer will start looking for brands from competing companies and then compare and contrast each brand.

- Making a purchase- The outcome will be persuading the customer to buy the company's items from a specific store.

- Feedback on sales performance- After buying the product, the company examines the consumer's and the customer's feedback. Consumers will use their experience with the product to shape their attitudes and predispositions toward the firm's future messaging, and the company will use feedback from its sales data to improve. [20]

D. <u>Stimulus-response Consumer behavior-</u>

Figure showing the Stimulus-Response Model of Buyer Behaviour.

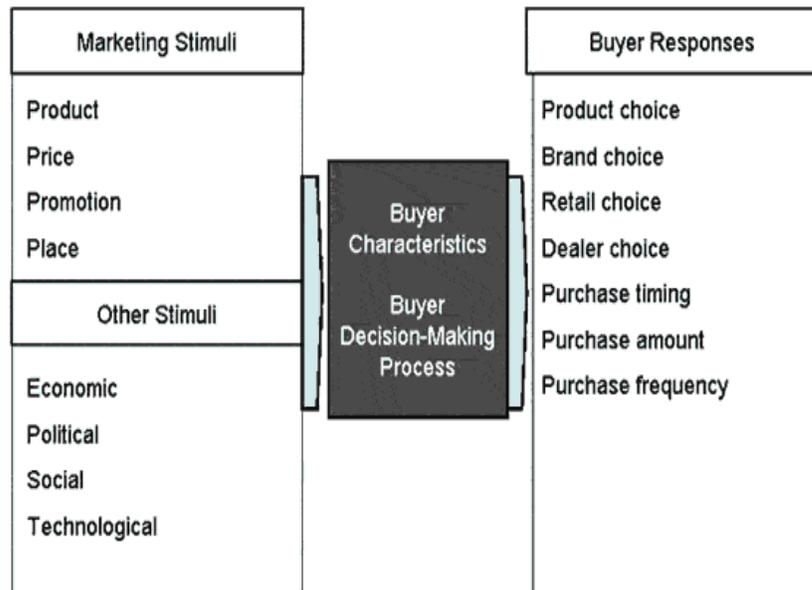*Figure 1.8 Stimulus Response Model*

Source:https://www.tutor2u.net/business/reference/buyer-Behavior-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]
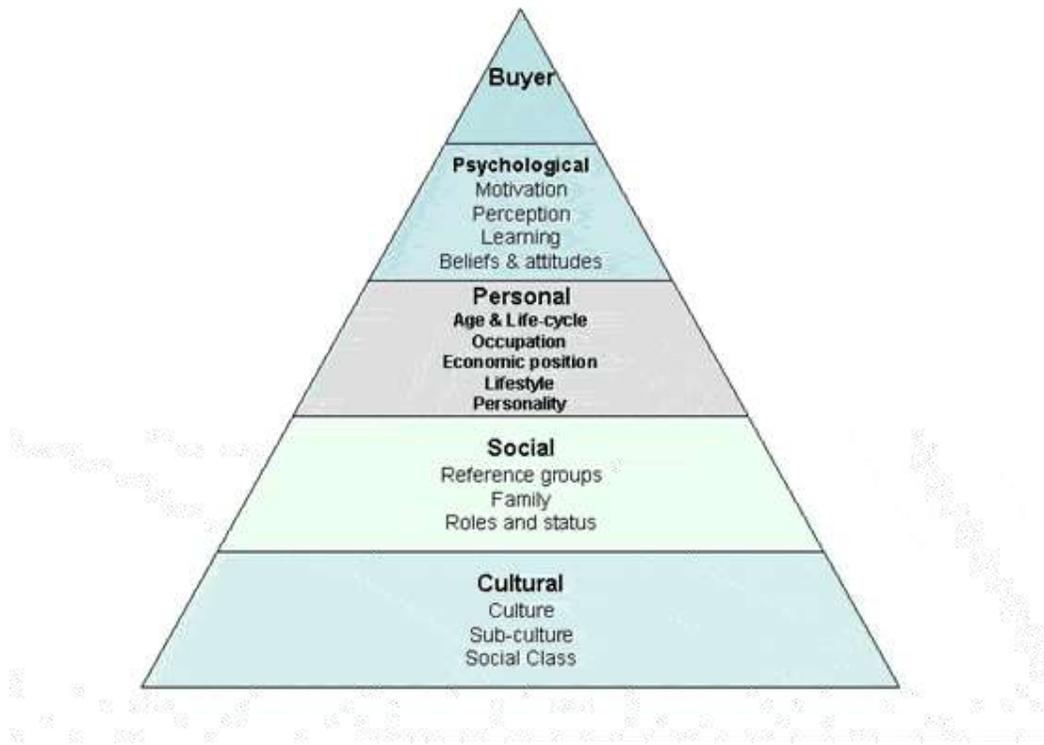

Figure 1.9 Behaviour Stimulus Response Model

Source:https://www.tutor2u.net/business/reference/buyer-Behavior-stimulus-response-model

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, the industry will continue to grow because of environmental concerns and increased attention to sustainability.

1. **PRODUCT TYPE**

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

Cream & Lotion	Serums	Cleanser	Face packs	Other

b) Hair - Care

Shampoo.	Conditioner.	Hair- Oil	Hair- Dye	Others

c) Make- Up

Face- care	Eye- Products	Lip- Products	Nail- Products

d) Body- Care

Soaps.	Shower- Gel	Creams	Oils

e) Fragrance

Eau De Cologne	Eau De Toilette	Deodorant

2. **END-USER**

Men	Women	Unisex	Baby

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

5. **REGION**

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

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 color 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. Skincare 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 a critical issue for companies in the consumer product category. Product developments such as oils and serums have significant sales.

- Organic cosmetics have become more prevalent in China for skincare and beauty. As a result of their competitive advantage in such a vast 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 digital consumer era. 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 nationwide. Market demand is more robust for a better supply chain, logistics, and marketing plan.

- Natural, vegan, organic, and sustainable skin care are becoming more popular among consumers worldwide. All demographic groups have noticed an upsurge in the desire for organic goods. On the other hand, women worldwide are using makeup more frequently.

- Over the past several years, the male cosmetics sector has seen significant changes in beauty and fashion businesses. By shattering the stereotype and normalizing makeup for boys, items like concealers, foundations, beard oils, facial washes, moisturizers, and social media have had a significant impact on male beauty.

- With innovation in building a brand name and surviving in the market, the key players have been implementing various survival strategies; businesses have started concentrating on innovations in consumer wants and needs. To aid in developing 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. Manufacturers have coordinated product launches with social

media initiatives. Businesses have been actively participating and collaborating to acquire a competitive edge. [22]

Literature review insights and research gap:

- Critical insights from the prior studies- The academic discourse around green cosmetics highlights several determinants of consumer behavior including:
- Demographics: Gender, Age, Income and significantly shape preferences
- Environmental awareness: Greater ecological consciousness correlates with higher purchase intentions.

Research Gaps:

Despite substantial literature, notable gaps remain:

- Limited understanding of region-specific behaviors, particularly in culturally diverse markets like India.
- Insufficient exploration of the psychological and socio-cultural dimensions of green cosmetic adoption.
- Lack of actionable insights on bridging cost-related barriers and enhancing product accessibility.

Theoretical Framework:

- The Howard-Sheth Model: This model integrates psychological, social, and marketing influences, providing a comprehensive lens to understand decision-making. Key components include:
- Input Variables: External stimuli like advertising and social influences.
- Process Variables: Consumer attitudes, motivation, and learning.
- Output Variables: Brand preference and purchase decisions.
- The Engel-Blackwell Model:
- Focusing on decision-making processes, this model emphasizes:
- Problem recognition
- Information search
- Evaluation of alternatives.
- Purchase decision and post-purchase behavior.

- Methodological Approach
- Research Design: The study employs a descriptive research design to explore consumer behavior comprehensively.

Data Collection:

- Primary Data: A structured questionnaire administered to 1,154 respondents across Ahmedabad, Surat, and Vadodara.
- Secondary Data: Insights from industry reports, academic journals, and market analyses.
- Analytical Tools
- Advanced statistical techniques were employed, including regression analysis, ANOVA, and Cronbach's alpha (0.907), ensuring data reliability.

Structure of the Thesis:

- Chapter 1: Introduction, covering historical context, literature insights, and research objectives.
- Chapter 2: Profiles of leading global, Indian, and Gujarat-based cosmetic companies.
- Chapter 3: Comprehensive literature review on consumer behavior and green cosmetics.
- Chapter 4: Detailed research methodology and data collection process.
- Chapter 5: Data analysis and interpretation of findings.
- Chapter 6: Conclusions, findings, and recommendations for stakeholders.
- Chapter 7: Managerial implications, delimitations, and future research scope.