



# Consumer Buying Behavior in Sustainable Skin Care Products

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## Article Info

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## ABSTRACT

Many environmental issues have recently come to light all over the world due to the imbalances they have caused in the ecology, the degradation of resources, the rise in pollution, etc. As a result, environmental activists, researchers, and other groups are working hard to raise awareness of these issues. Nowadays, a lot of people are moving in one manner or another towards sustainable living. There are numerous ecologically sustainable substitutes on the market; these goods are referred to by various names, such as green, environmentally safe, environment-friendly, biodegradable, up-cyclable, reusable, no carbon footprint, zero waste, less-waste, cruelty-free, etc. These goods have a sizable market. Environmentally and socially conscious products, practices, and company values are promoted through marketing. To live sustainably is to coexist. The environment is becoming more and more in need of sustainable goods. Many groups and businesses are making an effort to adopt these practices as much as they can. These goods call for contributions from all organisational levels within a company. In a similar vein, consumers of the products are also ready to change their lifestyle, the decisions they make, and the way they make them, as well as educate themselves about the environment and its effects. Both sides are beginning to understand how their actions, choices, and judgements affect the environment. Every industry that can accommodate them has adopted sustainable alternatives, from major products like cars to daily items like fast-moving consumer goods (FMCG) products, clothing, and cosmetics.

**KEYWORDS:** Consumer, Environment, Sustainable, Satisfaction

## INTRODUCTION

Various approaches and perspectives to sustainability lead to various outcomes that vary depending on each factor. There are numerous ways to accomplish sustainability. The management and administration of an organisation must decide whether to change its practices, starting with the sourcing of its raw materials,

which should be ethical and sustainable, the production process, which should cause little to no harm to the environment, the disposal and waste management system, which should be sustainable and not create an imbalance in society, and the packing and delivery process and practises that avoid using harmful or non-biodegradable materials, such as plastic wrap, etc.,

as well as marketing strategies that inform and educate consumers about brands, products, and the ecosystem as well as their role in maintaining it. Similar to this, the consumer must be ready to change or move away from the typical goods and services that were unfriendly to the environment, as well as be knowledgeable about how to use the product efficiently, how much waste it produces, how it affects the environment when it is disposed of, etc.

The skin care and cosmetics industry is well known for its unsustainable practices, such as the sourcing of raw materials, hazardous manufacturing processes that release toxic chemicals into the environment, the use of plastic and other materials in their packaging process, etc. In the pre-buying and post-buying sections, the product may contain harmful chemicals that affect the consumer, disposal of these products, their packaging, its wash away, etc. has a negative impact on the environment. Waste is being disposed of into the ecosystem at an alarming rate, particularly into the land, water, and air. Due to these factors, many consumers today are very knowledgeable about sustainability ideas and how these factors can be minimised or avoided for the benefit of the world of tomorrow. There is a huge and significant shift towards sustainability taking place in the skin care business. Many individuals and organisations are introducing and implementing various sustainability concepts. There are now numerous environmentally friendly skin care options and products available, which is well-liked and welcomed by customers.

Regardless of the age, educational level, and other demographics of the consumer, sustainable skin care is beginning to gain popularity. The environment and sustainability are beginning to worry a lot of regular people and consumers. The skin care and cosmetics industry is not far behind; in many instances, these brands and companies are required to make a transition to sustainability, and in some cases they are not given a choice. Understanding customer behavior, satisfaction levels, purchasing patterns, and influencing factors for sustainable skin care products are all aided by this research.

## REVIEW OF LITERATURE

1 **Bhatti Kulbir Kaur (2020)** in their article stated about to identify the advantages of sustainable products provide for merchants, the factors that

motivate consumers to purchase sustainable goods, and the tactics that businesses use for green marketing. Use of a descriptive and inferential strategy to research methodology. The study's author concludes that consumers who value standards, quality, etc. are more likely to purchase green or sustainable goods, but that consumer satisfaction also has a significant impact on this factor. So it would be possible to create an effective marketing mix that takes all the constraints into account.

2 **Matharu, Manita (2020)** in their research paper concentrated the review of the crisis in sustainable marketing, the identification of the variables influencing sustainable consumer behavior, and the modelling of LOHAS constructs for chance identification were listed as the study's objectives. Multivariate structural equation modelling was used as the study's methodology. According to the study, a major change in the way Indians live their lives and think about them can have a significant impact on how they behave as consumers. The organisation and community will both benefit from the implementation of sustainable marketing strategies. Sustainable marketing significantly improves society and the ecosystem in addition to fostering development, growth, and goodwill.

3 **B. Bisoyi (2015)** in his research paper focused on the variables influencing and impeding consumers' purchasing decisions for green and sustainable goods, as well as the role that the marketing mix plays in this relationship. Inductive and deductive methods are employed in the study process. The study's author draws a conclusion that manufacturers have begun to emphasise environmental sustainability and that many small businesses have begun to use sustainability as a component of their CSR. Manufacturers also have a strong belief that adopting green behaviour will increase their competitiveness in the market.

## Objectives of the study

The following are the objectives of the study

1. To identify the consumer awareness regarding sustainable skin care product.
2. To identify the factors influencing the consumer towards sustainable skin care products.

## RESEARCH METHODOLOGY

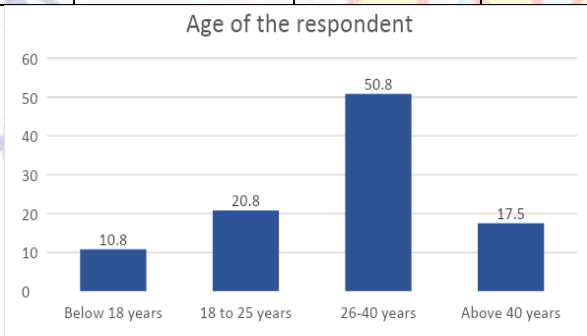
The research is aimed at studying the consumer behaviour in sustainable skin care products, the factors that influence the consumers towards them, the satisfaction level of the consumer by using sustainable skin care products etc. Simple random sampling method is used to select the target respondents. Around 150 questionnaires were distributed and 120 questionnaires were considered for the study which had valid response.

## ANALYSIS AND INTERPRETATION

The questionnaire was categorized into socio-demographic factors and influencing factors.

**Table No. 1 : Age of the Respondent**

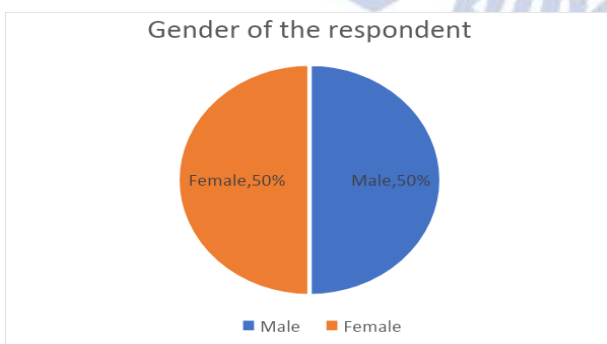
Sl.no	Age of the Respondent	No. of respondents	Percentage
1	Below 18 years	13	10.8
2	18 to 25 years	25	20.8
3	26-40 years	61	50.8
4	Above 40 years	21	17.5
	Total	120	100.0



It is understood from the table that majority of the respondents were in the category of 26 to 40 years of age. This shows the awareness towards sustainable skin care products as it is need of the hour.

**Table No. 2 : Gender of the Respondent**

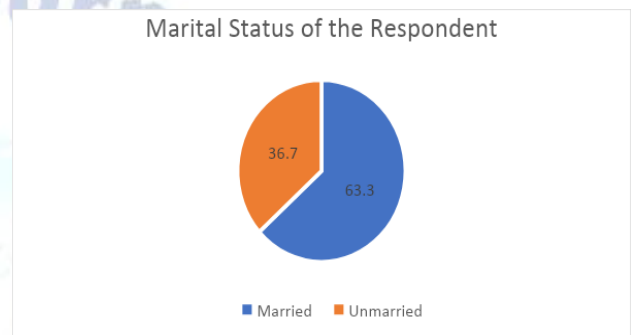
Sl.no	Gender of the Respondent	No. of respondents	Percentage
1	Male	60	50.0
2	Female	60	50.0
	Total	120	100.0



From the table, it is clear that irrespective of gender, their focus is more towards the sustainability skin care products as there is no difference.

**Table No. 3 : Marital Status of the Respondent**

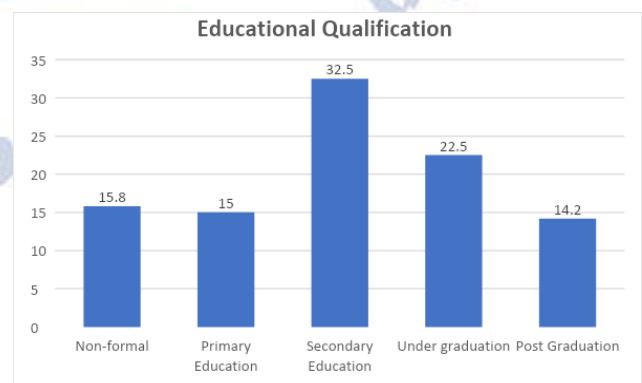
Sl.no	Marital Status	No. of respondents	Percentage
1	Married	76	63.3
2	Unmarried	44	36.7
	Total	120	100.0



It is evident from the table that majority of the respondents were married and the remaining were unmarried.

**Table No. 4: Educational Qualification of the Respondent**

Sl.no	Educational Qualification	No. of respondents	Percentage
1	Non-formal	19	15.8
2	Primary Education	18	15.0
3	Secondary Education	39	32.5
4	Under graduation	27	22.5
5	Post Graduation	17	14.2
	Total	120	100.0

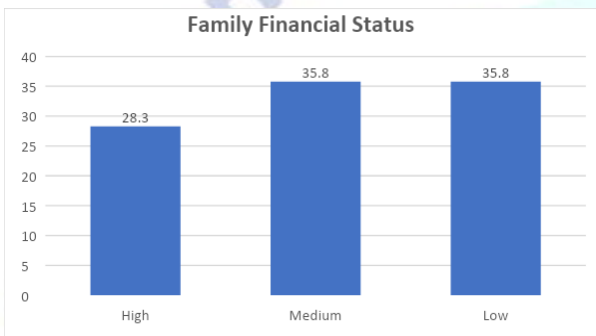




From the table, it is clear that most of the respondent's educational qualification is secondary education and Under graduation. So, it is evident that literates are focusing more towards sustainable skin care products.

**Table No. 5 : Family Financial Status of the Respondent**

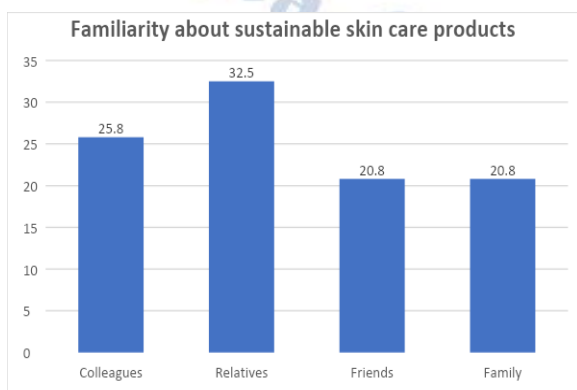
Sl.no	Family Financial Status	No. of respondents	Percentage
1	High	34	28.3
2	Medium	43	35.8
3	Low	43	35.8
	Total	120	100.0



From the table, it is clear that most of the respondents are medium and low level in financial status. So it is evident that all level of income groups are focusing more towards sustainable skin care products.

**Table No. 6 : Familiarity about sustainable skin care products**

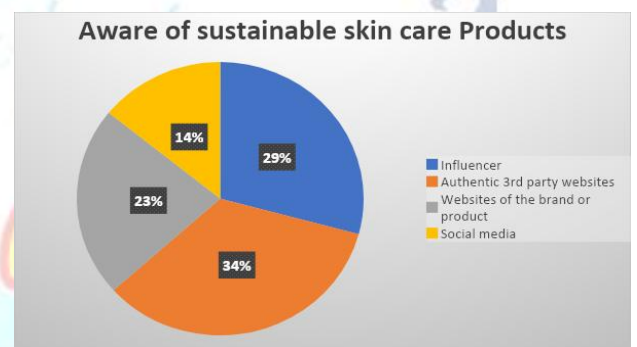
Sl.no	Familiarity about sustainable skin care products	No. of respondents	Percentage
1	Colleagues	31	25.8
2	Relatives	39	32.5
3	Friends	25	20.8
4	Family	25	20.8
5	Total	120	100.0



From the table, it is clear that most of the respondents are medium and low level in financial status. So it is evident that all level of income groups are focusing more towards sustainable skin care products.

**Table No. 7 : Aware of sustainable skin care.**

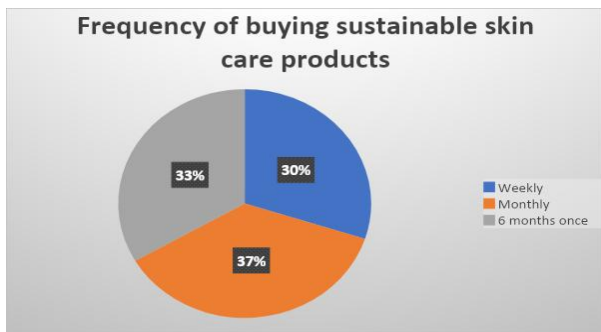
Sl.no	Aware of sustainable skin care.	No. of respondents	Percentage
1	Influencer	35	29.2
2	Authenticity of Third party websites	41	34.2
3	Websites of the brand or product	27	22.5
4	Social media	17	14.2
5	Total	120	100.0



From the table, it is evident that 34.2 percent of the respondents are aware of authentic 3<sup>rd</sup> party websites in identifying the sustainable skin care products, 29.2 percent of the respondents were aware through influencers in identification of sustainable skin care products, 22.5 percent of the respondents were aware through websites of the brand or product in identification of sustainable skin care products and 14.2 percent of the respondents are aware through social media in identifying the sustainable skin care products.

**Table No. 8 : Frequency of buying sustainable skin care products**

Sl.no	Frequency of buying sustainable skin care products	No. of respondents	Percentage
1	Weekly	36	30.0
2	Monthly	44	36.7
3	6 months once	40	33.3
	Total	120	100.0



From the table, it can be inferred that 36.7 percent of the respondent's frequency of purchase towards sustainable skin care products is monthly, 33.3 percent of the respondents purchase 6 months once and 30 percent of the respondents purchase sustainable skin care products weekly.

**Table No. 9 : Where do you buy sustainable skin care products?**

Sl.no	Buying sustainable skin care products	No. of respondents	Percentage
1	Online shopping	66	55.0
2	Offline shopping	54	45.0
3	Total	120	100.0

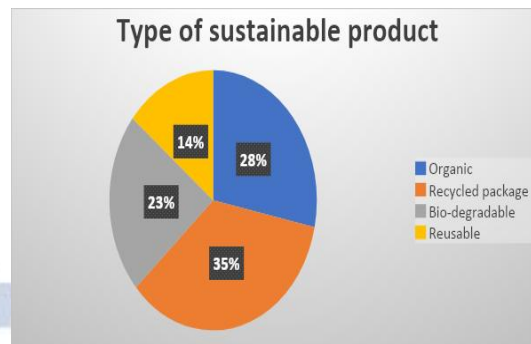


From the table, it is evident that 55 percent of the respondents purchase sustainable skin care products through online shopping and the remaining 45 percent of the respondents purchase sustainable skin care products through offline shopping.

**Table No.10 : What kind of sustainable product have you used ?**

Sl.no	Type of sustainable product have you used	No.	Percentage
1	Organic	34	28.3
2	Recycled package	42	35.0
3	Bio-degradable	27	22.5
4	Reusable	17	14.2

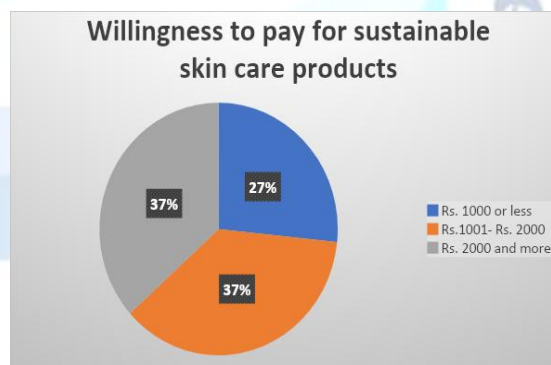
5	Total	120	100.0
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From the table, it is clear that 35 percent of the respondents use recycled package, 28.3 percent of the respondents use organic sustainable skin care products, 22.5 percent of the respondents use bio-degradable skin care products, 14.2 percent of the respondents use reusable skin care products.

**Table No.11 : How much more are you willing to pay for sustainable skin care products?**

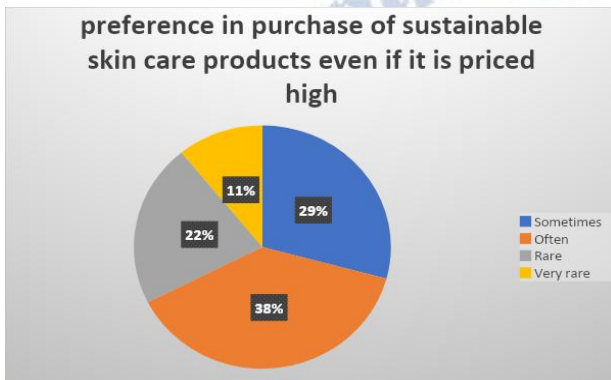
Sl.no	Amount spent for sustainable skin care products	No. of respondents	Percentage
1	Rs. 1000 or less	32	26.7
2	Rs.1001- Rs. 2000	44	36.7
3	Rs. 2000 and more	44	36.7
4	Total	120	100.0



From the table, it can be identified that 37 percent of the respondents wish to spend Rs.2000 and more in purchase of sustainable skin care products, 36 percent of the respondents wish to pay Rs.1001 to Rs.2000 for purchase of sustainable skin care products and 27 percent of the respondents wish to pay less than Rs.1000 in purchase of sustainable skin care products.

**Table No.12 : Do you prefer a sustainable skin care product even if it is priced more ?**

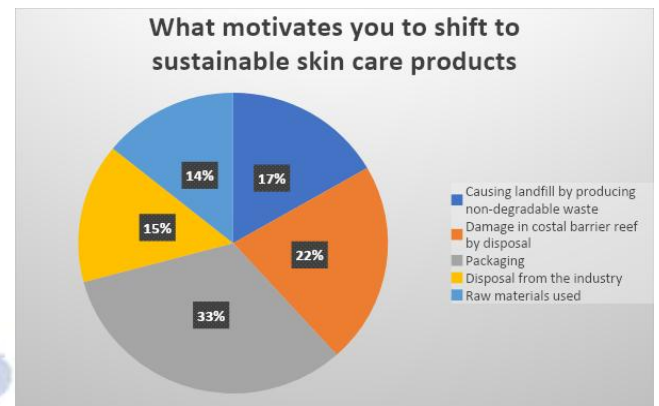
Sl.n	Do you prefer a sustainable skin care product even if it is priced	No. of respondents	Percentage
1	Sometimes	35	29.2
2	Often	46	38.3
3	Rare	26	21.7
4	Very rare	13	10.8
5	Total	120	100.0



From the table, it can be inferred that 38.3 percent of the respondents often prefer to purchase sustainable skin care products even if it is priced high, 29.2 percent of the respondents sometimes prefer to purchase sustainable skin care products even if it is priced high, 21.7 percent of the respondents rarely prefer to purchase sustainable skin care products even if it is priced high and 10.8 percent of the respondents very rarely prefer to purchase sustainable skin care products even if it is priced high.

**Table No.13 : What motivates you to shift to sustainable skin care products?**

Sl.no	What motivates you to shift to sustainable skin care products?	No. of respondent	Percentage
1	Causing landfill by producing non-degradable waste	20	16.7
2	Damage in coastal barrier reef by disposal	26	21.7
3	Packaging	39	32.5
4	Disposal from the industry	18	15.0
5	Raw materials used	17	14.2
	Total	120	100.0



From the table, it is clear that 32.5 percent of the respondents were motivated by package of sustainable skin care products, 21.7 percent of the respondents were shifted to sustainable skin care products as there is no damage in coastal barrier reef by disposal, 16.7 percent of the respondents shift is because to avoid landfill by producing non-degradable waste, 15.0 percent of the respondents shift to sustainable skin care products as there is no disposal from the industry and 14.2 percent of the respondents were motivated due to raw material used in the sustainable skin care products.

### CONCLUSION

The study concludes by stating that there is an increasing demand for sustainable skin care products because they have good sustainability, ethical raw material sourcing, a non-toxic manufacturing process, environmentally friendly packaging, do not release harmful materials into the environment, and they also have a positive effect on customers after they make a purchase by delivering on their promises, accommodating different skin and body types, and having waste from these products that causes little to no harm to the environment. Although the sustainability of the skin care business is improving, there is still a long way to go.

### Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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