

## Going Green: Assessing Perceived Value and Purchase Intentions in Indian Cosmetic Market

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### ABSTRACT

In recent years, there has been a noticeable rise in consumer concern about their health & environment. This concern has led to a substantial shift in consumer behavior towards cosmetics which are composed from natural organic ingredients and are free from harmful preservatives such as parabens and sulphates. The paper intends to compare the perceived value of Conventional cosmetics with that of green cosmetics measuring the perceived value across functional, social, emotional, health, and environmental dimensions. It also examines the role of key drivers for buying green cosmetics on their perceived value. The study is based on primary data collected from 210 users of cosmetic products in India. Descriptive and Inferential statistics has been used to analyse and interpret the data. The findings reveal a significantly high perceived value of Green Cosmetics among Indian consumers compared to Conventional Cosmetics across all dimensions. It is also found that the users of green cosmetics have a strong preference for quality and health consciousness for buying green cosmetics and that these factors significantly influence buying intention of Green Cosmetics.

**Keywords:** Perceived Value, Green Cosmetics, Conventional Cosmetics

### 1. INTRODUCTION

In recent years, there has been a noticeable rise in consumer concern about their health & environment. According to researchers, consumer behavior has undergone a substantial shift from being primarily influenced by a product's physical characteristics -such as size, color, aroma to also taking into account factors like environment & health. Ingredients made from natural substance are used to produce many other products from medicine to food supplements as well as personal care & beauty products. **Batranga, A. (2015)**

Common problems in cosmetics focus on the potential risks of chemicals that are dangerous to human health. In addition the content of strong chemicals can pollute the environment. **(Lin .et al.2018)**. The use of cosmetics means that a person applies a lot of chemical compounds to the surface of the skin with the benefit of increasing self-confidence ,for this reason it must be ensured that these cosmetics are safe & useful according to their function and do not contain prohibited ingredients or chemicals . **Nugroho (2022)**

Environmental buying is increasing as a consequence of consumer concern & knowledge about the environment. **Chairy, Chairy, Nur Alam (2019)**. Green marketing plays a significant role in indicating a rising demand for environmentally & socially responsible goods & services. **(Ling, et al.2021)**. Consumers are switching to green cosmetics from chemical ones in recent years .The use of toxic ingredients like “Triphenyl phosphate “ & “Petroleum “ has led to global ban on many cosmetics items .In order to reduce the harmful effects on the environment and human health, it is necessary to switch from conventional to green purchasing practices.

As a consequence, the aim of this research paper is to analyze the difference of perceived value between “Conventional Cosmetics & Green Cosmetics “. Perceived Value (Functional Value, Social Value, Emotional Value, Health Consciousness & Environmental awareness) are main factors used in this study.

The green cosmetics market has seen expansion in recent years. However, the consumers are still relatively small. This paper examines the factors that influences consumers to purchase green cosmetics. Understanding consumer's preferences is essential for this reason. The outcomes of the findings of this study can offer useful insights about green cosmetics.

### 2. LITERATURE REVIEW

#### 2.1 Concept for a Green Product

Technology advancement has resulted in an increase in industrial activities that have harmed the environment. **Thottoli, M.M., K.V Thomas, E.R. Ahmed (2019)**. Over exploitation of the environment has led to a number of detrimental impacts such as global warming, pollution, climate change and the loss of ozone layer depletion. **Alshali, Nabras Mahfood, Nahad Hamood , Ries Ahmed (2021)** which have all grown into serious concerns to today's world and

raised consumer awareness about environmental preservation. **Makhdoomi, Ursil, Ulfat Nazir (2016)**. This shows that customers' attitudes are changing as a result of their increased environmental awareness & concern towards green living. **Cherian, Jacob, Jolly Jacob (2012)**. Due to these challenges, businesses have started giving environmental concerns top priority in their production & marketing processes. **Thottoli, M.M., K.V Thomas, E.R. Ahmed (2019)**. New marketing tactics known as "green marketing" are based on a steadfast dedication to social responsibility and the mitigation of unfavorable environmental effects. In the business world, green marketing is a popular topic. There are various factors that must be taken into account in the marketing to make sure the green product's orientation is successful and influences purchasing intention. **Alshali, Nabras Mahfood, Nahad Hamood, Ries Ahmed (2021)**. The administration has taken a number of actions to prevent further environmental deterioration while promoting economic growth. **Feng, Yan, Hao Chen, Zhujun Chen, Yinuo Wang, and Wendong Wei (2021)** Environmental practices have been chosen by businesses. The first response to this environmental dilemma was the creation of goods that people perceived as desirable and environmentally benign. **Su, Ching-Hui Joan, Chin-Hsun Ken Tsai, Ming-Hsiang Chen, and Wan Qing Lv (2019)**. Consumer expectations, on the other hand, have greatly expanded despite resource limitations for businesses. Customers worry about the environment, so businesses are trying to use resources as efficiently as possible without sacrificing quality. Green marketing has benefited from this focus on sustainability. **Alshali, Nabras Mahfood, Nahad Hamood, Ries Ahmed (2021)**. Consumers desire for natural, ecologically friendly products and the organic food movement among consumers is what fuels the eco-conscious beauty trend. However, there no mandated standards that define organic beauty care products **Oliver, J. (2013)**. The demand for organic cosmetics is rising exponentially as environmental awareness grows among consumers. **Sima,V.(2014)**. Recent research shows that businesses have asked for greater social responsibility in response to media reporting of rising greenhouse gas emissions. Manufacturers have started to modify and strengthen a few industrial processes to help with environmental preservation. **Alshali et al.,(2021); Hardiyansah, Mohammad et al.,(2021)**. Companies now move beyond addressing environmental regulatory constraints to offer alternatives, including new ecologically friendly goods, in response to increased stakeholder expectations, particularly consumer demand for environmental protection. **Turunen, Linda Lisa Maria, and Minna Halme (2021)**.

## 2.2 Green Consumerism

The term Green consumerism is defined as "the production, promotion & preferential consumption of goods & services on the basis of their pro-environmental claims"(p.13). **Akenji (2014)** Depending on whether green consumerism is seen from the perspective of the manufacturers, the marketers (and retailers), or the consumers, this definition highlights three interrelated ideas. From the standpoint of the manufacturers, green consumerism would entail green production, or the use of production techniques that use less natural resources, less energy, and release fewer pollutants, as well as green product development, such as the Toyota Prius, a gasoline-electric hybrid vehicle **Akenji (2014)**. From the standpoint of the marketers' (or retailers') perspective, Green consumerism refers to green marketing, such as eco-labeling goods & services. **Akenji et al., 2011)**

From the point of view of the consumer, green consumerism would entail buying and using green items as well as participating in ecologically friendly consumption practices, such as recycling. **Akenji et al.,(2011)**. Green consumers typically engage in the purchase & consumption of goods that are seen as eco- friendly sustainable, or ecological. **(Rahman & Reynolds, 2019)**.

## 2.3 Green Cosmetics

One necessity that contributes to building self-confidence is Cosmetics. **(Kaufman 2012)**. They are utilized actively to change the way we look. Cosmetics are substances that make the body appear more beautiful. They often consist of a combination of chemical compounds used to enhance appearance. For modern consumers, looks has become extremely crucial. The cosmetics industry has been claimed as a very crucial industry that has seen significant change in the twenty first century. **(S.S, 2018)**. Natural and organic Cosmetics, which contain plant based ingredients, are another name for green cosmetics. **Dini & Laneri, (2021)** without additives, chemicals & are not tested on animals. **(Limbu et al. al., 2022)**. The use of natural components & ingredients in cosmetic products is currently becoming more popular. This is because synthetic compounds clearly have a harmful impact on health and the environment. **(Amberg & Fogarassy, 2019)**. Because green cosmetics are frequently more expensive, fewer people can afford to buy them. However, the market for cosmetics is seeing a rise in demand for sustainable, eco-friendly, and natural products. **(McIntosh et al., 2018)**.

Green Cosmetics is a multifaceted concept with multiple goals, including environmental preservation, responsible use of non-renewable resources, reducing pollution, and the preservation of fauna & species.**(Amberg & Fogarassy ,2019)**.

## 2.4 Perceived Value & Quality

The perceived functional value is the first value dimension of a product which is determined by its safety, originality, usability, reliability & durability by considering the usage of recyclable packaging, eco-friendly materials, & organic

components. (Kapferer, 2012). Functional value refers to the desired qualities, applications, functions, or advantages from a product. (Smith & Colgate, 2007)

The customer feel the value is accepted if the perceived benefits are similar to or even beyond those. (Lee et al., 2019) Prior to making a decision to buy a product, customers would typically assess the quality of the item to establish its value. According to a study on Spanish consumers intentions to buy store brands, perceived value & purchase intention are influenced by consumer perceived quality. Calvo-Porrall, et al., (2017). If a product's functional value satisfies a consumer's standards for quality and capability, it aids buyers in realising their desires. Consumers base their decisions on their expectations for functional value, and their buy intentions are stronger when they perceive a product's functional worth as being higher.

Theoretical insights from the theory of consumer values point to the significance of social context in the decision to buy a product, including image, acceptance and peer group identification. Long & Schiffman,(2000); Sweeney and Soutar ,(2001); Laroche et al.,(2001), originating from symbolic significance of consumption.(Aagerup and Nilsson,2016; Costa et al.,(2014);Griskevisius et al.,(2010); Salazar et al.,(2013). This aspect is known as "Social Value" and refers to individuals' concern about their own image & the impact they leave among their social circle. Biswas and Roy, (2015); Sheath et al.,(1991); Bei and Simpson, (1995). It might be particularly crucial for young adults who are creating and in the process of figuring out their own social identities. Lee (2009). In addition, consumers have pushed themselves depending on the role they play in society, therefore symbolic values are crucial to them. Fajardo & Tsiros (2016). The next dimension of perceived value is emotional value or experiential value when the linkage is made with the sentiments a customer has when using a product or service. These ethically conscious customers are expected to consider not only how their purchases would affect them personally (in terms of their social group but also how those decisions will affect the wider community. Jamal, A., et al., (2012). Experiential values are the advantages derived from a product in relation to a person's feelings, this number reflects the opinions customers have voiced regarding a product. Experiential value can manifest in positive ways such as brand loyalty, or in bad days, such as unfavorable word of mouth. Sheth, J.N., et al., (1991); Khan , I., & Rahman, Z.(2015).

## 2.5. Environmental Consciousness & Sustainability

Green customers are conscientious about environmental issues and proactive in preserving the environment. As long as they are affordable, practical & functions well they are willing to purchase green products. The study also confirms that consumer awareness is the primary factor influencing consumer behavior with regard to environmental protection. Soonthonsmai (2007). But many consumers are not aware of the green measures undertaken by both government & non-government organizations. Additionally, people are unaware of the numerous advantages of green products. Therefore, various actions should be performed to emphasize the significance of eco-friendly products. Bhatia (2013). Consumers' attitudes and self-concepts control how they behave in terms of protecting the environment. Consumers who are concerned about their environmental behavior are the ones who are more likely to choose green products and have the positive attitude towards protecting their environment & preserving their planet. Lakhan (2000). Economic equilibrium, health consciousness and health and health protection are three fundamental pillars of consumers purchasing green products. Chu, (2018). Consumers are becoming more & more concerned about sustainability, which has sparked a boom in green marketing activities, and a rise in the popularity of ecologically friendly goods, sometimes known as green products. And this is emerging as a new challenge for businesses. Squires, (2019) ; Jabbour et al.,(2015) ;Tsalis et al.,(2020)

## 2.6. Health Awareness

Consumers' understanding of their lifestyle & nutritional habits is referred to as health awareness. Studies on health consciousness have shown that people who are mindful and diligent about their relationship to their lifestyle and eating have a major impact on their green buy. Consumers who are aware of the social sustainability of their purchases also lean towards buying green products. Consumers' are more motivated to work with companies who practices social responsibility, green & sustainable production if their lifestyles are environmentally conscious. Ling, et al (2018); Toussaint et al., (2021).

## 3. OBJECTIVES FOR THE STUDY

- (i) To analyse the difference in perceived value between conventional and green cosmetic products
- (ii) To examine the impact of Perceived Value dimensions of Green cosmetics on Purchase Intention of green cosmetics

## 4. RESEARCH METHODOLOGY

The study is descriptive and quantitative in nature and is based mainly on primary data. The data was collected from 210 users of cosmetic products in India and the main construct used in the study is 'Perceived Value' which is measured with the help of five dimensions namely: Functional Value, Social Value, Emotional Value, Health Value and Environmental Value. Total of 10 indicators have been used to measure perceived value of both conventional and green cosmetics separately. The scale used to measure indicators is Likert Five Point scale where 1 indicates strongly disagree

and 5 indicates strongly agree. Mean score for Perceived Value for each category of cosmetics: Conventional & Green has been computed for the analysis. Descriptive and Inferential statistics has been used to analyse and interpret the data.

## 5. RESULTS AND DISCUSSION

### 5.1. Demographic Profile:

The data was collected from 210 users of cosmetic products in India. The respondents included men and women between the ages 16 years to 50 years.

**Table 1. Demographic Profile of Respondents**

Profile	Category	N	Percent
Age	16-20	51	24%
	20-30	120	57%
	30-40	34	16%
	40-50	5	2%
Gender	Male	67	32%
	Female	143	68%
Income	Less than 1 Lakh	123	59%
	1 Lakh to 3 Lakh	33	16%
	3 Lakh to 7 Lakh	38	18%
	More than 7 L	16	8%
Educational Qualification	below Graduation	27	13%
	Graduation	73	35%
	Post-Graduation	88	42%
	Doctoral	22	10%
Marital Status	Single	165	79%
	Married	45	21%
Occupation	Student	133	63%
	Professional	48	23%
	Self-Employed	14	7%
	Homemaker	13	6%
	Service	2	1%

Table 1. Presents the demographic profile of the respondents. As we see, most of the respondents fall in the 20-30 age groups, followed by 16-20 years at 24%. In gender, most of them are females. Regarding annual income, the majority (59%) earn less than 1 Lakh while in terms of education a significant portion have post-graduate degrees (42%), followed by graduates (35%). Marital status indicates a majority of single individuals (79%) compared to married ones (21%). Occupation-wise, the survey includes a substantial number of students (63%), followed by professionals (23%).

### 5.2. Reliability Test

**Table 2. Reliability Statistics**

	Cronbach's Alpha	N of Items
CPER	.908	10
GPER	.879	10

Table 2. shows the results of the reliability test for the perceived value scales of Conventional Cosmetics (CPER) and Green Cosmetics (GPER). The Cronbach's Alpha value for CPER and GPER are 0.908 and 0.879 respectively. These high values indicate a strong internal consistency among the items in each scale.

## 5. 3. Descriptive Statistics

Table 3. Mean Perceived Value Score

Demographic Factors	Categories	Mean Perceived Value Score for Conventional Cosmetics (CPEr)	Mean Perceived Value Score for Green Cosmetics (GPPEr)
Age	16-20	3.05	3.87
	20-30	3.34	3.80
	30-40	3.32	3.92
	40-50	3.80	4.32
Gender	Male	3.18	3.74
	Female	3.32	3.90
Income	Less than 1 Lakh	3.18	3.79
	1 Lakh to 3 Lakh	3.45	3.84
	3 Lakh to 7 Lakh	3.39	3.97
	More than 7 L	3.39	4.04
Educational Qualification	Below Graduation	3.26	3.88
	Graduation	3.20	3.87
	Post-Graduation	3.36	3.85
	Doctoral	3.20	3.71
Marital Status	Single	3.25	3.81
	Married	3.38	4.00
Occupation	Student	3.15	3.75
	Professional	3.37	3.98
	Self-Employed	3.70	4.14
	Homemaker	3.69	3.99
	Service	3.79	4.32

Table 3. displays the mean perceived value scores for both Conventional Cosmetics (CPEr) and Green Cosmetics (GPPEr) across various demographic factors. As it is evident from the table, the mean perceived value score is higher for green cosmetics across all the age groups, gender, income levels etc. Notably, the respondents from the age group 40-50 give a higher perceived value for both the categories of cosmetics. Similarly, Females give higher perceived value scores for both Conventional and Green Cosmetics compared to males. Those with an annual income of greater than ₹7 Lakh assign a higher perceived value scores to Green Cosmetics than other income groups. Graduates tend to assign lower scores to Conventional Cosmetics than others. Married persons give a higher perceived value scores for both Conventional and Green Cosmetics compared to singles. Individuals under service occupation give the highest score to Green Cosmetics.

## 5.4. Inferential Analysis

**Objective1.** To analyse the difference in perceived value between conventional and green cosmetic products

**H0<sub>1</sub>:** There is no significant difference in perceived value between conventional and green cosmetics.

**H0<sub>2</sub>:** There is no significant difference in perceived functional value between conventional and green cosmetics.

**H0<sub>3</sub>:** There is no significant difference in perceived emotional value between conventional and green cosmetics.

**H0<sub>4</sub>:** There is no significant difference in perceived social value between conventional and green cosmetics.

**H0<sub>5</sub>:** There is no significant difference in perceived health value between conventional and green cosmetics.

**H0<sub>6</sub>:** There is no significant difference in perceived environmental value between conventional and green cosmetics.

Wilcoxon Signed Rank Test is used for comparing two matched samples and do not require the assumption of normality. For making the paired comparison of perceived value factors between conventional and green cosmetics and testing the above stated hypothesis (H0<sub>1</sub> to H0<sub>6</sub>), Wilcoxon Signed Rank Test has been used. The result of the test is summarized in the following table 4.

Table 4. Wilcoxon Signed Rank Test Statistics

Hypotheses	Perceived Value Factors	Z Score	Asymp. Sig. (2-tailed)	Hypothesis Rejected/Accepted	Which one is greater?
H0 <sub>1</sub>	GP <sub>PER</sub> – CP <sub>PER</sub>	-10.232 <sup>b</sup>	.000	Rejected	GP <sub>PER</sub> >CP <sub>PER</sub>
H0 <sub>2</sub>	GF <sub>V</sub> – CF <sub>V</sub>	-12.109 <sup>b</sup>	.000	Rejected	GF <sub>V</sub> >CF <sub>V</sub>
H0 <sub>3</sub>	GM <sub>V</sub> – CM <sub>V</sub>	-4.217 <sup>b</sup>	.000	Rejected	GM <sub>V</sub> >CM <sub>V</sub>
H0 <sub>4</sub>	GS <sub>V</sub> – CS <sub>V</sub>	-3.067 <sup>b</sup>	.002	Rejected	GS <sub>V</sub> >CS <sub>V</sub>
H0 <sub>5</sub>	GH <sub>V</sub> – CH <sub>V</sub>	-7.449 <sup>b</sup>	.000	Rejected	GH <sub>V</sub> >CH <sub>V</sub>
H0 <sub>6</sub>	GE <sub>V</sub> – CE <sub>V</sub>	-8.701 <sup>b</sup>	.000	Rejected	GE <sub>V</sub> >CE <sub>V</sub>

From Wilcoxon Signed Rank Test results, we see the p-values are less than 0.05 for every factor of perceived value score. Hence, we reject the null hypotheses. Also, since the mean rank for perceived value factors of green cosmetics were higher than that of conventional, we conclude that the perceived value factor score for green cosmetics is significantly higher than conventional cosmetics.

#### Objective 2. To examine the impact of Perceived Value dimensions of Green cosmetics on Purchase Intention of green cosmetics

For this objective, the following null hypothesis has been formulated:

**H0<sub>7</sub>:** Perceived Functional Value of Green Cosmetics does not influence purchase intention for Green Cosmetics.

**H0<sub>8</sub>:** Perceived Emotional Value of Green Cosmetics does not influence purchase intention for Green Cosmetics.

**H0<sub>9</sub>:** Perceived Social Value of Green Cosmetics does not influence purchase intention for Green Cosmetics.

**H0<sub>10</sub>:** Perceived Health Value of Green Cosmetics does not influence purchase intention for Green Cosmetics.

**H0<sub>11</sub>:** Perceived Environmental Value of Green Cosmetics does not influence purchase intention for Green Cosmetics.

Binary Logistics Regression has been used for testing the above stated hypothesis. The dependent variable “Purchase Intention” for Green cosmetics had two categories. The intention to “Purchase” was coded as “1” and the intention “Not to Purchase” was coded as “0”. The independent variables are the five dimensions of Perceived Value of Green Cosmetics namely Green Functional Value (GFV), Green Emotional Value (GMV), Green Social Value (GSV), Green Health Value (GHV) and Green Environmental Value (GEV).

Table 5. Model Summary

Step	-2 Log Likelihood	Cox & Snell R Square	Nagelkerke R Square
1	172.155 <sup>a</sup>	0.341	0.481

The model summary in Table 5 tells about the performance and fit of the logistic regression model used in the analysis.

➤ **-2 Log Likelihood** indicates the goodness of fit of the model. In logistic regression, lower values indicate better fit. The value is 172.155 suggests that the model fits the data reasonably well.

➤ **Cox & Snell R Square** is a pseudo-R<sup>2</sup> value that indicates the proportion of variance explained by the model. Here, the Cox & Snell R<sup>2</sup> is 0.341 which indicates that 34.1% of the variance in the dependent variable (purchase intention of green cosmetics) is explained by the predictor variable.

➤ **The Nagelkerke R<sup>2</sup>** is another pseudo-R<sup>2</sup> value that estimates the proportion of variance explained by the model. In this case, the Nagelkerke R<sup>2</sup> is 0.481, which suggests that the model explains approximately 48.1% of the variance in the dependent variable.

Overall, these metrics suggest that the logistic regression model provides a reasonably good fit to the data and has moderate explanatory power in predicting the purchase intention of green cosmetics based on the perceived value dimensions.

The table 6. presents the estimated parameters and their corresponding statistical significance levels. It was found that out of five dimensions of Green Perceived Value, two dimensions were positive and statistically significant in determining the intention to purchase green cosmetics.

Table 6. Estimated Logit Model for Purchase Intention of Green Cosmetics

Variables	Estimated Coefficient	Standard Error	Significance Level	Exp (B)	95% C.I. for Exp (B)
GFV	2.030	0.427	0.000*	7.613	(3.298, 17.570)
GMV	0.574	0.370	0.120	1.775	(0.860, 3.663)
GSV	-0.247	0.267	0.356	0.781	(0.463, 1.319)

GHV	0.746	0.281	0.008*	2.108	(1.216, 3.656)
GEV	-0.085	0.315	0.788	0.919	(0.495, 1.705)
Constant	-10.685	1.799	0.000	0.000	
Statistically significant at 5% level of significance					

The results show that Perceived Functional Value and Perceived Health Value of green cosmetics consumer significantly influence purchase intention of green cosmetics. As evident from the statistically significant coefficients, consumers who have high quality concerns and perceive higher health benefits in green cosmetics are more likely to purchase them. Consumers who perceive higher functional benefits in green cosmetics are 7.613 times more likely to purchase them compared to those perceiving lower functional benefits. Further, consumers who perceive higher health benefits in green cosmetics are 2.108 times more likely to purchase them compared to those perceiving lower health benefits. Thus, we can say that Green Functional Value (GFV) and Green Health Value (GHV) are the significant predictors of consumers' intention to purchase green cosmetics. Hence, the null hypotheses ( $H_{07}$  and  $H_{011}$ ) are rejected.

## CONCLUSION

The findings of the study show that there is a strong favorable perception of Indian consumers towards green cosmetics. The perceived value of green cosmetics in each of the dimensions (Functional, emotional, social, health and environmental) is found to be higher than that of conventional cosmetics. Further, perceived functional value and perceived environmental value significantly influence purchase intention for green cosmetics. Notably, environmental concerns seem not to influence the consumers for buying green cosmetics.

So, for Indian marketers of cosmetics, it could be an effective strategy to prioritize functional and health-related benefits of green cosmetics for driving consumer purchase intention in this market segment.

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