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The Rise of Green Cosmetics: A Sustainable Beauty Revolution

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ABSTRACT:

As a developing economy, India is dealing with numerous environmental issues brought on by excessive chemical use. Pollutants in the environment have caused multiple medical issues in addition to affecting the atmosphere. The usage of cosmetics is motivated by personal goals like improving one's appearance, hygiene, and confidence. These days, cosmetics use is beginning to take note of environmental effects, which has led to a rise in the popularity of green cosmetic products. The health hazards linked to consuming artificial, non-green items and how they interact with the human body are causing increasing worry. Society has realized the value of being "Organic" and "natural" as a result of the significant changes in the environment. Today's consumers are becoming more informed, and this is evident in their purchasing habits with regard to cosmetics. Data was gathered through primary and secondary research methods such as books, journals, publications etc. The research data was collected using quantitative method to assess consumer spending patterns, usage experience and examine consumer awareness, attitudes, and preferences towards green cosmetic products. Data collection was carried out through structured questionnaire distributed to 100 respondents. The purpose of this research is to discuss the advantages, disadvantages of green cosmetics. This study also discusses the market trends and consumer behaviour in green cosmetics. Results show a positive response regarding the use of green products, including product safety, natural product ingredients, and reasonable cost as motivators for use of green cosmetics. Additionally, social media was determined to be the most significant factor affecting consumer purchasing decisions followed by peer influence. Finally, marketing trends indicated that consumers are becoming increasingly interested in beauty products free of chemicals and other environmentally conscious consumer products.

Keywords: Environment, Green Cosmetics, Organic, Natural

Introduction:

Consumers are prompted to purchase eco-friendly products by the current environmental issues. Organic or green products are manufactured in compliance with the principles of sustainability. There are several benefits of green products. Green cosmetics are another category of

commercially available green product. Users are investing more and more time in understanding about these products. Organic or environmentally friendly cosmetics are created using natural materials rather than chemicals, colouring agents, or other artificial formulations. The definition of organic cosmetics is far more rigorous, thus marketing them in consumer platforms may bring several difficulties. The rationale is that organic cosmetics must provide the highest level of safety, security, and efficiency for the environment. However, there is a growing demand for natural, eco-friendly, and sustainable cosmetics. Green cosmetics are complex products that typically include: protecting the environment, reducing pollution, and protecting wildlife and species. Values, beliefs, perceptions, knowledge, and actions pertaining to the environment are referred to as "green" or "environment-friendly." Businesses that are able to implement environmental incentives encourage customers to buy eco-friendly products.

Consumer demand and behaviour have changed in recent decades as a result of environmental preservation and green marketing trends. Customers are becoming more and more interested in living an eco-friendly lifestyle because they want to benefit personally from green products in addition to taking environmental conservation into account. Green initiatives are evident in a number of sectors, such as the use of green energy during manufacturing and production or the introduction of packaging that is waste-free and environmentally beneficial.

Literature Review:

Jacquelyn A. Ottman (2011), Marketers have recognized that consumers' increasing concern for the environment derives from fear that the world is becoming less capable of supporting human life. Green marketing has been a blessing in this situation for the marketers since it can stop additional environmental damage without stopping the expansion of industry. The best part is that it can be employed as a safe approach to set one's goods apart from competitors', which gives one the chance to make a comfortable profit margin.

Alsmadi (2007), examined that significant degree of environmental consciousness was found when Jordanian customers' environmental behaviour was examined. However, this positive outlook towards "green" items does not necessarily translate into real customer behaviour. According to the study, the cause of such attitude-behaviour difference simply refers to consumers' greater trust in conventional items and their relatively low trust in sustainability claims. The problem is made worse by many businesses' lacks of concern for the environment and the outrageous price of green products.

Stern, P. C. (2000). Understand the relationship between human behaviour and values in an environmental context, the Theory of Value-Belief-Norm (VBN) was created. This theory demonstrates how a person's fundamental values affect their beliefs and social conventions, which in turn affect how they behave. Additionally, it implies that values, beliefs, norms, and behaviours are

causally related.

Ahmed et al., 2021. Green buying is the practice of making purchases that indicates consideration for the environment by choosing eco-friendly goods and services to lessen environmental harm. Avoiding the acquisition and use of products and services that harm the environment is part of the idea of "green purchase behaviour." Environmentally conscious consumers will select goods and companies that satisfy their requirements and preferences.

Research Objectives:

1. To assess consumer spending patterns, usage experience, and perceived advantages and disadvantages of green cosmetics.
2. To discuss the market trends and consumer behaviour in green cosmetics.
3. To examine consumer awareness, attitudes, and preferences toward green cosmetic products.

Research Methodology:

In this study, data was collected by using Primary and secondary research methods. For the purpose of making the research effective, data was gathered for the advantages, disadvantages of green cosmetics and for market trends and consumer behaviour from the Internet, which contains research papers, articles, Journals and Publications etc and also examine consumer awareness, attitudes, and preferences towards green cosmetic products.

ADVANTAGES:

- **Consumer knowledge:** The demand is driven by increased consumer awareness of the detrimental effects of traditional cosmetics as well as a growing desire for safer, non-toxic substitutes.
- **Rules and regulations:** More rigorous environmental and safety laws are being implemented by governments and regulatory agencies around the world, which is pressuring the cosmetics industry to employ more environmentally friendly practices.
- **Technological Advancements:** Green chemistry and sustainable production know-hows have led to the manufacture of high-performing green cosmetics that are just as effective as conventional ones.
- **Marketing Efforts:** Numerous cosmetics companies are currently using their sustainability initiatives and certifications like USDA Organic, Eco Cert, and Leaping Bunny to attract environmentally conscious customers.
- **Less risks:** The vast majority of green cosmetics use natural and organic ingredients, which are the least likely to pose adverse health risks. However, reducing the effects of green cosmetics to the health of the environment is the focus. Green cosmetics do less waste and pollution by offering eco-friendly packaging and sustainably sourced ingredients.

- Sourced ethically: Ethical sourcing and fair-trade practices are encouraged by green cosmetics. Many skincare companies are sourcing their raw materials from suppliers who support and promote community initiatives and fair labour practices.
- Eco-friendly: Using eco-friendly cosmetics can benefit the appearance of healthy skin. Different skin types can reap the benefits of the healing properties of natural ingredients like tea tree oil, chamomile, and aloe vera while not having the worry of irritation from synthetics.
- Ethical Production Methods: Many skincare companies do have a high standard of using organic ingredients and cruelty-free production methods. This means no animals were harmed or abused in the production process and the ingredients were sourced ethically.
- Nourish Like Nature Intended: Using anti-oxidant-rich plant extracts and oils to feel soft and naturally radiant from the vitamins.
- Holistic beauty: Whole body beauty is about what's happening inside and out. Green beauty promotes a more ethical approach to wellness.

DISADVANTAGES:

- Decreased Shelf Life: Often lacking artificial preservatives, natural ingredients may have an increased amount of time that is susceptible to bacterial or fungal invasion, meaning that a product may time out quickly.
- Inconsistent Performance: Factors such as harvest, location, and season can all affect the natural ingredients. Therefore, batches will vary in colour, scent, or performance.
- Expensive: Generally, ethical sourcing, biodegradable packaging, and green cosmetics are higher priced.
- Limited Options: A stricter compliance to green standards may leave less brands or formulas to select from. Customers may find it hard to select what is best for a particular skin type, or other skin concern.
- Concerns About Greenwashing: In many places, green and natural, are not strictly regulated terms. Companies may label their products as eco-friendly while failing to meet substantial safety or environmental rights and needs.
- Less Effective: Some synthetic ingredients may work more effectively for acne, anti-aging and UV protection. As a result, sustainable options may not work effectively.
- No Standards/Regulations: Terms like "natural," "organic," and "green" have no clear definition. There is not much regulation, so brands can label themselves, which could mean lying.
- Weaker Preservatives: Natural preservatives, such as vitamin E or grapefruit seed extract, may not be the most robust. Products—especially those meant for the eyes or lips—may degrade or harbour bacteria much faster and to a greater extent, which could endanger health

and safety.

- Inconsistently packaged: some green products are packaged in very decorative or non-recyclable packaging. This increases waste and opposes sustainability goals.
- Warehousing Issues: Green cosmetics are less chemically-stabilized than other products, it causes them to be more susceptible to changes in light, humidity or temperature. Products lose both efficacy and safety as they degrade and lose efficacy more quickly.
- Reduced Market Penetration: In rural or small towns, it is more difficult to find green products. This limits consumers' ability to switch to greener options.

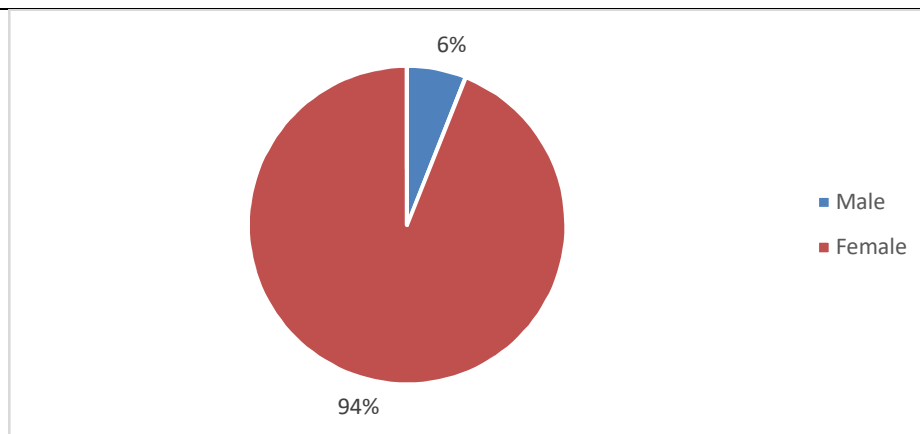
Trends in the Marketplace and Consumer behaviour with regards to Green Cosmetics:

- The global green cosmetics market is probable to reach USD 70.6 billion by 2034, with a CAGR of 7% on average per year. This growth is primarily being determined by increasing consumer demand for eco-friendly products and sustainable ingredients.
- More than 60% of the consumer segment is willing to spend more money on eco-friendly cosmetics. 65% of buyers are checking sustainability claims before purchasing cosmetics. 80% of consumers would pay extra for products packaged in an environmentally friendly way.
- Over 60% globally of new cosmetic launches now include either natural or organic ingredients, indicating a considerable rise in their inclusion in cosmetic formulations. 70% of consumers desire products that have ecological ingredients.
- Consumer attitudes and behaviours regarding green cosmetics are greatly motivated by social media platforms. Consumers research and select natural beauty products by reading social media posts and reviews.
- 52% of consumers specified they are more likely to purchase from brands that share their sustainability goals and 47% of consumers want to purchase from brands that are transparent on the supply chain.

Analysis and Interpretation:

1. Gender wise Distribution of the Respondents

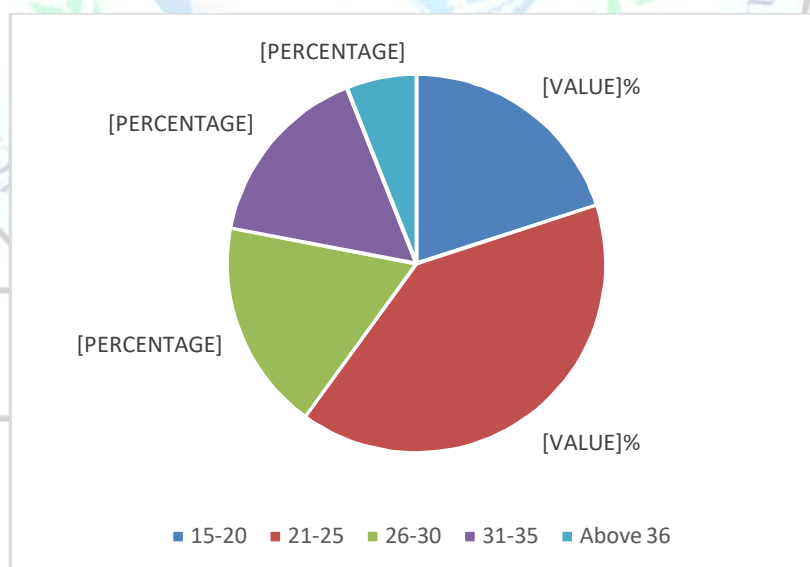
Gender	Frequency	Percentage
Male	6	6
Female	94	94
Total	100	100



The data shows that 6% male and 94% female are using green cosmetic product. This indicates that women are the primary participants in the study, reflecting their higher engagement and interest in cosmetics and green beauty products.

2. Age wise Distribution

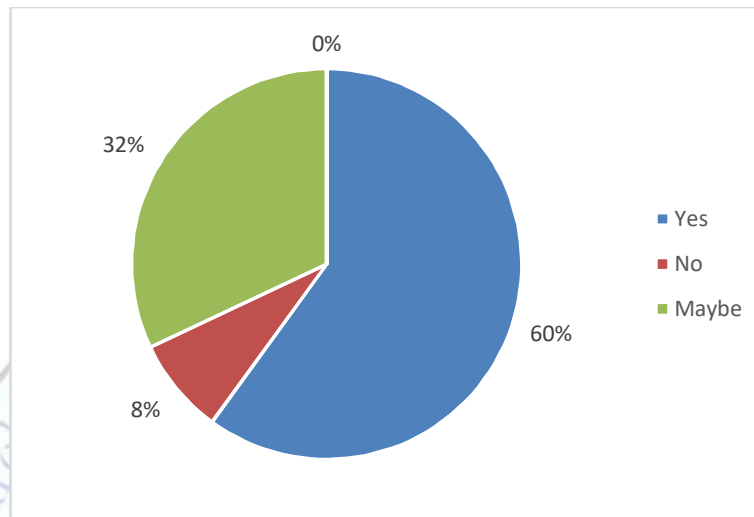
Age Distribution	Frequency	Percentage
15-20	20	20
21-25	40	40
26-30	18	18
31-35	16	16
Above 36	6	6
Total	100	100



This table and pie chart shows that 20% are between the age group of 15-20 years then 40% are between the age group 21-25 years then 18% is between age group 26-30 years, 16% is between age group 31-35 years and rest 6% are more than 30 years. So, we can analyse that most of our responses are between 21-25 years of age group.

3. Whether you collect information before purchasing green cosmetic product?

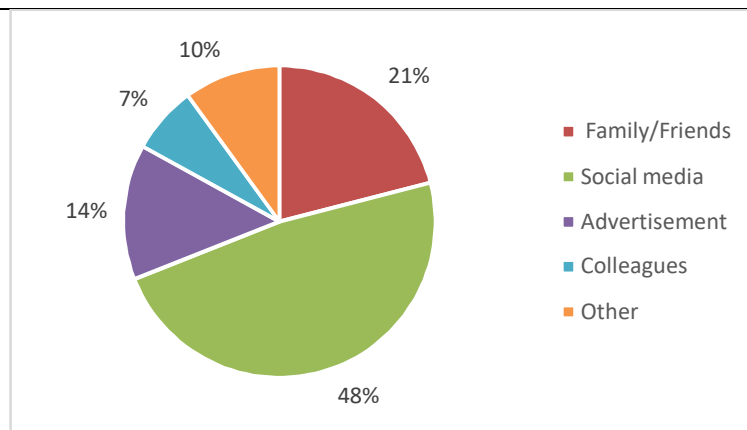
Particulars	Frequency	Percentage
Yes	60	60
No	08	08
Maybe	32	32
Total	100	100



The results indicate that 60% of respondents answered “Yes,” showing a strong positive inclination toward the preference of green cosmetics. Another 32% selected “Maybe,” suggesting uncertainty or the need for more information before deciding. Only 8% responded “No,” indicating minimal opposition. Overall, the majority show a favourable attitude, with very few rejecting the idea outright.

4. Which factor influence you the most while choosing green cosmetic product?

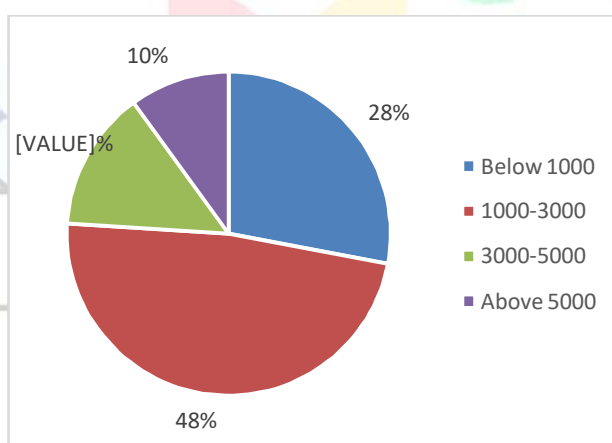
Influencing factor	Frequency	Percentage
Family/Friends	21	21
Social media	48	48
Advertisement	14	14
Colleagues	7	7
Others	10	10
Total	100	100



This table and pie chart is about which factors influence you the most while choosing green cosmetic product so 21% people are influenced by the family/friends then 48% are influenced by social media then 14% is influenced by Advertisement and 7% people are influenced by colleagues and 10% are influenced by others. Which means that peer group has most of the influential in buying green cosmetics.

5. How much you spend on green cosmetic products?

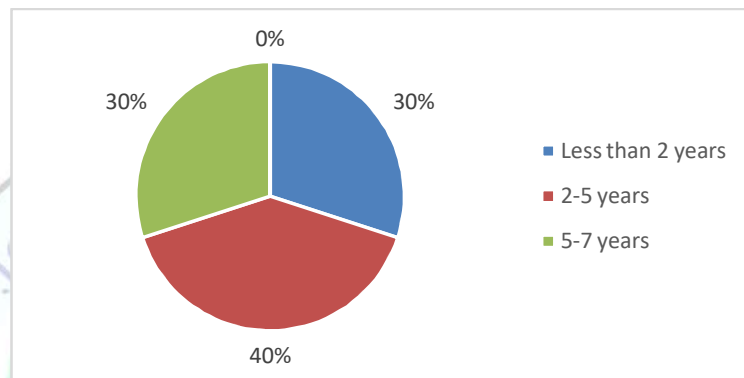
Money spends	Frequency	Percentage
Below 1000	28	28
1000-3000	48	48
3000-5000	14	14
Above 5000	10	10
Total	100	100



This table and pie chart is about how much people spend on green cosmetic product so 48% people spend between 1000-3000 rupees on green cosmetic product the 28% people spend below 1000 then 14% people spend 3000- 5000 rupees and another 10% spend above 5000 rupees.

6. How long you are using green cosmetics? (Please provide tick mark)

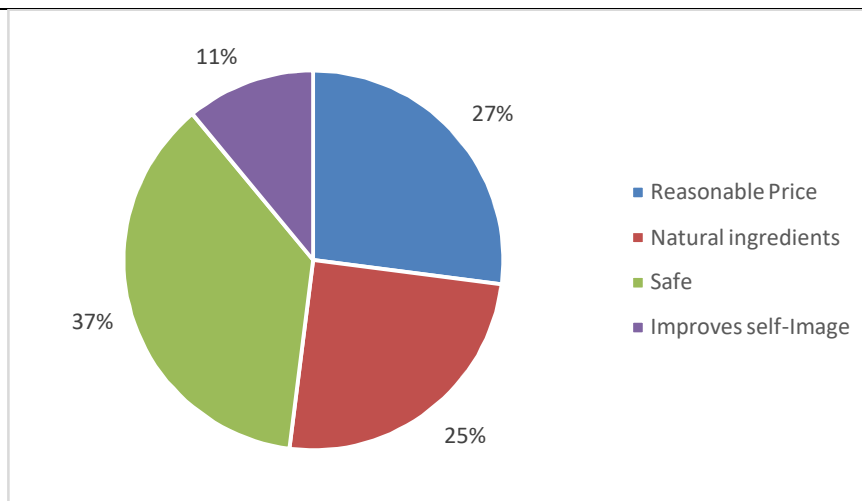
Years	Frequency	Percentage
Less than 2 years	30	30
2-5 years	40	40
5-7 years	30	30
Total	100	100



The results show that 40% of respondents have been using green cosmetics for 2–5 years, indicating this is the most common usage duration. Additionally, 30% have used them for less than 2 years, and another 30% for 5–7 years, suggesting both new and long-term users are equally present. Overall, the data reflects a steadily growing and sustained adoption of green cosmetic products across different user durations.

7. What is the purpose of using green cosmetic products?

Purpose	Frequency	Percentage
Reasonable Price	27	27
Natural ingredients	25	25
Safe	37	37
Improves self-Image	11	11
Total	100	100



The findings show that consumers primarily choose green cosmetics because they perceive them as safe 37%, indicating strong concern for health and chemical-free products. This is followed by reasonable price 27% and natural ingredients 25%, suggesting that affordability and natural formulation also play important roles in influencing decisions. Only 11% use green cosmetics to improve self-image, showing that functional and safety benefits matter more than appearance-related motives. Overall, consumer preference is driven mainly by safety and practical value rather than image enhancement.

FINDINGS AND SUGGESTIONS:

1. The data indicates that 94% of participants were female and 6% were male, confirming that women are the primary consumer of green cosmetic products. This is indicative of a greater interest and usage of skin care, beauty and environmental products among women compared to men.
2. The majority of participants were aged 21-25 years old (40%) and the second largest group were those aged 15-20 years old (20%). This suggests that green cosmetics consumers tend to be younger as they are more aware, exploratory and receptive to green cosmetic products than older age groups.
3. A large proportion of participants (60%) reported a preference for green cosmetics, while 32% were neutral, and 8% reported a lack of preference. Overall, attitudes were supportive of green cosmetic products with a significant opportunity among the neutral group.
4. The largest proportion of participants (48%) indicated that social media influences their use of green cosmetics, followed by family/or friends (21%), advertisements (14%), colleagues (7%) and others (10%). This indicates that peers and digital influence are the predominant sources of awareness and adoption of products.
5. The largest proportion of participants (48%) reported spending ₹1000-₹3000 on green cosmetics, indicating a willingness to invest fairly moderately in green cosmetics. An additional 28% reported spending less than ₹1000, 14% reported spending ₹3000-₹5000, and 10% reported spending over ₹5000. This indicates that while there is a clear support for green products, the price sensitivity is still present.

6. Approximately 40% of participants have used green cosmetics 2–5 years, while 30% of participants indicated their usage 5–7 years, and another 30% used green cosmetics for less than 2 years. This suggests an established user group that continues to grow with new participants adopting usage.

7. Consumers choose green cosmetics primarily based on perception of safety (37%). Reasonable price (27%) and natural ingredients (25%) are also factors in consumer choices. Only 11% use green cosmetics for enhancement of self-image, indicating that functional benefits are more important than emotional appeal or aesthetic characteristics.

Conclusion:

The growth of green cosmetics in the beauty market indicates a trend in favor of organic ingredients, sustainability, and responsible production. They target consumers who are conscious of environmental challenges. These products frequently promote cruelty-free practices, recyclable or biodegradable packaging, and safer formulations. There are some drawbacks to green cosmetics. Some of the challenges include shorter shelf life, potential allergic reactions, higher cost, product performance variability, and little regulation. Additionally, some "green" claims cannot be trusted, and some natural ingredients may have ethical or environmental issues. Although green cosmetics offer many benefits, it is important for consumers to analyse and evaluate green cosmetics.

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