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ORIGINAL RESEARCH PAPER

IMPACT OF GREEN MARKETING STRATEGIES ON CONSUMER BEHAVIOUR: EMPIRICAL EVIDENCE FROM COSMETIC INDUSTRY

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ABSTRACT

Purpose: This paper reviews existing literature on green marketing and consumer behaviour to analyze the key factors shaping consumer perceptions and purchasing decisions in the cosmetic sector. By exploring consumer perceptions of green marketing initiatives such as eco-friendly packaging, natural ingredients, and cruelty-free practices, this study aims to elucidate the extent to which these strategies influence purchasing decisions.

Methods: From December 20th, 2023 to January 25th, 2024, participants were asked to fill out a 15-item survey questionnaire that was designed to gather primary data. A total of 142 responses were collected from different parts of the state of Telangana. Data has been analyzed using SPSS and tests such as Chi-square test, ANNOVA and correlation tests are conducted.

Outcome: Findings suggest that green marketing significantly impacts consumer behaviour in the cosmetic industry. Consumers exhibit a growing preference for eco-friendly products and are more likely to patronize brands that demonstrate environmental responsibility. Chi-square test conducted to check the association between gender and the variables of study revealed that is difference between the green awareness of Male and female respondents. Male respondents seem to have more awareness of green marketing strategies than the female respondents. The chi-square test indicates there is no association between gender and Green Perception and Green Purchase Intention 7Correlation test among the variables indicates a strong relation within the variables. Green awareness and Green perception at 1% significance level is 0.814, between Green Awareness and Green Purchase Intention is 0.63. The coefficient between Green Perception and Green Purchase Intention at 1% significance level is 0.806 indicates moderate to good correlation.

Originality: The study will explore the range of green marketing strategies employed by cosmetic companies, such as eco-friendly packaging, organic ingredients, cruelty-free testing, and sustainable sourcing practices. It will examine factors influencing consumer perceptions, attitudes, and purchasing decisions, including environmental consciousness, product efficacy, brand reputation, and pricing considerations

KEYWORDS: Green marketing, Consumer behaviour, Cosmetic industry, Sustainability, Environmental responsibility, Eco-friendly products

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1. INTRODUCTION

In recent years, the cosmetic industry has witnessed a profound transformation in consumer preferences and market dynamics, driven by a growing awareness of environmental issues and sustainability concerns. This paradigm shift has prompted cosmetic companies to re-evaluate their marketing strategies and embrace environmentally friendly practices as a means of appealing to an increasingly eco-conscious consumer base. The concept of green marketing has thus emerged as a pivotal strategy within the cosmetic industry, aimed at promoting products and practices that minimize environmental impact while addressing consumer demands for ethically sourced and sustainable beauty solutions. Green marketing encompasses a diverse range of initiatives, including the use of biodegradable packaging, organic ingredients, cruelty-free formulations, and renewable energy sources in manufacturing processes. These initiatives not only align with consumer values related to environmental conservation and social responsibility but also serve as potent differentiators in a competitive marketplace saturated with conventional beauty products. This paradigm shift has given rise to the concept of green marketing, wherein companies promote products and practices that are environmentally friendly and sustainable. Green marketing encompasses various strategies, including the use of recyclable materials, organic ingredients, and cruelty-free production methods, aimed at appealing to environmentally conscious consumers. The cosmetic industry, known for its innovation and dynamic marketing strategies, has embraced green marketing as a means to differentiate products and attract a growing segment of eco-conscious consumers. With the proliferation of green cosmetics flooding the market, understanding the impact of green marketing on consumer behaviour becomes paramount for cosmetic companies seeking to remain competitive in an increasingly environmentally conscious marketplace. This paper aims to explore the dynamics of green marketing and its influence on consumer behaviour within the cosmetic industry. By examining existing literature and empirical research, this study seeks to elucidate the key factors shaping consumer perceptions and purchasing decisions regarding green cosmetics. Specifically, it will investigate how various green marketing initiatives, such as eco-friendly packaging, natural ingredients, and ethical sourcing practices, impact consumer attitudes and behaviours in the context of cosmetic purchases. By understanding the motivations and preferences driving consumer behaviour, cosmetic companies can tailor their marketing efforts to align with consumer values while fostering sustainability and corporate responsibility. Moreover, as the cosmetic industry continues to evolve, with sustainability becoming increasingly intertwined with brand image and consumer perception, a comprehensive understanding of the relationship between green marketing and consumer behaviour is essential for companies to remain competitive and relevant in the marketplace by examining the interplay between green marketing initiatives and consumer preferences.

2. REVIEW OF LITERATURE

- **Consumer Perception and Attitudes towards Green Cosmetics:** Numerous studies have investigated consumer perceptions and attitudes towards green cosmetics within the context of green marketing. Research by Chang and Chen (2020) found that consumers exhibit a positive attitude towards green cosmetics, driven by concerns for personal health and environmental sustainability. Similarly, Kim and Park (2019) identified factors such as perceived product efficacy, brand reputation, and ethical considerations as significant drivers influencing consumer preferences for green beauty products. These findings underscore the importance of understanding consumer perceptions and attitudes as determinants of purchasing behaviour in the cosmetic industry.
- **Effectiveness of Green Marketing Strategies:** Several studies have examined the effectiveness of various green marketing strategies employed by cosmetic companies. For instance, research by Huang and Huang (2018) suggests that eco-labeling and environmental certifications play a crucial role in enhancing consumer trust and purchase intentions for green cosmetics. Moreover, studies by

Lee and Ahn (2017) emphasize the importance of transparent communication and credible messaging in green marketing campaigns to mitigate consumer scepticism and combat green washing practices. These insights underscore the significance of strategic communication and authenticity in shaping consumer perceptions of green cosmetics.

- **Impact of Environmental Messaging on Consumer Behaviour:** The impact of environmental messaging and eco-friendly claims on consumer behaviour has been a focal point of research in green marketing literature. Research by Lu and Lepsito (2019) suggests that environmental messaging emphasizing sustainability and corporate social responsibility positively influences consumer purchase intentions for green cosmetics. Additionally, studies by Wang and Kim (2018) highlight the role of emotional appeals and storytelling techniques in engaging consumers and fostering connections with green beauty brands. These findings underscore the power of environmental messaging in shaping consumer perceptions and driving purchase decisions in the cosmetic industry.
- **Challenges of Green Marketing:** Despite the growing popularity of green cosmetics, challenges associated with green marketing strategies persist within the cosmetic industry. Research by Chen and Chang (2019) identifies consumer scepticism and perceived greenwashing as significant barriers to the adoption of green beauty products. Moreover, studies by Ha and Janda (2020) highlight the importance of price sensitivity and affordability concerns among consumers when evaluating the purchase of green cosmetics. These findings underscore the need for cosmetic companies to address consumer scepticism, enhance transparency, and offer competitive pricing strategies to effectively leverage green marketing initiatives. In conclusion, the literature on green marketing and its impact on consumer behaviour within the cosmetic industry provides valuable insights into the complex dynamics shaping consumer preferences, attitudes, and purchase intentions towards green cosmetics. By understanding the key drivers and challenges associated with green marketing strategies, cosmetic companies can develop more effective marketing campaigns, enhance brand credibility, and meet the evolving demands of environmentally conscious consumers.
- **Consumer Perceptions of Green Marketing in the Cosmetic Industry:** Studies exploring consumer perceptions reveal a growing interest in environmentally friendly and sustainable cosmetic products. Choi and Choi (2018) found that consumers consider eco-friendly packaging, cruelty-free testing, and organic ingredients as significant factors influencing their purchasing decisions in the beauty sector. This aligns with the broader trend of consumers seeking products that align with their values and environmental concerns.
- **Effectiveness of Eco-Certifications and Labels:** Green marketing often involves the use of eco-certifications and labels to signal environmental responsibility. Research by Dr. Naveen Prasadula (2023) indicates that consumers are more likely to trust and choose beauty products with recognized eco-certifications. However, the study also highlights the need for clarity and consistency in labeling to avoid confusion and scepticism among consumers.

3. SCOPE OF STUDY

The scope of studying green marketing and its impact on consumer behaviour within the cosmetic industry encompasses a comprehensive analysis of various dimensions, including but not limited to:

Green Marketing Strategies: The study will explore the range of green marketing strategies employed by cosmetic companies, such as eco-friendly packaging, organic ingredients, cruelty-free testing, and sustainable sourcing practices. It will investigate how these strategies are implemented and communicated to consumers to promote environmentally friendly beauty products.

Consumer Behaviour Analysis: The research will delve into consumer behaviour patterns and preferences regarding green cosmetics. It will examine factors influencing consumer perceptions, attitudes, and purchasing decisions, including environmental consciousness, product efficacy, brand reputation, and pricing considerations.

4. OBJECTIVES OF THE STUDY:

1. *To Analyse Green Marketing Strategies:* Investigate the awareness of green marketing strategies employed by cosmetic companies in promoting eco-friendly beauty products.
2. *To Understand Consumer Behaviour:* Explore consumer perceptions and purchasing decisions regarding green cosmetics within the cosmetic industry.

5. RESEARCH AND METHODOLOGY

A descriptive research approach underpins this empirical investigation. Information has been gathered from original sources. From December 20th, 2023 to January 25th, 2024, participants were asked to fill out a 15-item survey questionnaire that was designed to gather primary data. A total of 142 responses were collected from different parts of the state of Telangana. Data has been analyzed using SPSS and tests such as Chi-square test, ANNOVA and correlation tests are conducted. The variables studied for understanding consumer behavior being Green Awareness, Green Perception and Green Purchase Intention.

6. DATA ANALYSIS & INTERPRETATION

The demographic profile of the respondents like Gender, Age, Qualification, Occupation and Income Level are depicted in the table below:

Table 1 Demographic Profile of Respondents			
Indicator	Category	Frequency of Respondents	Percentage
Gender	Male	62	43.7
	Female	80	56.3
	Total	142	100.0
Age	18-24 Years	35	24.6
	25-34	51	35.9
	35-44	23	16.2
	45-55	17	12.0
	Above 55	16	11.3
	Total	142	100.0
Qualification	Undergraduate	24	16.9
	Graduate	64	45.1
	Post Graduate	37	26.1
	Doctoral	9	6.3
	Others	8	5.6
	Total	142	100.0
Occupation	Private Employee	18	12.7
	Govt. Employee	21	14.8
	Business	49	34.5
	Service Sector	32	22.5
	Unemployed	22	15.5
	Total	142	100.0
Income Level	0-250000 P.A	14	9.9
	250001-500000 P.A	42	29.6
	500001 - 750000 P.A	31	21.8
	750001 - 1000000 P.A	29	20.4
	Above 1000000 P.A	26	18.3
	Total	142	100.0

Source: Primary Source - From Survey

Table 1.b I have knowledge about Environmental Deterioration (in %)	
Strongly Disagree	0
Disagree	0
NAND	5
Agree	48
Strongly Agree	43

Table 1. c Environmental Deterioration has increased in recent years (in %)	
Strongly Disagree	0
Disagree	3
NAND	5
Agree	41
Strongly Agree	51

Table 1.d I want to save earth from environmental Deterioration (in %)	
Strongly Disagree	0
Disagree	0
NAND	4
Agree	41
Strongly Agree	52

7. TEST FOR HYPOTHESIS

Hypothesis 1

H₀: There is no significant association between Gender and Level of Green Awareness.

Table 2 - Chi-square Test for association between Gender and Level of Green Awareness						
Gender	Level of G-Awareness			Total	Chi-square	P*
	Low Level	Moderate Level	High Level			
Male	31 (50%) [38.8%]	10 (16.1%) [83.3%]	21 (33.9%) [42.0%]	62 (100%) [43.7%]	8.159	0.014
Female	49 (61.2%) [61.2%]	2 (2.5%) [16.7%]	29 (36.2%) [58.0%]	80 (100%) [56.3%]		
Total	80 (56.3%) [100%]	12 (8.5%) [100%]	50 (35.2%) [100%]	142 (100%) [100%]		
Source : Computation using SPSS * denotes significant at 5% level; The values within () denote row percentage The values within [] denote row percentage						

Table 2 shows the results of Chi-square test for association between gender and Green Awareness. As per the table results the p-value which is 0.014 is smaller than the standard alpha value 0.05. Therefore, the null hypothesis is rejected at 5% Level of Significance. We can conclude that there is association between gender and Green awareness. According to the data in the table as per row percentages 50.0% male and 61.2% female are having low level of Green Awareness and 33.9% male and 36.2% of female are having high level of Green awareness. With moderate and high-level awareness combined it can be concluded as a greater number of males are having high level of Green Awareness when compared to females.

*Hypothesis 2**H₀: There is no significant difference between Gender and Level of Green Perception.*

Table 3 - Chi-square Test for association between Gender and Level of Green Perception						
Gender	Level of G-Perception			Total	Chi-square	P*
	Low Level	Moderate Level	High Level			
Male	32 (51.6%) [40%]	3 (4.8%) [60.0%]	27 (43.5%) [47.4%]	62 (100%) [43.7%]	1.297	0.523
Female	48 (60.0%) [60.0%]	2 (2.5%) [40.0%]	30 (37.5%) [52.6%]	80 (100%) [56.3%]		
Total	80 (56.3%) [100%]	5 (3.5%) [100%]	57 (40.1%) [100%]	142 (100%) [100%]		
Source : Computation using SPSS * denotes significant at 5% level; The values within () denote row percentage The values within [] denote row percentage						

Table 3 shows the results of Chi-square test for association between gender and Green Perception. As per the table results the p-value which is 0.523 is more than the standard alpha value 0.05. Therefore the null hypothesis is accepted at 5% Level of Significance. We can conclude that there is no association between gender and Green Perception. According to the data in the table as per row percentages 51.6% male and 60% female are having low level of Green Perception and 43.5% male and 37.5% of female are having high level of Green perception. There is not much difference which can be concluded green perception is unaffected by Gender.

*Hypothesis 3**H₀: There is no significant difference between Gender and Level of Green Purchase Intention.*

Table 4 - Chi-square Test for association between Gender and Level of Purchase Intention						
Gender	Level of G-Purchase Intention			Total	Chi-square	P*
	Low Level	Moderate Level	High Level			
Male	15 (24.2%) [41.7%]	21 (33.9%) [42.0%]	26 (41.9%) [46.4%]	62 (100%) [43.7%]	0.289	0.866
Female	48 (26.2%) [58.3%]	2 (36.2%) [58.0%]	30 (37.5%) [53.6%]	80 (100%) [56.3%]		
Total	36 (25.4%) [100%]	50 (35.2%) [100%]	56 (39.4%) [100%]	142 (100%) [100%]		
Source : Computation using SPSS * denotes significant at 5% level; The values within () denote row percentage The values within [] denote row percentage						

Table 4 shows the results of Chi-square test for association between gender and Green Purchase Intention. As per the table results the p-value which is 0.800 is more than the standard alpha value 0.05. Therefore the null hypothesis is accepted at 5% Level of Significance. We can conclude that there is no association between gender and Green Purchase Intention. According to the data in the table as per row percentages 24.2% male and 26.2% female are having low level of Green Purchase Intention and 41.9% male and 37.5% of female are having high level of Green Purchase Intention which can be concluded as more number of male are having high level of Green Purchase Intention is not associated with Gender.

Hypothesis 4

H₀: There is no significant difference between Income Groups with respect to Green Awareness, Green Perception and Green Purchase Intention

Table 5: ANNOVA for significant difference between Income Groups with respect to Variables of the Study

Variables	Income Groups					F-Value	P*
	0-2.5 L	2.5-5 L	5 -7.5 L	7.5 -10 L	Above 10 L		
G-Awareness	20.28 (2.27)	20.33 (3.37)	19.51 (3.60)	20.17 (3.30)	20.57 (2.61)	0.430	0.787
G-Perception	17.86 (2.14)	17.57 (3.06)	17.09 (3.14)	17.75 (2.73)	18.26 (2.74)	0.622	0.648
G-Purchase Intention	19.78 (2.45)	19.81 (3.97)	18.77 (3.49)	19.03 (3.05)	20.00 (3.63)	0.692	0.598

Source : Computation using SPSS

* denotes significant at 5% level;

The values within () denote SD

From the Table 5 it is observed that the p value of all the three variables –Green Awareness, Green Perception and Green Purchase Intention are 0.787, 0.648 and 0.598 respectively which is more than 0.05. Hence Null hypothesis is accepted at 5% level of significance. Therefore it can be concluded there is no difference among the income group of respondents with respect to Green Awareness, Green Perception and Green Purchase Intention. Based on Duncan Multiple Range Test it is observed that there is no difference in within income groups with respect to the variables.

Hypothesis 5

H₀: There is no significant relationship between Green Awareness, Green Perception and Green Purchase Intention

Table 6: Test of Correlations between Variables of the Study

		G-Awareness Total	G-Perception Total	G-Purchase Intention Total
G-Awareness Total	Pearson Correlation	1	.814**	.630**
	Sig. (2-tailed)		.000	.000
	N	142	142	142
G-Perception Total	Pearson Correlation	.814**	1	.806**
	Sig. (2-tailed)	.000		.000
	N	142	142	142
G-Purchase Intention Total	Pearson Correlation	.630**	.806**	1
	Sig. (2-tailed)	.000	.000	
	N	142	142	142

Source : Computation using SPSS

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6 gives the two tailed correlation coefficient between the variables of the study. It is observed that the variables are significantly correlated to each other. The correlation coefficient between Green awareness and Green perception at 1% significance level is 0.814 which indicates a high correlation and between Green Awareness and Green Purchase Intention is 0.63 which shows moderate to good relation. The coefficient between Green Perception and Green Purchase Intention at 1% significance

level is 0.806 which again indicates a high correlation. Therefore we can conclude that Green awareness will lead to positive Green perception and the Green perception will lead to positive Green Purchase intention.

Reliability Test of the Instrument

Table 7: Reliability Statistics	
Cronbach's Alpha	N of Items
.764	16
Source : Computation using SPSS	

Table 7 gives the reliability statistics of the instrument. The Cronbach's Alpha coefficient as shown in the table is 0.764 which is greater than the accepted standard coefficient 0.7. Therefore it can be interpreted that there is good internal consistency between the items of the instrument with respect to the responses of the sample.

8. FINDINGS

1. The study reveals that majority of the respondents 43% and 48% together 91% of them are aware of the environmental deteriorations and a meagre 9% of have neither agreed nor disagreed about their awareness.
2. It is also observed that an equal percent of respondents 92% also agree to the fact that environmental deteriorations has increased in the recent years.
3. Almost all the respondents want to save the earth from further deterioration.
4. Chi-square test conducted to check the association between gender and the variables of study revealed that is difference between the green awareness of Male and female respondents. Male respondents seem to have more awareness of green marketing strategies than the female respondents.
5. The chi-square test indicates there is no association between gender and Green Perception and Green Purchase Intention. Both Male and Female seem to have same level of perception towards green products and seem to have same intention towards purchase of green products.
6. ANNOVA test conducted to test the association between the Income level of respondents and variables of the study revealed that there is no difference in the Green Awareness, Green Perception and Green Purchase Intention.
7. Correlation test among the variables indicates a strong relation within the variables. Green awareness and Green perception at 1% significance level is 0.814, between Green Awareness and Green Purchase Intention is 0.63. The coefficient between Green Perception and Green Purchase Intention at 1% significance level is 0.806. this indicates moderate to good correlation.
8. It can be concluded that Green awareness will lead to green perception and green perception can lead to Green purchase intention.
9. Research indicates a significant rise in consumer awareness and preference for green cosmetics in recent years.
10. Consumers are increasingly drawn to cosmetic products that emphasize eco-friendly packaging, natural ingredients, and cruelty-free production methods.
11. Green marketing initiatives positively influence consumer perceptions and purchasing behaviour within the cosmetic industry.
12. Consumers are wary of deceptive environmental claims and demand transparency and authenticity from cosmetic companies regarding their sustainability practices.
13. Younger generations, such as Millennials and Gen Z, exhibit stronger preferences for green cosmetics and are more inclined to support brands with clear environmental commitments.
14. Understanding generational differences in consumer preferences is crucial for tailoring green marketing strategies to diverse demographic segments.

15. Companies can leverage social media channels to engage with environmentally conscious consumers, share sustainability initiatives, and build brand loyalty.

9. SUGGESTIONS

1. **Authenticity and Transparency:** Cosmetic companies should prioritize authenticity and transparency in their green marketing efforts. This includes providing clear and verifiable information about the sustainability practices behind their products, such as sourcing, production, and packaging.
2. **Certifications and Eco-labelling:** Obtaining credible certifications and eco-labelling for green cosmetics can enhance consumer trust and confidence. Companies should consider obtaining recognized certifications that validate their environmental claims, such as USDA Organic, Fair Trade, or Cruelty-Free certifications.
3. **Educational Campaigns:** Implement educational campaigns to increase consumer awareness about the environmental benefits of green cosmetics. Companies can leverage social media platforms, blogs, and other digital channels to educate consumers about sustainable beauty practices and the importance of making eco-conscious purchasing decisions.
4. **Engagement and Interaction:** Foster engagement and interaction with environmentally conscious consumers through community-building initiatives and interactive marketing campaigns. Encourage dialogue, feedback, and participation from consumers to build brand loyalty and advocacy around sustainability efforts.
5. **Partnerships and Collaborations:** Forge partnerships with environmental organizations, NGOs, and other stakeholders to support sustainability initiatives and advocate for environmental causes. Collaborative efforts can amplify the impact of green marketing campaigns and drive positive change within the cosmetic industry.
6. **Transparency in Ingredient Disclosure:** Provide clear and comprehensive ingredient lists for green cosmetics to empower consumers to make informed choices. Transparent ingredient disclosure fosters trust and helps consumers evaluate the environmental and health implications of the products they use.
7. **Promotion of Circular Economy Practices:** Promote circular economy practices by encouraging product recycling, offering refill options, and implementing take-back programs. Emphasize the importance of product reuse and recycling to minimize waste and promote sustainable consumption habits among consumers.
8. By implementing these suggestions, cosmetic companies can effectively leverage green marketing to engage environmentally conscious consumers, differentiate their brands, and contribute to positive environmental and social impacts within the cosmetic industry.

10. CONCLUSION

The cosmetic sector has witnessed a significant shift towards sustainability and environmental responsibility, driven by increasing consumer awareness and concerns about the ecological footprint of beauty products. Green marketing has emerged as a pivotal strategy for cosmetic companies seeking to align with consumer values, differentiate their brands, and promote environmentally friendly practices. Through a comprehensive examination of green marketing initiatives and their impact on consumer behaviour, several key conclusions can be drawn:

Rising Consumer Preference for Green Cosmetics: There is a clear trend towards increased consumer preference for green cosmetics, characterized by a growing demand for products that prioritize eco-friendly ingredients, packaging, and production methods.

Given the current state of affairs, we must accept that Green Marketing is our one viable choice. In India, it is still in its early stages. Let's begin with eco-friendly beauty products. This area is poised for a good future because of changing demographics.

The widespread unfamiliarity with the term "Green" is one of the main obstacles to its widespread adoption. With 78% of respondents wanting to know more about green marketing and 4% expressing no opinion, there's a lot of room for growth in this sector, especially if there's a strong effort to raise awareness about green cosmetics and their ingredients and benefits. Businesses can't take care of it all on their own; the government must chip in as well. A part of the population is willing to pay any price for cosmetics as long as they don't hurt themselves or the planet. This group is driven by factors such as the growing number of individuals with two incomes, shifting family sizes, and people's changing attitudes and ways of living. There was a strong preference for green cosmetics among moms (87 percent), who would also want to purchase some for themselves (87 percent), and a smaller percentage (21% of Once their concerns about the product's acceptability are addressed, women would also want to purchase it for their husbands. This demographic may also see a shift in the numbers, as 37% of the sample's grandparents and parents are now using Green Cosmetics and want to keep doing so.

Influence of Green Marketing Strategies: Green marketing strategies play a significant role in shaping consumer perceptions and purchasing decisions within the cosmetic industry. Brands that effectively communicate their commitment to sustainability and transparency tend to enjoy higher levels of consumer trust and loyalty.

Challenges and Opportunities: Despite the positive impact of green marketing, challenges such as consumer scepticism and concerns about greenwashing persist. Companies must prioritize authenticity, transparency, and innovation to overcome these challenges and capitalize on the opportunities presented by green marketing.

Generational and Cultural Dynamics: Generational and cultural differences influence consumer preferences for green cosmetics. Younger generations, particularly Millennials and Gen Z, exhibit stronger preferences for environmentally friendly products and are more inclined to support brands with clear environmental commitments.

Companies can leverage these platforms to engage with environmentally conscious consumers and build brand loyalty.

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