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# IMPLICATIONS OF CONSUMER AWARENESS ON BUYING PATTERNS OF ECO-FRIENDLY PERSONAL CARE PRODUCTS AMONG YOUNG WOMEN

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## ABSTRACT

*Rising disposable incomes, changing lifestyles, and a growing emphasis on personal grooming have all contributed to the recent notable expansion of the Indian cosmetics business. The knowledge and purchasing habits of young female consumers have changed as a result of this expansion, especially in relation to personal care products' brands. This study aimed to explore consumers' brand awareness of green personal care products and their purchasing patterns. Few of the earlier studies emphasized the health hazards of non-green synthetic materials, pointing out that they may affect skin and hair conditions. Additionally, consumers now prefer natural and organic cosmetics due to environmental contamination and changes. Young women between the ages of 18 and 30 were the target of a non-random sampling study that used a structured interview schedule. The study contained 228 respondents. To investigate the connection between brand awareness and purchasing behaviour, both qualitative and quantitative research methodologies were employed, and data analysis was done using percentage analysis, mean scores, rank and Karl Pearsons' correlation coefficient using SPSS. According to the results, students are more aware of cosmetic products and are more likely to buy those they are familiar and satisfied with. According to the study's findings, young women's shopping habits and brand awareness of green personal care products are significantly correlated. The findings reveal that respondents demonstrate high awareness regarding the health and safety benefits of eco-friendly personal care products, particularly concerning the harmful effects of chemical-based cosmetics. Product quality, brand reputation, social media influence, and health consciousness significantly shape purchasing behaviour. However, consumers face challenges including lack of awareness about ingredients, difficulty in identifying genuine eco-friendly products, greenwashing concerns, high prices, and limited availability. Correlation analysis indicates a strong and statistically significant positive relationship between consumer awareness and purchase behaviour, with health and safety awareness exerting the greatest influence on eco-friendly product purchasing*

**KEYWORDS** Brand Awareness, Buying Patterns, Eco-Friendly Cosmetics, Green Personal care products, Purchase Intentions, Women Consumers

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## 1. INTRODUCTION

People all over the world have become addicted to cosmetics, spending enormous sums of money on them in order to satisfy their cravings. Cosmetics are not limited to products used on the face, eyes, and lips; daily skincare products, nail care products, and personal hygiene items are all considered cosmetics. In the fast-paced world of today, makeup has become more than just a cosmetic tool. It has developed into a potent tool for cultural identity, self-expression, and confidence. Makeup has a significant psychological impact in addition to its visual appeal. Applying cosmetics can greatly increase self-confidence and elevate happiness, according to studies. Improving one's appearance can give people a feeling of empowerment and control, making them feel better equipped to deal with the outside world. Increased productivity, better social relations, and a more optimistic attitude on life can all result from this psychological boost. Additionally, cosmetics have developed into a potent tool for body positivity and self-acceptance. It enables people to accept their flaws and honor their distinct beauty. People can cultivate a more positive body image and a better relationship with their appearance by deliberately using cosmetics to accentuate their best features and reduce their perceived defects. The beauty industry has responded by providing a wide range of goods and services after realizing the transformational potential of cosmetics. There is something for everyone, from reasonably priced drugstore selections to upscale premium names. Because of its inclusivity, cosmetics are now more widely available, enabling people from all backgrounds to enjoy its advantages. The ability of a consumer to recognize and remember a brand with its unique attribute and feature while making a purchase choice is known as brand awareness. Over time, a positive brand image will boost sales since consumers will have more faith in the company. When a consumer is aware of a brand, they will purchase familiar products and give the brand some thought before making a purchase. Any external product used on a person's face, hair, or body to improve their appearance using a particular material is referred to as cosmetic. It is claimed to improve a person's appearance. It can be produced chemically or naturally. In the expanding fashion and beauty industries, everyone desires to have a star appearance and will stop at nothing to fulfill their fantasies.

Brand awareness plays a significant role in influencing consumers' purchase intentions and buying behaviour toward cosmetic products. According to Kevin Lane Keller (1993), brand awareness positively affects consumers' purchase intentions, as familiar and recognizable brands are more likely to be considered during purchasing decisions. A well-established cosmetic brand tends to generate higher sales because consumers often associate brand familiarity with trust, quality, and reliability. Brand awareness extends beyond simple recognition; it strengthens the association between a brand and its attributes, including quality, safety, effectiveness, and emotional value. Consequently, consumers' decisions regarding what to purchase or avoid are consciously and unconsciously shaped by their level of awareness and familiarity with specific brands.

Cosmetics are considered personal care products and often function as a means of self-expression, identity formation, and confidence enhancement. Individuals may perceive and use cosmetics differently based on personal preferences, lifestyle, and cultural influences. Cosmetic products generally consist of natural, synthetic, or hybrid ingredients designed to improve personal appearance and hygiene. The global cosmetics industry comprises several multinational corporations that offer diverse product lines to meet varying consumer demands. Major companies such as Estée Lauder Companies, Unilever, Procter & Gamble, L'Oréal Group, and Shiseido Company Limited have established strong global market positions through extensive product portfolios and brand diversification.

In the Indian cosmetics market, brands such as Lakmé, Chambor, and Elle 18 are gradually adopting cleaner and more sustainable beauty practices to address growing consumer demand for skin-safe and environmentally responsible products. For example, Lakmé introduced the Lakmé 9to5 Naturale range featuring natural ingredients such as aloe vera and selected paraben-free formulations. Chambor has positioned itself as a cruelty-free brand by avoiding animal testing and reducing the use of potentially

harmful substances such as parabens and mineral oils. Similarly, Elle 18 has incorporated ingredients such as jojoba oil and cocoa butter into selected products, aiming to balance affordability with safer beauty solutions. Although these brands may not fully conform to the green cosmetics category, their gradual transition toward safer ingredients, cruelty-free approaches, and sustainability reflects the growing consumer preference for eco-friendly personal care products.

The Indian cosmetics industry has undergone substantial transformation due to modernization, lifestyle changes, and increasing brand consciousness among young consumers. Numerous domestic and international cosmetic brands actively engage with young men and women through targeted marketing strategies, social media campaigns, and influencer endorsements. Brands such as L'Oréal Paris, Maybelline New York India, Lakmé, Chambor, Colorbar Cosmetics, and Elle 18 have significantly shaped consumer preferences and buying behaviour in the Indian beauty and personal care market.

## **2. LITERATURE REVIEW**

Chi et al. (2009) state that customers' purchasing intentions are greatly influenced by brand awareness, perceived quality, and brand loyalty. According to the study, consumers today are very aware of brands and prefer familiar and reliable products. Purchase decisions are greatly influenced by brand awareness since consumers typically select brands that immediately spring to mind when thinking about a product. Additionally, the researchers discovered that better brand loyalty is correlated with increased brand awareness. Customers' past purchasing experiences and perceptions of product quality have a significant impact on their future purchase intentions. These factors work together to increase brand loyalty and repeat purchase intentions.

Yang et al. (2011) examined the variables influencing female consumers' impulsive cosmetic purchasing behaviour. The study aims to determine what influences consumers' impulsive purchasing of market-available cosmetics. The results showed that while demographic factors have an impact on purchasing behaviour, they are not directly linked to impulsive purchases. The study also demonstrated that consumers' purchase intentions are significantly positively impacted by factors that influence impulse buying. It was discovered that female consumers with high levels of impulsivity were more likely to have impulsive intents to purchase cosmetics.

In their study, Junaid et al. (2013) looked into a number of elements that are related to and engaged in Indian consumers' purchasing habits. The study's objective was to identify the variables influencing consumers' purchasing decisions when they were buying cosmetics. A sample of 120 respondents from six distinct Indian cities participated in the study. Consequently, it was found that a greater number of young male consumers were aware of the cosmeceutical items that were offered in the Indian market. The findings also demonstrated that a product's brand, quality, and cost were some of the variables that affected consumer behaviour. According to a study by Rani (2014), the supplier must act and operate as a psychologist to acquire its consumers in order to achieve an ideal market for both the consumer and the store. The stages of the consumer purchasing process and several factors influencing consumer behaviour were recognized by the researcher. Therefore, it becomes crucial to research consumer purchasing behavior and adjust future strategies in order to achieve market success.

According to Bhatt and Sankhla, (2017), quality is the most significant aspect that influences customers' decisions to buy the products. The study also revealed that modern consumers prefer cosmetics with natural ingredients. Furthermore, experimenting with new or different items in their beauty routine, consumers typically prefer to utilize the same products and repurchase them. Anjana (2018)'s study examined consumers' purchasing habits. The study goes into detail about a number of variables that affect customers' purchasing decisions. The researcher claims that this research report will contribute to their understanding of different cosmetic companies and assist them gain more insight into purchasing behaviour. The study identified a number of characteristics that might influence consumers' use of those specific cosmetic goods. This study identified and studied five key factors—product quality,

product price, brand name, product packaging, and advertising—that aid cosmetic brands in understanding their customers' purchasing habits.

"Product variety" has the greatest influence on what consumers choose to purchase (Emmanuel et al., 2023). It has been found that there is a poor personality relationship, which means that cosmetic companies can't match their products to their clients' personalities. Therefore, there is no significant positive relationship between a respondent's personality and their purchase decision.

According to the study by Jyothika (2024), it is believed that cosmetics improve women's emotional well-being. Women utilize cosmetics like lip care, eye care, nail care, skin care, and hair care items to make themselves seem better because they feel unfulfilled without them. In the present era, cosmetics have transformed from luxury items to necessities. Marketers of beauty products must therefore be more vigilant and cognizant of the needs of their clientele. Although the purpose of cosmetics is to make individuals look attractive and well-groomed, women believe that using them would increase their self-esteem. Examining consumer happiness and the different elements of their marketing mix would help cosmetic manufacturers develop a powerful marketing mix.

### **3. OBJECTIVES OF THE STUDY**

- To investigate consumer brand awareness regarding eco-friendly cosmetics.
- To examine consumer purchasing patterns for eco-friendly cosmetics.
- To investigate the connection between customers' brand awareness and their purchasing behavior when it comes to eco-friendly cosmetics.
- To explore the elements that affect green customers' purchasing decisions when purchasing cosmetics.
- To analyze the health problems a cosmetic consumer experiences when using specific cosmetic goods.

### **4. RESEARCH METHODOLOGY**

#### **4.1 Research Design**

This study adopted a descriptive and cross-sectional research design to examine consumer brand awareness and purchasing behaviour toward eco-friendly cosmetic and personal care products. A quantitative research approach was employed to assess consumers' awareness, purchasing patterns, and challenges associated with eco-friendly cosmetics. The study further explored the relationship between consumer awareness and purchase behaviour.

#### **4.2 Study Area and Population**

The research was conducted in Tiruvannamalai Town, Tamil Nadu, India, focusing on young women consumers who actively use cosmetic and personal care products. The target population comprised consumers across different demographic backgrounds, including age, income, occupation, and residential location.

#### **4.3 Sampling Technique and Sample Size**

A non-probability convenience sampling technique was adopted due to accessibility and feasibility considerations. A total of 228 respondents were selected for the study. The sample size was considered adequate to capture consumer perceptions and behavioural patterns regarding eco-friendly personal care products within the study area.

#### **4.4 Data Collection and Instrumentation**

The study utilized both primary and secondary data sources. Primary data were collected through a structured questionnaire administered directly to respondents. The instrument consisted of two sections: (i) demographic characteristics and (ii) constructs related to consumer awareness, purchasing behaviour, market challenges, and health concerns regarding eco-friendly personal care products.

The measurement items were developed based on prior literature and adapted to the context of eco-friendly cosmetics. Responses were recorded using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree, enabling the measurement of consumer perceptions and behavioural tendencies.

Secondary data were obtained from peer-reviewed journal articles, books, industry reports, and relevant academic sources to support the conceptual and empirical foundations of the study.

**4.5 Data Analysis Techniques**

The collected data were coded, classified, and analysed using appropriate statistical techniques. Descriptive statistics, including frequency and percentage analysis, were used to examine respondents’ demographic characteristics and product usage patterns. Mean score and ranking analysis were employed to assess consumer awareness, purchasing behaviour, and perceived challenges. Further, Pearson’s correlation analysis was applied to examine the relationship between dimensions of consumer awareness and purchasing behaviour toward eco-friendly personal care products.

**4.6 Ethical Considerations and Study Limitations**

Participation in the survey was voluntary, and respondents’ anonymity and confidentiality were maintained throughout the study. Since the study was geographically limited to Tiruvannamalai Town and employed convenience sampling, the findings may have limited generalizability to broader populations. Nevertheless, the study provides meaningful insights into consumer awareness and behavioural intentions toward eco-friendly cosmetics in an emerging market context.

**5. DATA ANALYSIS AND INTERPRETATIONS**

**Table 1: Demographic Profile**

<b>Basis</b>	<b>Category</b>	<b>Frequency</b>	<b>Per Cent</b>
<b>Location</b>	Urban	146	64.0
	Rural	82	36.0
<b>Age</b>	From 18 to 21 Years	58	25.4
	From 22 to 24 Years	60	26.3
	From 25 to 27 Years	53	23.3
	From 28 to 30 Years	57	25.0
<b>Level of Monthly Family Income</b>	Upto 15,000	62	27.2
	From 15,001 to 30,000	69	30.3
	From 30,001 to 45,000	54	23.7
	Above 45,000	43	18.8
<b>Occupation</b>	Student	73	32.0
	Employed	41	18.0
	Daily/Weekly Waged	52	22.8
	Self-Employed	51	22.4
	Home-Maker	11	4.8

*Source: Calculated by authors as per the collected primary data*

The respondents' demographic profile shows that each category is fairly represented. Urban consumers are more likely to participate, as seen by the fact that 64.0% of respondents are from urban areas and 36.0% are from rural ones. The respondents' ages are evenly dispersed, with the largest proportion falling into the 22–24 age group (26.3%), closely followed by the 18–21 age group (25.4%), the 28–30 age group (25.0%), and the 25–27 age group (23.3%). The majority of respondents (30.3%) fell into the ₹15,001–30,000 monthly family income range, suggesting that middle-class individuals predominate. Students make up the largest occupational category (32.0%), followed by daily/weekly waged workers (22.8%), and self-employed people (22.4%) representing the respondents' varied socioeconomic backgrounds.

**Table 2: Which of the following personal care products, do you use?**

Product	Frequency	Per Cent
Moisturizer	84	36.8
Sun screen	68	29.8
Face wash	107	46.9
Serum	45	19.7
Facial Cleanser	32	14.0
Shampoo	228	100.0
Hair conditioner	47	20.6
Hair serum	16	7.0
Hair oil	196	86.0
Body lotion	22	9.6
Shower gel	37	16.2
Lip balm	97	42.5
Mouth wash	78	34.2

*Source: Calculated by authors as per the collected primary data*

According to the results, all respondents (100.0%) reported using shampoo, which is the most popular personal care product. Hair oil comes in second (86.0%), demonstrating a high affinity for hair care products. Face wash has the highest usage rate among skincare products (46.9%), followed by lip balm (42.5%) and moisturizer (36.8%). 29.8% of respondents apply sunscreen, indicating a moderate level of skin protection usage. Products with relatively lower usage rates include serum (19.7%), hair conditioner (20.6%), shower gel (16.2%), and facial cleanser (14.0%). The least popular items are body lotion (9.6%) and hair serum (7.0%). Overall, the results indicate that consumers choose basic everyday personal care items over specialist ones.

**Table 3: Consumer Awareness**

	Survey Statements	Mean Scores	Rank
<b>A.</b>	<b>General Awareness about Personal Care Products</b>	<b>4.06</b>	<b>II</b>
1	I know that different types of personal care products available for various skin types.	4.06	2
2	I am aware that some personal care products contain harmful chemicals.	4.24	1
3	I know the difference between conventional and eco-friendly personal care products.	3.47	3
<b>B.</b>	<b>Awareness through Advertisements and Brand Exposure</b>	<b>2.80</b>	<b>IV</b>
4	I regularly notice ads & promotions related to personal care products.	2.87	1
5	I am familiar with popular green personal care brands available in India.	2.74	2
<b>C.</b>	<b>Awareness about Availability and Accessibility</b>	<b>3.10</b>	<b>III</b>
6	Eco-friendly personal care products are available in stores near my locality.	2.68	2
7	Online shopping platforms provide easy access to eco-friendly personal care products.	3.52	1
<b>D.</b>	<b>Awareness about Health and Safety Benefits</b>	<b>4.22</b>	<b>I</b>
8	Eco-friendly personal care products are safer for skin and health.	4.16	4
9	I have experienced or heard about side effects caused by chemical-based personal care products.	4.28	2
10	Non-eco-friendly personal care products may cause skin irritation or allergies.	4.23	3
11	Excessive use of chemical-based cosmetics may negatively affect long-term health.	4.64	1
12	While purchasing personal care products, I check their ingredients.	3.78	5

*Source: Calculated by authors as per the collected primary data*

According to the above table, participants have a rather high degree of knowledge about personal care products and their potential effects on health. "Awareness about Health and Safety Benefits" received the highest mean score (4.22) and was ranked first among the major aspects, indicating that respondents are highly aware of the negative consequences of chemical-based products. The statement "Excessive use of chemical-based cosmetics may negatively affect long-term health" in particular had the highest mean score (4.64), followed by knowledge of side effects (4.28) and skin irritation from non-eco-friendly products (4.23). This is a reflection of growing consumer health and safety concerns. With a mean score of 4.06, "General Awareness about Personal Care Products" came in second. Respondents were well aware that some personal care products include hazardous chemicals (4.24) and the availability of items for various skin types (4.06). The difference between conventional and eco-friendly items, however, was found to be somewhat less well-known (3.47). With a mean score of 3.10, "Awareness about Availability and Accessibility" came in third. Online platforms were seen by respondents as making eco-friendly products easier to obtain (3.52) compared to local retailers (2.68).

With a mean score of 2.80, "Awareness through Advertisements and Brand Exposure" was the lowest-ranked component, showing a lack of knowledge with green personal care goods and a diminished impact of commercials. Both the items in this category got the mean value of less than the mid value of 3.0.

**Table 4: Consumer Purchasing Pattern**

	Survey Statements	Mean Scores	Rank
<b>A.</b>	<b>Purchase Preference and Buying Behaviour</b>	<b>2.82</b>	<b>IV</b>
1	I frequently purchase green personal care products.	2.74	2
2	I prefer eco-friendly over conventional personal care products.	2.46	3
3	I purchase eco-friendly products because they are safer for health and skin.	3.27	1
<b>B.</b>	<b>Brand and Product Evaluation Factors</b>	<b>4.22</b>	<b>I</b>
4	Brand reputation influences my purchasing decision for personal care products.	4.26	3
5	I compare multiple brands before purchasing eco-friendly personal care products.	3.73	5
6	Product quality is more important than price while purchasing eco-friendly products.	4.42	2
7	I prefer products with natural or organic certifications.	4.11	4
8	I usually read product reviews before purchasing personal care products.	4.57	1
<b>C.</b>	<b>Market Conditions</b>	<b>3.50</b>	<b>III</b>
9	I am willing to pay more for eco-friendly personal care products.	2.86	4
10	Discounts and offers influence my purchase of eco-friendly products.	3.76	2
11	I prefer purchasing eco-friendly products from online platforms.	3.15	3
12	Product availability affects my purchase decision.	4.21	1
<b>D.</b>	<b>Packaging, Media, and Ethical Influences</b>	<b>4.10</b>	<b>II</b>
13	Social media advertisements influence my purchase of eco-friendly personal care products.	4.46	1
14	I tend to repurchase eco-friendly brands that satisfy my expectations.	4.32	2
15	I prefer buying products from brands that follow cruelty-free practices.	3.53	3

*Source: Calculated by authors as per the collected primary data*

The table provides crucial information on how customers buy environmentally friendly personal care products. "Brand and Product Evaluation Factors" received the highest mean score (4.22) and was rated first among the major dimensions, suggesting that consumers place a high value on assessing a product's legitimacy and quality before making a purchase. "I usually read product reviews before purchasing personal care products" received the highest mean score (4.57), followed by "Product quality is more important than price" (4.42). Consumer choices were also significantly impacted by brand

reputation (4.26) and demand for natural or organic certifications (4.11). comparing multiple products while purchasing green personal care products received the lowest mean value under this category.

With a mean score of 4.10, "Packaging, Media, and Ethical Influences" came in second. Social media ads had a significant impact on respondents (4.46), and they expressed strong intentions to buy eco-friendly brands that satisfied them (4.32). Purchase behavior was also somewhat influenced by the preference for cruelty-free products (3.53). With a mean score of 3.50, "Market Conditions" came in third. Purchase decisions were strongly influenced by product availability (4.21), whereas discounts and offers (3.76) had a minor impact. However, the mean score for willingness to pay extra for environmentally friendly products was comparatively lower (2.86), indicating that customers are sensitive to price.

With a mean score of 2.82, "Purchase Preference and Buying Behavior" was the dimension with the lowest ranking. Eco-friendly goods are safer for skin and health, according to respondents (3.27), but their frequency of purchase and preference over conventional products remained relatively low. Although customers' opinions toward eco-friendly items are generally positive, their actual purchase habits are still evolving.

**Table 5: Challenges in Identifying, Choosing, and Buying Eco-Friendly Personal Care Products**

	Survey Statements	Mean Scores	Rank
<b>A.</b>	<b>Challenges in Identifying Genuine Eco-Friendly Products</b>	<b>4.29</b>	<b>II</b>
1	Many products claim to be “natural” or “green” without clear proof.	4.58	1
2	I am confused by the labels and certifications used on eco-friendly products.	3.74	5
3	I find it hard to differentiate between genuine green products and greenwashed products.	4.47	2
4	Online product descriptions are not always sufficient to identify genuine eco-friendly products.	4.28	4
5	I am concerned about fake certifications and misleading advertisements.	4.37	3
<b>B.</b>	<b>Information and Awareness-Related Challenges</b>	<b>4.43</b>	<b>I</b>
6	Lack of proper information makes it difficult to choose eco-friendly products.	4.49	2
7	Lack of awareness about ingredients creates confusion while purchasing.	4.63	1
8	Insufficient knowledge about eco-friendly standards affects my buying decisions.	4.36	3
9	Lack of clear explanations about each ingredient and its effects reduces my confidence in purchasing eco-friendly products.	4.25	4
<b>C.</b>	<b>Market Related Challenges</b>	<b>4.26</b>	<b>III</b>
10	Eco-friendly personal care products are usually more expensive than regular products.	4.12	4
11	High prices discourage me from purchasing eco-friendly personal care products regularly.	4.18	3
12	Limited availability of eco-friendly products affects my purchase decision.	4.05	5
13	I do not find enough variety in eco-friendly personal care products.	4.21	2
14	I feel that eco-friendly products are not easily available in nearby stores.	4.74	1
<b>D.</b>	<b>Trust and Product Performance Challenges</b>	<b>4.15</b>	<b>IV</b>
15	I hesitate to buy eco-friendly products due to doubts about product effectiveness.	4.08	2
16	I find it difficult to trust the claims made by eco-friendly brands.	4.73	1
17	I find it difficult to compare eco-friendly products from different brands.	3.64	3

*Source: Calculated by authors as per the analysis*

The table show that finding, assessing, and buying eco-friendly personal care items presents significant obstacles for the consumers. "Information and Awareness-Related Challenges" received the highest mean score (4.43) and was rated first among the major aspects, indicating that a lack of knowledge has a substantial impact on consumer decision-making. The statement that received the

highest mean score (4.63) was "Lack of awareness about ingredients creates confusion while purchasing," which was followed by "Lack of proper information makes it difficult to choose eco-friendly products" (4.49). This implies that consumers need more knowledge about products and education about eco-friendly standards and ingredients.

With a mean score of 4.29, "Challenges in Identifying Genuine Eco-Friendly Products" came in second. Respondents found it challenging to distinguish between real green products and greenwashed ones (4.47) and strongly agreed that many items make claims to be "natural" or "green" without providing adequate evidence (4.58). Issues with authenticity and transparency in the industry are further highlighted by worries about fraudulent certificates and deceptive advertising (4.37).

With a mean score of 4.26, "Market Related Challenges" came in third. Eco-friendly products are particularly difficult to get in local retailers, according to respondents (4.74). High costs and a lesser choice of products also had an impact on purchase decisions. Lastly, with a mean score of 4.15, "Trust and Product Performance Challenges" came in fourth. Customers said they had trouble believing eco-friendly firms' claims (4.73) and were reluctant to buy because they were unsure of the products' efficacy. Finally, these results show that consumers are facing more challenges in buying eco-friendly personal care products as all the major categories of challenges received over 4.0 mean scores.

**Table 6: Correlation Analysis**

		Purchase Preference and Buying Behaviour	Brand and Product Evaluation Factors	Market Conditions	Packaging, Media, and Ethical Influences
General Awareness about Personal Care Products	Pearson Correlation	.724**	.643**	.342*	.639**
	Sig. (2-tailed)	.000	.000	.012	.000
	N	228	228	228	228
Awareness through Advertisements and Brand Exposure	Pearson Correlation	.532**	.750**	.281*	.345*
	Sig. (2-tailed)	.001	.000	.012	.011
	N	228	228	228	228
Awareness about Availability and Accessibility	Pearson Correlation	.726**	.341*	.579**	.475**
	Sig. (2-tailed)	.000	.017	.000	.000
	N	228	228	228	228
Awareness about Health and Safety Benefits	Pearson Correlation	.813**	.577**	.413**	.430**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	228	228	228	228

*Source: Calculated by authors as per the analysis*

Consumer awareness and purchase pattern aspects pertaining to eco-friendly personal care items are significantly positively correlated, according to the correlation analysis. Higher awareness increases consumer preference and careful assessment of eco-friendly products, as evidenced by the strong positive correlation between "General Awareness about Personal Care Products" and "Purchase Preference and Buying Behaviour" ( $r = 0.724$ ) and "Brand and Product Evaluation Factors" ( $r = 0.643$ ). Additionally, "Market Conditions" ( $r = 0.342$ ) and "Packaging, Media, and Ethical Influences" ( $r = 0.639$ ) show a somewhat favorable correlation.

The greatest correlation ( $r = 0.750$ ) between "Awareness through Advertisements and Brand Exposure" and "Brand and Product Evaluation Factors" indicates that commercials and brand familiarity have a major impact on customer evaluation and purchasing decisions. Its link to ethical influences and market conditions is still very mild, nevertheless. "Awareness about Availability and Accessibility" shows a moderate association with "Market Conditions" ( $r = 0.579$ ) and a substantial correlation with

"Purchase Preference and Buying Behavior" ( $r = 0.726$ ), suggesting that product accessibility influences purchasing decisions in a favorable way.

"Awareness about Health and Safety Benefits" has the largest association ( $r = 0.813$ ) with "Purchase Preference and Buying Behavior" of all the factors, suggesting that purchases of eco-friendly products are most strongly influenced by health and safety awareness. Additionally, it continues to have strong favorable correlations with every other aspect of purchase. The correlations are statistically significant because all significance values are less than 0.05. Overall, the results show that increased consumer awareness of eco-friendly personal care products has a favorable impact on ethical consumption habits, brand appraisal, and purchase behaviour.

## **6. SUGGESTIONS & FUTURE RESEARCH DIRECTIONS**

Eco-friendly personal care product manufacturers should concentrate on increasing consumer trust and openness. To assist consumers in making educated choices, labels pertaining to ingredients, certifications, and eco-friendly claims should be clear and transparent. Businesses must refrain from greenwashing and make sure that sustainability claims are backed by credible evidence and accredited certifications. Manufacturers should develop reasonably priced eco-friendly personal care items to lower price-related obstacles, as high prices often deter consumers from buying green products. Increasing product diversity in response to a range of consumer demands and preferences can help boost market acceptability. To boost consumer confidence, producers can also give thorough explanations regarding ingredients, product advantages, and health effects on their packaging and official websites.

Retailers and traders are crucial in making eco-friendly items more accessible to consumers. To increase product awareness and draw in customers, businesses could set aside specific sections for eco-friendly personal care items. Additionally, product labels and comparison tables that describe ingredients, certifications, and advantages should be displayed by retailers. Increasing the supply and availability of reputable, certified eco-friendly products can boost customer satisfaction and purchases.

Strict laws against deceptive eco-friendly statements and greenwashing in the cosmetics industry should be put in place by legislators and regulatory bodies. To guarantee authenticity and openness, standardized certification programs for environmentally friendly personal care items should be implemented. To inform customers, public awareness efforts on the negative effects of chemical-based cosmetics should be carried out on a regular basis. In order to safeguard consumer interests and promote moral company conduct, authorities should also keep a close eye on deceptive advertising and phony certifications. The health, safety, and environmental advantages of eco-friendly personal care products should be the main focus of marketing campaigns. Advertising statements that are genuine and supported by data can increase consumer confidence and trust. Influencer marketing and social media platforms should be used sensibly to raise awareness of environmentally friendly products. Campaigns that educate consumers on certifications, ingredients, and sustainable practices can increase their comprehension. Additionally, emphasizing client endorsements and evaluations may increase the legitimacy of the product and have an impact on decisions to buy. Before buying personal care items, consumers should carefully study product labels, ingredient lists, and certifications. Finding real eco-friendly products can be aided by comparing several brands and reading user reviews. In order to promote environmentally conscious consumption, consumers are also urged to support companies that adhere to moral, cruelty-free, and sustainable business practices.

In order to comprehend variations in consumer awareness and purchase behavior about eco-friendly items, future researchers can compare urban and rural consumers. Research can also look at how social media influencers affect consumers' decisions to buy green personal care products. Investigating variations in product preferences depending on age and gender may offer more profound understanding of consumer behavior. The efficiency of eco-certifications in fostering consumer trust may be examined

in future research. Furthermore, expanding study to other areas and global marketplaces would enhance the findings' generalizability and wider applicability.

## 7. CONCLUSION

The present study reveals that consumer awareness significantly influences the buying patterns of eco-friendly personal care products among young women, with health and safety concerns emerging as the strongest determinants of purchase behaviour. The findings indicate that respondents possess high awareness regarding the harmful effects of chemical-based cosmetics and demonstrate positive attitudes toward eco-friendly alternatives; however, the frequency of actual purchase remains moderate, highlighting a gap between awareness and consistent buying behaviour. Product quality, brand reputation, consumer reviews, social media influence, and ethical considerations were found to play a substantial role in shaping purchase decisions, while accessibility, affordability, and product availability continue to affect consumption choices. The study further identifies major barriers such as greenwashing, unclear certifications, inadequate ingredient transparency, higher costs, and limited market availability, which reduce consumer trust and hinder adoption. Correlation analysis confirms a strong and statistically significant positive relationship between consumer awareness and purchasing behaviour, particularly emphasizing that greater awareness of health and safety benefits increases purchase preference and product evaluation. Overall, the study demonstrates that although eco-friendly personal care products are gaining acceptance among young women, sustained market growth depends on improving transparency, affordability, consumer education, and regulatory credibility to strengthen trust and encourage responsible consumption.

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