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## The Role Of Health Consciousness In Influencing Consumer Choice Between Organic And Non-Organic Cosmetic Products

Supriya Mukharjee (Research scholar)

Awadhesh Pratap Singh, University Rewa, M.P.

Dr. Nimish Mishra

(Asst. Professor- Dr. Rammanohar lohia Avadh University, Ayodhya, U.P. )

Dr. Sunita Rohra

Vindyanchal College Rewa, M.P

### ABSTRACT

Health consciousness has had a tremendous impact on consumer behavior, particularly when it comes to choosing organic versus non-organic cosmetics. This study investigates the extent to which health consciousness influences consumer decisions, shedding light on the basic reasons why people prefer organic over conventional cosmetics. The study tries to elucidate the factors driving the movement toward organic cosmetics by thoroughly analyzing customer purchase habits, perceptions of health benefits and worries about chemicals. The research also looks at how ethical considerations, environmental knowledge, and the perceived efficacy of organic cosmetics influence customer decisions. This study underscores the importance of openness, education, and focused marketing methods in meeting the growing demand for organic cosmetics among health-conscious customers.

**Keywords:** Health consciousness; organic cosmetics; non-organic cosmetics

### INTRODUCTION

In an era of increasing health consciousness, many customers are considering whether to buy organic or non-organic cosmetics. To make sound skin-care decisions, we must first understand how these products help our health and well-being. Consumers make informed decisions about both organic and non-organic cosmetics as a result of health consciousness. This means prioritizing natural, minimally processed components that promote a holistic approach to health while developing organic products. With the increasing popularity of organic cosmetics, health-conscious shoppers do not completely disregard non-organic options. Many non-organic cosmetics contain innovative technologies and scientifically proven substances that can provide specific benefits like anti-ageing effects or improved texture and durability.

Ultimately, health-conscious consumers seek a balance: they want products that benefit both their overall health and their looks. This may lead individuals to prefer non-organic cosmetic products for their efficacy and innovation over organic goods for their purity and environmental benefits. Their shared desire for safe,

efficient items that match their overall wellness and health goals is what brings them together. To meet this aware and biased client base, both organic and non-organic market segments are guided by the principle of health consciousness, which influences a wide range of cosmetic options.

## OBJECTIVES

The present study is conducted to keep the following three main objectives in mind:

- 1.To analyze the effect of Health Consciousness on consumers' choice towards Organic and non-organic Cosmetic products.
- 2.To identify reasons consumers, purchase organic and non-organic cosmetic products.

## REVIEW OF RELATED LITERATURE

**Asteria, C. F., & Hati, S. R. H. (2023)**In this study, the researcher looked at how the Indonesian cosmetics sector is growing as a result of lifestyle changes, but it is also facing issues from harmful chemicals that threaten health and the environment. This study, conducted using Smart PLS 3.0 software, looks into the factors that influence consumers repurchase intentions for green cosmetics. It discovers that functional value, emotional value, and environmental awareness all have a beneficial impact on repurchase intention, with ethical concern serving as an important mediator. However, neither social value nor health consciousness had a significant impact on repurchase intentions. These findings are critical for marketers focused on the green cosmetics industry. **Olcer, Z., Cal, A., Unal, N., Oztas, B., & Oge, G. (2023)**In this study, the researcher investigated how the Indonesian cosmetics business is developing as a result of lifestyle changes, but it has obstacles due to harmful chemicals that threaten both health and the environment. This study, carried out with Smart PLS 3.0 software, looks into the factors that influence consumers' repurchase intentions for green cosmetics. It discovers that functional value, emotional value, and environmental awareness all have a beneficial impact on repurchase intention, with ethical concern functioning as a key moderator. Neither social value nor health consciousness had a significant impact on repurchase intent. These findings are critical for marketers targeting the green cosmetics sector. **Sharma, M., Trivedi, P., & Deka, J. (2021)**This study examines buyers' knowledge and purchase intentions for green products in Delhi/NCR. The study used a standardized questionnaire and looked at 141 viable responses out of 160. Five hypotheses were tested using statistical approaches including frequency distribution, one-sample tests, one-way ANOVA, correlation, and regression analysis. According to the findings, age and education have a substantial influence on purchasing decisions. There is a positive correlation between client awareness and inclination to buy green cosmetics. Environmental sustainability and health consciousness encourage green cosmetic use, but scepticism about industry promises and high prices discourage it. The study's focus on Delhi/NCR underscores the need for more research across India. **Martín-Pozo, L., del Carmen Gómez-Regalado, 2021**Cosmetics typically include parabens, which are synthetic preservatives linked to a number of health concerns. With rising cosmetic use and reported negative consequences of parabens, this review looks at their safety, focusing on skin absorption, retention, and toxicity, notably estrogenic activity. Data on paraben concentrations in cosmetics were used to calculate average systemic exposure doses for methylparaben, ethylparaben, propylparaben, and butylparaben, as well as conduct safety assessments. Evidence suggests that methylparaben has a negative effect on skin cells, and factors that promote dermal absorption and impact have been explored. While individual paraben-containing cosmetics are generally harmless, excessive use can pose health risks, particularly estrogenic effects, hence using multiple such products at the same time is not suggested. **Dr. Reena Malik et.al, (2020)** The study findings indicate that Indian customers are pleased with organic

cosmetic products. The survey discovered that customers are prepared to spend extra on organic cosmetic goods and are more inclined to buy them if they are certified organic. According to the report, shoppers examine a variety of criteria when making purchasing decisions, including brand reputation, product quality, and ingredients. The report indicates that the organic cosmetic business in India has great growth potential and that companies should focus on increasing customer awareness and confidence through various measures such as certifications and marketing campaigns. The report also recommended that companies focus on developing organic cosmetic goods that match the demands and tastes of Indian consumers. Overall, the article provides useful insights into the attitudes of consumers towards organic cosmetic products in India. **Akter, S., & Islam, M. S. (2020)** The findings of this study show that environmental concerns, health advantages, product quality, and pricing all influence women's views toward purchasing green items. The study also highlights the importance of trust and credibility in influencing consumers' attitudes towards green products, with consumers relying on product certification and information from trustworthy sources to make informed purchasing decisions., the study provides insights into the factors that influence consumers' attitudes towards green products, specifically organic cosmetics, and emphasizes the importance of trust and credibility in influencing consumers' **Shakeel, S., & Karim, E. (2019)** The research study's purpose is to look into the elements that influence customer purchase behavior for organic and non-organic cosmetics. It is separated into two sub-studies: organic and non-organic. While many contributing aspects are identical, some are unique according to the nature of the things. Understanding client purchase habits is crucial for marketers and organizations. Surveys were used to collect primary data, while web sources provided secondary data. The original data was analyzed using SPSS to evaluate the basic hypotheses. The data demonstrated that the ideas were accepted unevenly. The study makes specific proposals for each independent variable.

### RESEARCH DESIGN:

This study uses a descriptive research approach to evaluate consumer preferences for organic and non-organic cosmetics, with a particular emphasis on the influence of health consciousness in decision-making. Using survey-based quantitative methodologies, the study examines the correlations between key variables, providing insights into consumer behavior patterns and the factors that influence their decisions.

### SOURCES OF DATA:

The study is based on primary data & secondary data has been collected by using a questionnaire and secondary data has been collected from books, journals, magazines the internet, etc.

### STRUCTURE OF QUESTIONNAIRE:

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains Direct questions Close end questions Dichotomous questions Multiple choice questions.

### SAMPLE SIZE:

Nearly 50 respondents from Ayodhya District were selected for the study.

### HYPOTHESES

**H<sub>0</sub>:** There is no significant difference between health-conscious consumers towards organic and non-organic cosmetic products.

**H<sub>1</sub>:** There is a significant difference between health-conscious consumers towards organic and non-organic cosmetic products.

**H<sub>0</sub>:** There is no significant difference between consumers purchasing organic and non-organic cosmetic products.

**H<sub>1</sub>:** There is a significant difference between consumers purchasing organic and non-organic cosmetic products.

## DATA ANALYSIS AND INTERPRETATION

Aspect Analyzed	Statistical Test Used	Result	Interpretation
Health Consciousness & Organic Preference	Chi-Square Test	Significant ( $p = 0.0036$ ) - Health-conscious consumers prefer organic products.	Health awareness plays a crucial role in influencing consumer choices toward organic products.
Price Perception & Non-Organic Preference	T-Test	Not Significant ( $p = 0.075$ ) - Price does not strongly influence choice.	Since price perception does not significantly impact preference, businesses should focus on product quality.
Satisfaction Level of Organic Purchases	Mean Satisfaction Score	Moderate Satisfaction (Score = 3.12) - Consumers are neutral towards organic cosmetics' impact.	Satisfaction is moderate, indicating room for improvement in product effectiveness and user experience.
Environmental Concerns & Consumer Choice	Descriptive Analysis	Consumers consider environmental impact when choosing organic cosmetics.	Eco-conscious branding can attract environmentally aware consumers.

## FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

According to the survey, health consciousness has a major impact on customers' preferences for organic cosmetics. Health-conscious consumers overwhelmingly prefer organic products, demonstrating that health concerns influence their purchase preferences. While money is not a key consideration, environmental concerns influence their decisions. However, general satisfaction with organic cosmetics is moderate, indicating space for improvement.

### SUGGESTIONS

Health consciousness has a big impact on consumer preferences in the cosmetics industry. Health-conscious people pick organic products because they care about their health and the environment. While price is secondary, increasing customer satisfaction with organic cosmetics is crucial. The sector may better serve health-conscious customers by stressing transparency, education, and targeted marketing.

### CONCLUSION

Health consciousness has a significant impact on customer preferences in the cosmetics sector. Health-conscious individuals choose organic items out of concern for their health and the environment. While price is secondary, increasing client pleasure with organic cosmetics is critical. The sector may better serve health-conscious customers by emphasizing openness, education, and focused marketing.

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