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## A Study On Brand Loyalty In Green Cosmetics With Special Reference To Tirupur City

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### ABSTRACT

A customer's preference of a brand and loyalty to it is linked to the trust, satisfaction, awareness and the image that is associated with the brand. The research aims to explore the dynamics of brand loyalty within the green cosmetics sector, particularly among young consumers who are increasingly inclined towards sustainable products. This study highlights the importance of understanding various factors that influence brand loyalty and preference in this burgeoning industry. The findings of the research is brand image, brand satisfaction, brand trust and brand awareness. The study concludes that while brand image and satisfaction and awareness are vital for creating a preference for green brands, trust and awareness are pivotal for fostering loyalty. Brands in the green cosmetic industry should therefore focus on building trust and increasing consumer awareness to nurture long-term loyalty.

**keywords:** Green Cosmetics, Brand Loyalty, Brand Image, Brand Satisfaction, Brand Trust, Brand Awareness, Young Consumers, Trustworthiness, Transparency.

### INTRODUCTION

In recent years, the global beauty and cosmetics industry has witnessed a significant shift toward sustainable and environmentally-friendly products. This transition is driven by a growing awareness of environmental issues, increased consumer demand for ethical practices, and a heightened focus on health and well-being. The green cosmetics

market, characterized by products that are natural, organic, and eco-friendly, has thus emerged as a rapidly expanding segment.

Brand loyalty plays a crucial role in the success and sustainability of green cosmetics brands. Understanding the factors that influence consumers' loyalty to these brands is essential for marketers and business strategists aiming to retain and grow their customer base. Young consumers, in particular, represent a key demographic for the green cosmetics industry. Their purchasing decisions are often guided by values such as environmental consciousness, social responsibility, and a preference for natural ingredients.

This study seeks to explore the antecedents of brand loyalty in the green cosmetics sector, focusing on young consumers. It aims to investigate how brand image, satisfaction, trust, and awareness impact brand preference and loyalty. By gaining insights into these dynamics, the research hopes to provide valuable guidance for marketers striving to build strong, loyal customer relationships in the green cosmetics market.

The following sections will delve into the theoretical framework, research methodology, and analysis of the findings, ultimately offering recommendations for brand managers and marketers in the green cosmetics industry. With the rising awareness of environmental sustainability and ethical consumption, the beauty industry has witnessed a significant shift towards green cosmetics. These products, which emphasize natural ingredients, eco-friendly packaging, and cruelty-free practices, resonate strongly with the environmentally conscious.

The burgeoning awareness of environmental sustainability and ethical consumption has brought about a notable shift in consumer behavior across the globe. Within this context, the cosmetics industry is no exception, as an increasing number of consumers are gravitating towards products that not only enhance beauty but also align with their environmental values. This growing trend has given rise to the green cosmetics market, characterized by products that emphasize natural ingredients, eco-friendly packaging, and cruelty-free practices.

Brand loyalty within the green cosmetics sector represents a pivotal area of study, as it sheds light on the factors that drive consumers to prefer and remain committed to eco-conscious brands. Understanding these factors is crucial for both new entrants and established brands in the industry, as it informs their marketing strategies and product development initiatives.

Consumer loyalty in the green cosmetics domain is influenced by a myriad of factors, ranging from the perceived efficacy and safety of natural ingredients to the ethical values and corporate social responsibility initiatives of the brands. Additionally, the role of social media, influencer endorsements, and word-of-mouth recommendations cannot be overlooked in shaping consumer perceptions and loyalty.

This study aims to delve into the determinants of brand loyalty in green cosmetics, exploring how product attributes, brand values, and consumer perceptions interlink to foster lasting relationships between consumers and green cosmetic brands. By employing a mixed-methods approach, which includes both quantitative surveys and qualitative interviews, this research seeks to provide a comprehensive understanding of the dynamics at play.

Through this exploration, the study will offer valuable insights for marketers, brand managers, and policymakers striving to enhance brand loyalty and promote sustainable consumption patterns in the beauty industry. It will also

contribute to the broader discourse on sustainability and consumer behaviour, highlighting the intersection of environmental consciousness and personal care choices.

This study aims to explore the interplay between product attributes, brand values, and consumer perceptions in fostering brand loyalty in green cosmetics. By employing a mixed-methods approach, this research seeks to provide a comprehensive understanding of how green cosmetic brands can enhance their appeal and retain a loyal customer base in an increasingly competitive market. Through this exploration, valuable insights will be offered to marketers, brand managers, and policymakers striving to promote sustainable consumption patterns in the beauty industry

## STATEMENT OF PROBLEM

The growing concern for environmental sustainability has significantly influenced consumer behavior, particularly in the cosmetics industry. Green cosmetics, which are environmentally friendly and ethically produced, are gaining prominence among consumers who prioritize sustainability. However, the factors that contribute to brand loyalty in this segment remain underexplored. This study aims to address this gap by examining the determinants of brand loyalty in green cosmetics, including product quality, ethical branding, consumer trust, and perceived environmental impact. Understanding these dynamics will provide valuable insights for businesses to develop strategies that not only meet consumer expectations but also foster long-term loyalty in a competitive and rapidly evolving market.

## OBJECTIVES OF THE STUDY

1. To identify the primary factors influencing brand loyalty in the green cosmetics industry.
2. To understand the role of marketing strategy in fostering brand loyalty.
3. To provide strategic recommendation for improving brand loyalty.

## NEEDS OF THE STUDY

The need for this study on brand loyalty in green cosmetics arises from the increasing consumer demand for sustainable products and the challenges businesses face in retaining customers in this competitive market. Despite the growth of the green cosmetics industry, there is limited research on what drives consumer loyalty to these brands. Understanding the key factors influencing brand loyalty, such as ethical practices, product quality, trust, and environmental consciousness, is crucial for businesses to effectively align their strategies with consumer values. This research is particularly relevant as it can guide marketers, policymakers, and stakeholders in fostering a more sustainable and consumer-centric cosmetics industry.

## SCOPE OF THE STUDY

The scope of this study on brand loyalty in green cosmetics encompasses an in-depth exploration of the factors influencing consumer loyalty towards environmentally sustainable cosmetic brands. It will focus on understanding the role of product attributes (quality, safety, and efficacy), ethical branding (transparency, cruelty-free practices, and sustainability), consumer trust, and perceived environmental impact. The study will target consumers of green cosmetics, analyzing their preferences, buying behaviors, and loyalty patterns.

## IMPORTANCE OF THE STUDY

1. To understand consumer behavior in cosmetics industry.
2. To enhance the brand loyalty.
3. To promote the impact on consumer trust and loyalty.
4. To improve marketing strategies in green cosmetics.
5. To contribute the environmental awareness towards green cosmetic products.

## REVIEW OF LITERATURE

### 1. **Lin, Shwu-Ing(2014)**

In his study "Green Marketing: Initiatives and Consumer Responses" he made a research investigates consumer responses to various green marketing initiatives in the cosmetics industry and finds that consumer trust in green claims and certifications is pivotal in developing brand loyalty. It underscores that deceptive practices can significantly harm brand reputation and loyalty.

### 2. **Wu, Cheng-Wen (2015)**

In his study "Eco-Friendly Brand Loyalty: The Role of Environmental Awareness and Green Product Perception" he explores the role of environmental awareness in shaping eco-friendly brand loyalty. It shows that as consumers become more conscious about sustainability, their perception of green products improves, leading to increased loyalty towards brands committed to environmental protection.

### 3. **Yadav, Rameshwar& Pathak, Gaurav S. (2016)**

In their journal "Young Consumers' Intention towards Buying Green Products: The Influence of Environmental Attitude and Behavioural Intentions" they made a research on young consumers and their intention to buy green cosmetics. It reveals that a positive environmental attitude significantly influences their purchasing decisions and loyalty. Young consumers' behavioural intentions towards supporting green brands demonstrate a long-term commitment to sustainability.

**4. Kumar, Pradeep & Sarkar, A. (2016)**

In their article "Green Marketing Strategies for Brand Loyalty: A Comprehensive Review" they created a numerous green marketing strategies that contribute to brand loyalty in cosmetics. Key strategies include transparent communication, eco-certifications, and consumer engagement in sustainability initiatives, all of which foster long-term loyalty by aligning brand values with consumer expectations.

**5. Zhu, Q. et al. (2018)**

In their journal "Green Product Design and its Impact on Brand Loyalty: An Empirical Study in the Cosmetics Industry" they made how green product design impacts brand loyalty in cosmetics. Their findings suggest that innovative and sustainable product designs that meet consumer needs effectively enhance brand loyalty by elevating product satisfaction and trust.

**6. Davis, M., & Lee, S. (2018)**

In their article they analysed the effect of green brand communication on brand loyalty. Their research indicates that transparent and honest communication about a brand's green initiatives significantly enhances consumer trust and loyalty. They emphasize the importance of effective communication strategies in building and maintaining green brand loyalty.

**7. Kumar, R., & Verma, A. (2018)**

In this journal they examined the role of cultural values and consumer behaviour in shaping brand loyalty in green cosmetics. Their research shows that cultural factors significantly influence consumer loyalty to green brands. The study emphasizes the importance of cultural sensitivity in marketing strategies to build and sustain brand loyalty.

**8. Groening, Christopher et al. (2018)**

In this journal "Environmental Consequences of Green Marketing: Evolving Consumer Perspectives" they made a research on consumer awareness of environmental issues like global warming and sustainability influences their purchasing decisions. The growing inclination towards environmentally friendly products has prompted companies to adopt green marketing strategies. It further debates that these strategies, when effectively implemented, boost consumer loyalty and trust though differ among consumer preferences.

**9. Fazeen Rasheed, D. Yogendran, & A. Abbas Mundol (2019)**

In this article they discuss the influences of green perceived value (GPV), green trust (GT), and green brand loyalty (GBL) on green purchase behavior (GPB) of Indian consumers. The study finds that GPV and GT have positive effects on GBL and GPB. Furthermore, GBL mediates the relationship between GPV, GT, and GPB. This research underscores the importance of environmental awareness and green marketing in influencing consumer behaviour and brand loyalty.

## THEORITICAL OVERVIEW ON A STUDY ON BRAND LOYALTY IN GREEN COSMETICS

Green cosmetics, also known as eco-friendly or sustainable cosmetics, represent a growing movement within the beauty industry. These products prioritize the use of natural and organic ingredients, often derived from plants, minerals, and other renewable sources. By avoiding harsh chemicals like parabens, phthalates, and synthetic fragrances, green cosmetics aim to minimize potential health risks for consumers. Furthermore, they emphasize sustainable production practices, such as ethical sourcing of ingredients and eco-friendly packaging, to reduce their environmental impact. This commitment to both human health and environmental well-being distinguishes green cosmetics from conventional beauty products and reflects a growing consumer demand for more conscious and responsible choices.

**“The Bloom of Brand loyalty: A study in Green Cosmetics”.**

**“Green Beauty: Cultivating Loyalty”.**

### ORIGIN OF GREEN COSMETICS

While the modern concept of "green cosmetics" is relatively recent, the use of natural substances for beauty purposes has a long and rich history. Ancient civilizations like the Egyptians, Greeks, and Romans utilized plants, minerals, and natural oils for skincare and cosmetics. For example, Cleopatra famously bathed in donkey milk, and ancient Egyptians used kohl for eye makeup. These practices laid the foundation for the natural and organic approach that characterizes green cosmetics today.

In the 20th century, the rise of industrialization led to the development of synthetic chemicals and mass-produced cosmetics. However, growing concerns about the potential health and environmental impacts of these products sparked a renewed interest in natural alternatives. The back-to-nature movement of the 1960s and 1970s further fueled this interest, with individuals seeking more natural and holistic approaches to various aspects of their lives, including beauty.

The modern green cosmetics movement gained significant momentum in the late 20th and early 21st centuries. Increasing awareness of environmental issues, coupled with growing consumer demand for safer and more sustainable products, drove the development of eco-friendly and organic beauty brands. Today, green cosmetics continue to evolve, with ongoing research and innovation focused on developing even more sustainable and effective products that meet the diverse needs of conscious consumers.

### BENEFITS OF GREEN COSMETICS

#### 1. For Individuals

##### Improved Skin Health

**Reduced Irritation:** By excluding harsh chemicals like sulfates (found in many conventional shampoos and cleansers), parabens (widely used preservatives), and synthetic fragrances, green cosmetics minimize the risk of skin irritation, dryness, and allergic reactions. This is particularly beneficial for individuals with sensitive skin.

**Nourished Skin:** Natural ingredients like plant oils (jojoba, argan, coconut), botanical extracts (aloe vera, chamomile, green tea), and essential oils often provide nourishing and hydrating properties. These ingredients can help to improve skin texture, reduce dryness, and enhance overall skin health.

### Reduced Risk of Health Concerns

\* Avoiding potentially harmful chemicals like parabens, phthalates, and certain synthetic fragrances can reduce the risk of long-term health concerns, such as hormone disruption and potential endocrine disruption.

\* Studies have linked some of these chemicals to potential health issues, making the switch to green cosmetics a proactive step towards minimizing exposure.

### Enhanced Well-being

**Peace of Mind:** Knowing that your beauty products are made with natural and ethical practices can provide a sense of peace of mind and contribute to a healthier lifestyle.

**Support for Ethical Practices:** Choosing green cosmetics supports fair trade practices, ethical sourcing, and social responsibility within the beauty industry. By supporting brands that prioritize these values, you contribute to a more ethical and sustainable supply chain.

## 2. For the Environment

### Reduced Environmental Impact

**Minimized Pollution:** By avoiding harmful chemicals, green cosmetics help reduce water and soil pollution. Many synthetic chemicals used in conventional cosmetics can persist in the environment and have detrimental effects on aquatic life and ecosystems.

**Conservation of Resources:** Sustainable sourcing practices, such as organic farming and fair trade, help conserve natural resources like water and soil.

**Reduced Carbon Footprint:** Minimizing transportation distances, utilizing renewable energy sources in production, and implementing eco-friendly packaging all contribute to a reduced carbon footprint.

### Support for Sustainable Practices

Choosing green cosmetics encourages and supports sustainable practices within the beauty industry. By choosing these products, consumers are actively supporting brands that prioritize environmental responsibility and ethical production. This consumer demand drives innovation and encourages other companies to adopt more sustainable practices.

## TYPES OF GREEN COSMETICS

### Green Cosmetics for Men

#### 1. Skincare

##### Face Wash

\* **Gentle Cleansers:** Formulated with natural ingredients like tea tree oil (known for its antibacterial properties), aloe vera (soothing and hydrating), and charcoal (deeply cleansing). These cleansers effectively remove dirt, oil, and impurities without stripping the skin of its natural moisture.

\* **Exfoliators:** Scrubs containing natural exfoliants like walnut shells, bamboo charcoal, or pumice stone gently remove dead skin cells, preventing ingrown hairs and improving skin texture.

##### \* Moisturizers:

\* **Lightweight Options:** Men often prefer lightweight, non-greasy moisturizers. Look for options with natural oils like jojoba oil (similar to the skin's natural sebum), argan oil (rich in antioxidants), and tea tree oil (for oily skin).

\* **Hydrating Serums:** Consider serums with hyaluronic acid to deeply hydrate the skin and improve skin elasticity.

#### 2. Shaving Creams

\* **Soothing Formulas:** Choose shaving creams with soothing botanical extracts like aloe vera, chamomile, and cucumber to minimize irritation and razor burn.

\* **Natural Oils:** Some shaving creams incorporate natural oils like coconut oil or shea butter to provide extra lubrication and prevent razor burn.

#### 3. Aftershave Balms

\* **Soothing and Healing:** Look for aftershave balms with witch hazel (a natural astringent) to soothe irritated skin and prevent infection.

\* **Natural Ingredients:** Choose balms with essential oils like lavender or tea tree oil for their antibacterial and anti-inflammatory properties.

##### \* Sunscreen:

\* **Broad-Spectrum Protection:** Daily use of sunscreen is crucial. Opt for mineral-based sunscreens with zinc oxide or titanium dioxide for broad-spectrum protection against UVA and UVB rays.

## 4. Hair care

### Shampoos and Conditioners

\* **Natural Cleansers:** Choose shampoos with natural cleansers like coconut-derived surfactants and avoid harsh sulfates.

\* **Nourishing Ingredients:** Look for conditioners with ingredients like tea tree oil (for an invigorating scalp), peppermint (to stimulate circulation), and aloe vera (to soothe and hydrate).

\* **Styling Products:**

\* **Natural Hold:** Opt for styling products like pomades and waxes made with beeswax and plant-based polymers. These provide hold and control without harsh chemicals.

## 5. Deodorants

### Natural Options

\* **Essential Oil-Based:** Choose deodorants with essential oils like tea tree oil, lavender, and eucalyptus for effective odor control.

\* **Mineral-Based:** Consider mineral-based deodorants that utilize natural minerals like zinc oxide to absorb moisture and prevent odor.

### SOME OF THE GREEN COSMETICS

1. Forest Essentials
2. Soul Tree
3. Khadi Natural
4. Ruby's organics
5. Biotique
6. Juicy Chemistry
7. Kama Ayurveda
8. Plum
9. RAS Luxury Oils
10. Lotus Herbals

## SUGGESTIONS

- ❖ The respondents suggest to make more advertisement for the reach of the green cosmetics.
- ❖ Green cosmetics are more costlier than other cosmetics but it is worth for the cost.
- ❖ The respondents suggest that reducing the price of the green cosmetics will attract more customer to use the products.
- ❖ More advertisements create awareness to the customer about the usage of green cosmetics.
- ❖ It's important to take care of our health better to authorized person make the products.

## CONCLUSION

- ❖ The study on brand loyalty in green cosmetics reveals several key insights into consumer behaviour and preferences. Firstly, it is evident that green perceived value (GPV) and green trust (GT) play significant roles in fostering green brand loyalty (GBL) and green purchase behaviour (GPB). Consumers are more likely to remain loyal to a brand that they perceive as environmentally friendly and trustworthy.
- ❖ Secondly, the research highlights the importance of brand image, brand satisfaction, and brand awareness in influencing brand preference and loyalty among young consumers. These factors significantly impact the decision-making process of consumers under the age of forty, who are more inclined to choose green cosmetic products.
- ❖ Furthermore, the study underscores the need for companies to adopt effective green marketing strategies to enhance their brand's perceived value and trustworthiness. By doing so, they can differentiate their products in a competitive market and build a loyal customer base.