

Shaping Consumer Intentions through Green HRM: Analyzing Eco- Friendly Purchase Behavior

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Abstract: *The development and assessment of Telmisartan's orodispersible film was the aim of this study. The purpose of this formulation was to improve patient compliance by delivering the rapid start of action of the medication Telmisartan in the treatment of hypertension. lengthen the dosage form's release period at the absorption site, which will improve absorption and bioavailability. For patients who have trouble swallowing pills, capsules, or other medications, the idea of an oral dissolving drug delivery system provides an answer. This study looked at the feasibility of creating Telmisartan rapid dissolving films, which improve patient compliance and enable quick, repeatable drug dispersion in the oral cavity. The hypertension medication telmisartan is a member of the Angiotensin Receptor II Antagonist family. It's a inadequately answerable medicine belongs to BCS class- II. The orodispersible film of Telmisartan was prepared by solvent casting system which is simple and cost effective. Total four Formulation were developed using varying attention of film forming agents. HPMC is used as a film forming agent. glycol were used as a plasticizer. were subordinated to evaluation study like, consistence, weight variation, folding evidence, disintegration time, drug content. The consistence and weight variation for all batch formulation were satisfactory. Folding endurance test for all film formulation was set up satisfactory.*

Keywords: Telmisartan, Solid dispersions, Fast is dissolving film, Solvent-casting method, Mouth dissolving tablets

I. INTRODUCTION

The cosmetic industry is a global market that encompasses a variety of products, including skincare, hair care, makeup, fragrances, and personal hygiene items. The industry is known for its continual innovation, with businesses frequently launching new goods, recipes, and packaging styles to adapt to shifting consumer tastes and market trends. Due to expanding consumer demand for cosmetics and personal care items in addition growing public awareness of skincare and hygiene, the global cosmetics sector has seen tremendous expansion in recent years.

There are numerous well-established companies in the highly competitive cosmetics market, ranging from huge multinational enterprises to small-scale businesses. Regulations governing the sector are also vulnerable to change, those who deal with the marketing of goods and the usage of certain ingredients.

The cosmetics sector is diversified geographically, with several places helping to fuel its expansion. The biggest markets for cosmetics nowadays are in North America, Europe, and Asia-Pacific. The broader cultural trends that place a greater emphasis on natural and sustainable products which increased use of technology in product development and marketing have an influence on the industry.

In general, the cosmetics sector has a large impact on both the global economy and consumers' daily lives. The cosmetic sector is projected to experience development and transformation in the years to come due to its ongoing innovation, various product offers, and changing trends.

The cosmetics market is a global industry that significantly impacts the economy and people's daily lives. The sector has experienced tremendous growth, driven by rising consumer demand for cosmetics and personal care items. The Asia-Pacific region is currently the world's biggest market for cosmetics. Recent societal trends, as the increased focus on natural and sustainable cosmetic products and technological use in product creation and marketing, are shaping the



industry. Companies are striving to position themselves as ecologically and socially conscious, and e-commerce and social media is playing a vital role in engaging customers and raising brand awareness.

The rising demand for cosmetics and personal care items has a steady growth of the cosmetics market in India. The Indian cosmetics business is anticipated to expand significantly over the future years as consumers become savvier and have more discretionary income. The rising interest in natural and organic goods is one significant trend in the Indian cosmetics market. The growing understanding of how cosmetics affect one's surroundings and personal health is what spurs this movement. As a result, businesses are creating and selling natural and eco- friendly products to meet the evolving tastes of Indian consumers.

However, laws governing the safety of products and the prohibition of particular components are also applied to the Indian cosmetic business. The worth of the worldwide cosmetics industry is projected to reach \$532 billion USD in 2021, and from that year until 2028, it is anticipated to rise at a annual growth rate (CAGR) of 5.9%. With around 40% of the world market share, the Asia-Pacific region is the biggest market for cosmetics. In the upcoming years, the region is expected to maintain its supremacy due to reasons like rising consumer disposable income, increased demand for cosmetics, and an expanding population.

Due to factors including innovation, the enhanced quality of products, and consumer awareness of product safety and quality, the North American and European markets account for large portions of the worldwide cosmetics business. There are numerous sub-sectors of the world's cosmetic industry, including skincare, hair care, makeup, perfumes, and others. With over 40% of the market, the skincare sector is the largest within the industry. However, makeup is the fastest-growing sector, by factors such as social media influence and the popularity of beauty influencers.

According to 2021 statistics, Asia-Pacific has the biggest market share in the cosmetic industry, accounting for 40% of global sales, followed by America at 23%, and Europe at 21%. Latin America, Middle East & Africa, and others make up the remaining 16% of the share.

- In 2020, the Indian cosmetics market was worth USD \$16 billion.
- With a 40% market share, skincare is the most popular category in the Indian cosmetics market.
- Additionally, important categories include hair care and makeup, which together hold 20% and 17% of the share.
- With 80% of the share, the mass-market segment rules the sector.
- However, because of rising disposable incomes and shifting customer preferences, the premium market is expanding quickly.
- With a 15% market share, e-commerce is a key distribution channel.
- Additionally, traditional retail channels like department shops and beauty salons account for a sizeable portion of the market.
- With 80% of the market share, domestic players dominate the sector.

Both academics and practitioners have focused a lot of attention on Indian consumers' cosmetics purchase behavior. There is evidence to support the idea that Indian customers are growing more environmentally aware and are prepared to pay extra for goods that are viewed as being environmentally beneficial. However, there is still disagreement regarding how green marketing affects actual consumer behavior. Overall, it can be, that green marketing has the potential to affect how Indians buy cosmetics, albeit its influence might be constrained by things like cost, accessibility, and consumer knowledge.

It's the process of educating people about eco-friendly goods and services. Many cosmetics businesses in India have started to brand their products as green or eco- friendly due to rising environmental awareness and sustainability concerns. The objective is to discover how Indian customers' perceptions of green marketing impact their decision-making when purchasing cosmetics. The study will examine variables like consumer knowledge, attitudes, and opinions about green cosmetics and how these affect their choice-making. Due to growing consumer awareness and environmental concerns, green marketing has attracted a lot of attention recently. Understanding how green marketing affects consumer behavior is crucial in India, where the cosmetics business is increasing quickly Environmental awareness among consumers and its impact on purchase behavior.



The significance of environmentally friendly and sustainably produced cosmetics in the Indian market. The role of pricing and availability in consumer purchase decisions for eco- friendly cosmetic products. The effectiveness of green marketing strategies and communication channels in reaching and influencing Indian consumers.

Environmentally friendly products or services: Green marketing's main goal is to promote products or services that are ecologically friendly. This can include items made of environmentally friendly materials, energy-saving equipment, organic food, and other green choices.

Sustainability: Green marketing places a strong emphasis on the value of sustainability in the development, manufacture, and distribution of goods. Reducing waste, preserving resources, and promoting recycling and reuse are necessary to achieve this.

Corporate social responsibility: Green marketing is another strategy business may use to show their commitment to CSR. Companies can strengthen their reputation as socially responsible businesses by promoting environmentally friendly goods and practises.

Government regulations: Government rules, such as those requiring businesses to declare their environmental impact or utilise specific eco-friendly materials in their products, can have an impact on green marketing. Additionally, businesses may utilise green marketing to abide by environmental laws and steer clear of bad press.

II. LITERATURE REVIEW

Several studies have explored various dimensions of consumer behavior towards green products. Ajai Pal Sharma (2021) reviewed 232 studies and concluded that individual values, eco-labeling, prior experiences, and perceived usefulness significantly influence consumers' decisions to purchase green goods, while barriers such as lack of knowledge, high prices, perceived risks, and lack of trust hinder green purchasing. He also proposed a green purchase decision model for future research. In a related study, Thoria Omer Mahmoud (2017) analyzed the influence of green marketing (GM) mix elements—product, pricing, distribution, and promotion—on consumers' purchase intentions through a descriptive quantitative approach focused on MBA students. The study found a strong relationship between GM mix components and green buying behavior, suggesting that government agencies can support the adoption of GM practices by manufacturers. Fatah Uddin and Mohammed Naved Khan (2018) targeted young Indian consumers to examine how altruism, interpersonal influence, and environmental knowledge shape environmental attitudes and subsequent green purchasing behavior. Using 730 student responses, they validated the attitude-behavior model through route analysis. Similarly, Karunarathna, Bandara, and Silva (2020) studied Sri Lankan consumers and found that green product attributes, pricing, and promotions significantly impact consumers' inclination to buy eco-friendly goods in supermarkets, especially among environmentally aware customers. In the Indian context, Pradeep Kautish, Justin Paul, and Rajesh Sharma (2019) demonstrated that environmental consciousness and recycling intentions positively influence green purchasing behavior, based on the theory of planned behavior. Their study of 312 consumers emphasized the relevance of aligning marketing strategies with consumers' eco-values. Finally, Babita Saini (2013) highlighted that while green marketing can positively influence consumer behavior and benefit businesses, factors such as price and quality remain critical in shaping buying decisions, and companies must improve communication about their green initiatives to enhance consumer trust and adoption.

III. RESEARCH METHODOLOGY

This research is designed to explore the impact of green marketing (GM) strategies on consumer purchase behavior in the cosmetics industry, with a focus on understanding how eco- friendly initiatives, sustainable promotions, and product labeling influence consumer attitudes and intentions. The study follows a descriptive research design and employs both primary and secondary data collection methods. Primary data was gathered through a structured questionnaire distributed via Google Forms, targeting respondents who are green cosmetics users in the Bengaluru region. Secondary data was collected from books, research articles, websites, and newspapers.



Research Objectives:

- To identify the various green marketing strategies towards cosmetics.
- To determine the influence of GM strategies on consumer attitude towards cosmetics.
- To analyze the impact of attitude on customer intention towards GM strategies on cosmetics.

A non-probability convenience sampling technique was used to select the respondents, with a total sample size of 152 customers. The sampling unit comprises consumers of green cosmetic products within Bengaluru. The study aims to identify various green marketing strategies related to cosmetics, determine the influence of these strategies on consumer attitudes, and analyze how attitudes shape consumer intentions toward purchasing green cosmetics.

The following hypotheses were tested:

Ho – There is no significant impact of green marketing strategies on customer attitude regarding the purchase of cosmetics among women in Bengaluru;

H1 – There is a significant impact of green marketing strategies on customer attitude regarding the purchase of cosmetics among women in Bengaluru.

This methodological framework supports the investigation of how sustainable marketing practices affect consumer behavior and contributes to promoting environmentally responsible consumption in the cosmetics sector.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.711a	.506	.492	.41026	1.986

a. Predictors: (Constant), G Place, G Price, G Product, G Promotion

b. Dependent Variable: Customer Attitude

INFERENCE: As r is 0.711, there is a strong relationship between customer attitude and predictions.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.310	4	6.328	37.594	.000b
Residual	24.742	147	.168		
Total	50.052	151			

a. Dependent Variable: Customer Attitude

b. Predictors: (Constant), G Place, G Price, G Product, G Promotion

INFERENCE: As significant value of 0.000 is less than standard P value of 0.000, we rejected H0 and conclude that G product and G promotion influence customer attitude toward green cosmetics.

IV. FINDINGS OF THE RESEARCH STUDY

The findings of the study reveal a dominant presence of respondents aged between 21–30 years, indicating that this age group is highly represented in the sample. A majority of participants were married, and most held postgraduate qualifications, highlighting the prevalence of educated and settled individuals. A considerable portion of respondents identified as students, while the majority reported a monthly family income of less than Rs. 25,000 and belonged to families with 4 to 6 members. Nuclear family structures were more common, especially among those interested in purchasing green cosmetic products. Despite this demographic profile, the perception of green cosmetics among respondents was largely unfavorable. Many disagreed that green cosmetics are healthy or of good quality, and they did



not perceive them as superior to standard alternatives. Environmental benefits were also questioned, and pricing was generally considered unreasonable. While some maintained a neutral stance on paying a premium, the majority did not feel that pricing influenced their purchase decisions. Support for green logistics, easy availability of products, and the role of green disposal by channel members in shaping buying decisions were also met with disagreement. Promotional efforts were deemed inadequate, and there was little endorsement for eco-labeling or environmentally- focused advertisements. Furthermore, most respondents showed reluctance to purchase eco- branded cosmetics, lacked a positive attitude toward green cosmetics, and did not believe such attitudes influenced consumption behavior. The intent to recommend or continue using green cosmetics in the future was also minimal, with few indicating they would use these products regularly in their daily routines.

V. SUGGESTIONS OF THE RESEARCH STUDY

Based on the findings, it is recommended that cosmetic manufacturers strategically target the 21–30 age group, which forms a significant portion of the study's participants. The presence of a large number of married individuals further suggests that tailored marketing efforts towards this segment could broaden the customer base. With a substantial number of respondents holding postgraduate degrees and identifying as students, the industry has the opportunity to appeal to both educated consumers and the youth market. Additionally, the prevalence of families earning less than Rs. 25,000 per month and those belonging to larger households suggests that value-for-money products and family-oriented packaging could enhance market penetration. Given the predominance of nuclear families, especially those interested in green cosmetic products, manufacturers should focus on customized offerings for such family structures.

Moreover, the skepticism observed among respondents about the health benefits, environmental impact, and overall quality of green cosmetics highlights the need for educational campaigns and transparency in product claims. Addressing concerns related to pricing, product superiority, and availability is also essential. Cosmetic companies should re- evaluate their pricing strategies and ensure that green cosmetics are reasonably priced and widely accessible. The lack of support for green logistics, green disposal methods, and eco- labelling also presents opportunities for improvement in these areas. Respondents' unfavorable responses towards green promotions and advertisements suggest that current marketing strategies are ineffective, prompting the need for more compelling, trust-building communication. Additionally, enhancing consumer attitudes by building trust and demonstrating tangible benefits could positively impact their likelihood of recommending or consistently using green cosmetics in the future.

VI. CONCLUSION

In conclusion, the study on "The Influence of Green Marketing on Consumer Purchase Behaviour of Cosmetics" reveals a significant disconnect between consumer perceptions and green marketing claims in the cosmetics industry. The findings indicate widespread skepticism regarding the health advantages, environmental friendliness, product quality, and perceived superiority of green cosmetics. Concerns over pricing and limited availability further reinforce these negative attitudes. Additionally, the lack of support for green logistics and eco-labelling, coupled with the perceived inadequacy of promotional efforts, further dampens consumer trust and interest.

Overall, consumer attitudes toward green cosmetics remain unfavorable, with minimal influence on behavioral change or product recommendations. There is a notable lack of intent to continue purchasing or incorporating green cosmetics into daily routines. These insights underline the urgent need for cosmetic brands to bridge the gap between marketing narratives and consumer expectations. By addressing key concerns, highlighting real benefits, and enhancing promotional efforts, businesses can foster greater consumer confidence and encourage broader adoption of green cosmetic products.

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