

# Consumer Perceptions of Online Shopping For Green Cosmetic Products in Chatrapati Sambhajnagar City

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Date of Submission: 15-07-2024

Date of Acceptance: 25-07-2024

## ABSTRACT

Customer happiness is one of the supporting factors for customer reliability in the use of green cosmetic products i.e. skin, hair care product. This phenomenon has opened up wide opportunities for marketers and businessmen to introduce and market their products, the intended consumers, namely young people today, where their habit is to like natural and environmentally friendly skin and hair care products. This research was conducted to provide novelty in the green cosmetic product industry to capture perceived quality perceptions, and to identify possible perceptions of existing risks, customer trust and brand image that affect customer satisfaction so as to form customer reliability in using green cosmetic products. The research data was conducted using quantitative method and surveys conducted offline. Data collection was carried out through an offline questionnaire distributed to 100 respondents who used green cosmetic products. The results showed that customer satisfaction is the most influential factor on customer reliability, brand, customer trust, perceived quality and perceived risk. Lastly, the explanation of the dissolved implications fully supports the results of this study.

**Keywords:** Brand, Customer reliability, Customer Trust, Customer Satisfaction, Green cosmetic product, Perceived Risk, Perceived Quality.

## I. INTRODUCTION

Internet shopping is one of the widely and commonly used mediums for convenient shopping. It is in fact, a popular means of shopping in the Internet community (Bourlakis et al., 2008). Online shopping is increasing day by day, whether it's for clothes, electronics, or, even, pets. Many websites are opening every day just to cater to this rising demand for comfort and convenience. Online shopping is fast becoming the way to make all your purchases, whether you're at home or in the office,

or in a different country. This is especially true for developed countries, where every store has its own website that you can buy online from. Tricks of the trade like cash on delivery and special discounts on online purchases have been able to convey people very easily. This trend to shop online from the comfort of your own couch has recently been taken up in the Asian region as well, especially in India. India seems to have adopted the trend much faster, with multiple fashion, furniture and food websites, along with venturing into the more commonly known companies, such as Amazon.in and Flipcart.in.

In recent years, consumers tend to pay more attention to safe cosmetics and the products that are environmentally and socially responsible. Many cosmetic brands have also introduced environmental friendly products, for example: American brand Aveda and British brand Body shop. Rising of environmental consciousness and green consumption trends have pointed to a critical need for consumer research for this emerging market. The studies discussed the issue of consumers' eco-friendly product consumption of have gained more attentions (T. Ramayah, J. W. C. Lee, and O. Mohamad, 2010, Y. Strizhakova and R. A. Coulter, 2013). Even as thinking "green" is increasingly at the forefront of consumers' minds, they still struggle with their role in the lifecycle of products with an environmental benefit. Moreover, consumers seem to have limited capability to verify the liability of green products. Branding enable consumers to judge product quality and trace back to the manufacturers who should be responsible for the products (N. F. Koehn, 2001). Therefore, environmental concern and brand knowledge are likely to be both two critical factors that influence consumers' green products purchasing intention.

### OBJECTIVES OF THE STUDY

1. To perceive the factors motivating purchaser online buying decision in the direction of green cosmetic products.
2. To examine the customers' mindset, alternatives, intentions and decision towards green cosmetic products.
3. To pick out the foremost favoured green cosmetic brands via respondents. Descriptive studies layout has been used for this research each primary and secondary information are used for the research. Statistics has been accrued thru survey technique with structured questionnaire

### RESEARCH METHODOLOGY

Data for this study was collected by means of a Survey conducted in Chatrapati Sambhajnagar city. The sample size was 100. The types of research were both exploratory as well as descriptive have been employed.

#### 1 Research design:-

This is a scientific and systematic study. The basic information is obtained through the survey method by administering a questionnaire through personal enquiries.

#### 2 Sample design:-

One hundred samples have been selected from the Chatrapati Sambhajnagar city concerned. The researcher has taken due care in selecting the green cosmetic product buying users from the population by giving proportionate weightage to all the different location of Aurangabad city. All the one hundred samples are given a questionnaire to obtain the necessary and relevant information with regards to the research problem to carry out the research more effectively and efficiently. The selected consumer samples are expected to be fairly representative samples with special reference to the Aurangabad City. About 100 filled in questionnaires are received from the respective customers.

#### 3 Collection of data:-

##### A. Primary data:-

A Well-Structured questionnaire was prepared for the purpose of collection of data. First-hand information has been collected direct interview from the respondents in relation to consumer perception towards green cosmetic products.

##### B. Secondary data:-

The necessary Secondary data for the study were compiled from published and unpublished sources which include Yearbooks, Annual Reports, Research Publications, Leading Journals in Marketing, Other weekly and monthly Journals. The unpublished sources like Ph.D. thesis, Project works, Dissertations etc., contributed significantly to the data source.

#### 4 Data analysis:-

The study has used descriptive statistics has been used for the data analysis for the better clarity in the result.

### LIMITATIONS OF THE STUDY

1. The study focuses only study of consumer perception green cosmetic product, geographical area confined to Aurangabad city.
2. The information collected from the respondents may not be able to generalize due to the small sample size.

## II. LITERATURE REVIEW

Green marketing may include products that are categorized to be green or demonstrating its producer(s) being involved in protecting the environment with different projects. A green product is defined as a product that is developed according to certain environmental standards depending on the location (Fonseca-Santos, Chorilli, & Correa 2015, 18). A "green" lifestyle is a growing trend all around the world. This life-style may vary from daily clean habits to clean nutritional values to clean cosmetics. It is more specifically discussed in this literature review what companies' green standards are, which efforts they make to be clean, and what consumers perceive of these types of cosmetics.

Green products are products that are natural by their ingredients, have green pack-aging, or use a process of production that reduces environmental damage (Arseculeratne & Yazdanifard 2014, 2). Green products work in the same way as traditional products, in the sense that their functions should remain constant. Their key difference is the impact on environmental factors. Green products generally have a longer life cycle and are created with biodegradable components; increasing the life-time of the products, developing reusable products or packaging, and raising environmental awareness.

The customer buying behavior of cosmetic products in Kolhapur studied by Desai K (2014). His main goal was to look at the paper to discover the factors influencing the consumer purchasing choice of buyers for beauty merchandise every

other goal of the studies turned into shopping examination As information collecting methodology basic percentage and ranking techniques is used as statistical methods easy sampling tool for beauty merchandise. He has estimated that the majority of the cosmetic industry

is dominated by females In line with his studies outstanding is the ultimate crucial factor affecting consumer preference TV and comparison companies are numerous essential elements to convince customer shopping.

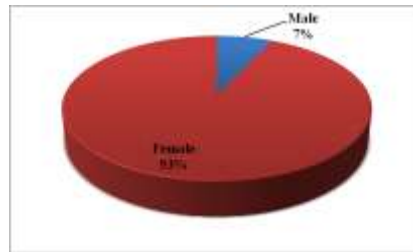
### III. DATA COLLECTION, ANALYSIS AND INTERPRETATION

#### 1. Gender wise Distribution of the Respondents:-

**Table No. 1:- Gender wise of Respondents**

Gender	Frequency	Percentage
Male	07	7
Female	93	93
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart shows that 7 % are male and 93% are female are use green cosmetic product. The table and pie chart also indicates that

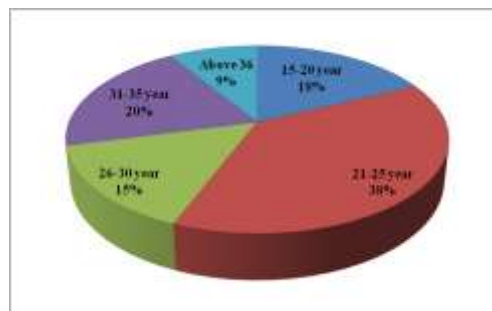
the sample unit is dominated by female online consumers.

#### 2. Age wise Distribution of the Respondents:-

**Table No. 2:- Age wise of Respondents**

Age Distribution	Frequency	Percentage
15-20 year	18	18
21-25 year	38	38
26-30 year	15	15
31-35 year	20	20
Above 36	9	9
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart shows that 18% are between the age group of 15-20 years then 38% are between the age group 21-25 years then 15 % is between age group 26 -30 years, 20% is between

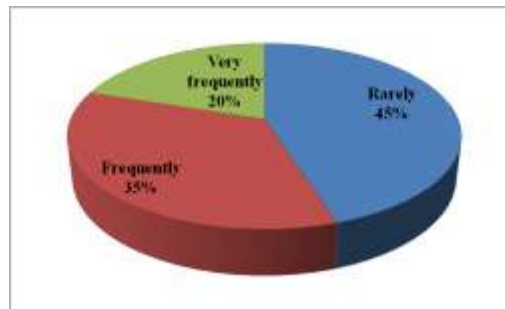
age group 31-35 years and rest are more than 30 years .So we can analyze that most of our responses are between 21-25 years of age group.

**3. How often do you buy green cosmetic products?-**

**Table No. 3:- How often do you buy green cosmetic products?**

Frequency of online buy	Frequency	Percentage
Rarely	45	45
Frequently	35	35
Very frequently	20	20
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart shows that there are 3 categories in which 45% are people who rarely buys green cosmetics product then there are people with 35% who frequently buys the green

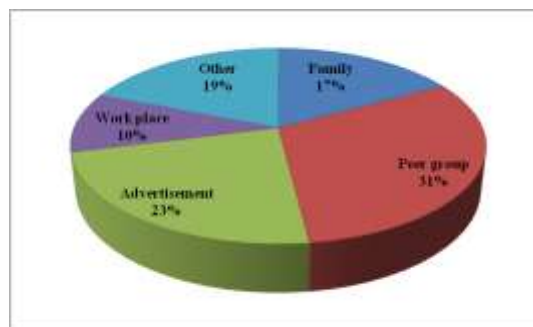
cosmetic product then there are people with 20% who buys green cosmetics products very frequently.

**4. Which factor influence you the most while choosing your green cosmetic product?-**

**Table No. 4:- Which factor influence you the most while choosing your green cosmetic product?**

Influenced factor	Frequency	Percentage
Family	17	17
Peer group	31	31
Advertisement	23	23
Work place	10	10
Other	19	19
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart is about which factors influence you the most while choosing your green cosmetic product so 31% people are

influence by the peer group then 23% are influence by advertisement then 19% is influence by other means and 17% people are influence by family and

10% are influence by their work place .Which means that peer group has most of the influential in

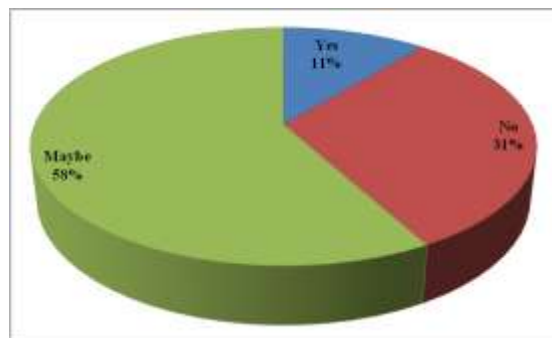
buying green cosmetics.

**5. Do quality advertisement change perception about the product?-**

**Table No. 5:- Do quality advertisement change perception about the product?**

Particulars	Frequency	Percentage
Yes	11	11
No	31	31
Maybe	58	58
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart is about that people buy green cosmetic product after watching advertisement so 58% people think that maybe advertisement has an affect and the 31% think that

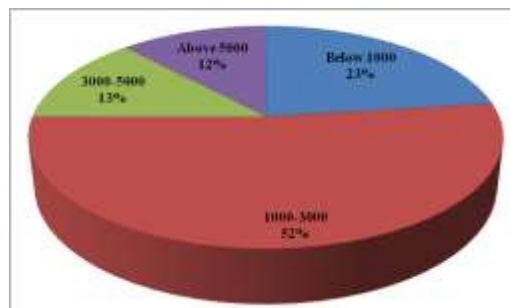
no advertisement does not play any role and 11% people think advertisement play role in buying of green cosmetics.

**6. How much you spend on green cosmetic product?-**

**Table No. 6:- How much you spend on green cosmetic product?**

Spend money	Frequency	Percentage
Below 1000	23	23
1000-3000	52	52
3000-5000	13	13
Above 5000	12	12
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart is about how much people spend upon green cosmetic product

so, I analyzed that 52% people spend 1000-3000 rupees on their green cosmetic product the 23%

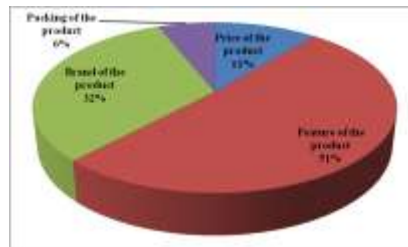
spend below 1000 then 13 %people spend 3000- 5000rupees .  
 5000 rupees and another 12%spend above

**7. What do you look first when you buy a green cosmetic product?-**

**Table No. 7:- What do you look first when you buy a green cosmetic product?**

Look first buy online	Frequency	Percentage
Price of the product	11	11
Feature of the product	51	51
Brand of the product	32	32
Packing of the product	6	6
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart is about what online customers look first when they buy a product so the output comes that 51 % people see

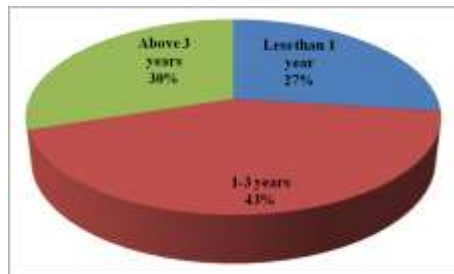
the features of the product then 32% see the brand of the product then 11% see the price of the product and 6% see the packaging of the product.

**8. Since how long you been using green cosmetic product?-**

**Table No. 8:- Since how long you been using green cosmetic product?**

Years	Frequency	Percentage
Less than 1 year	27	27
1-3 years	43	43
Above 3 years	30	30
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart is about that since how long they have been using green cosmetic products then 43% says they are using from 1-3

years then 30% are using from above 3 years then 27% are using from less than one year.

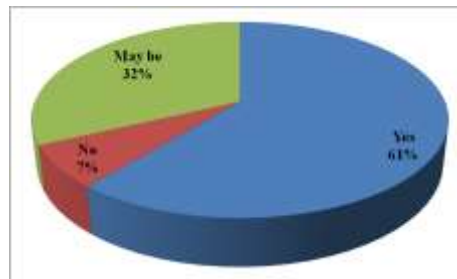


**9. Whether you collect information before purchasing green cosmetic product? -**

**Table No. 9:- Whether you collect information before purchasing green cosmetic product?**

Particulars	Frequency	Percentage
Yes	61	61
No	7	7
May be	32	32
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart is about that whether people collect information before online purchasing or not so 61 % people says yes that they collect information before purchasing then 7%

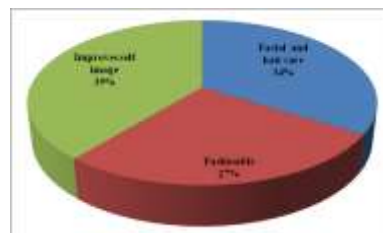
thinks that they do not collect information before online purchasing then 32% thinks that maybe they are not sure.

**10. What is the purpose of using green cosmetic product? -**

**Table No. 10:- What is the purpose of using green cosmetic product?**

Purpose	Frequency	Percentage
Facial and hair care	34	34
Fashionable	27	27
Improves self image	39	39
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart is all about purpose of using green cosmetics product which says that 34 % says that it is for facial and hair care

then 39% believes that it improves self image and 27% thinks it's fashionable.

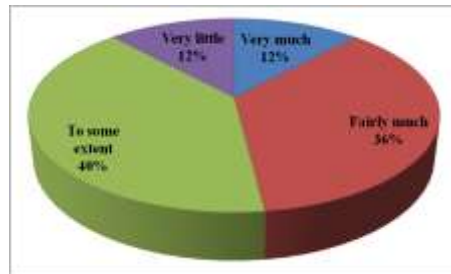
**11. How much do believe the promised effect of green cosmetic products? -**

**Table No. 11:- How much do believe the promised effect of green cosmetic products?**

Promised effect	Frequency	Percentage
Very much	12	12
Fairly much	36	36

To some extent	40	40
Very little	12	12
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart is about that how much people believe in the promise effects of green cosmetic product so 40% says to some extent, 36 %

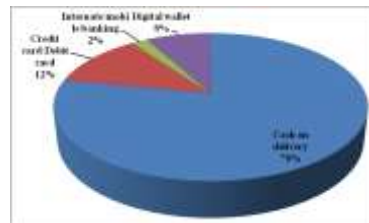
says fairly much they believe and 12% says very little then 12 % says they believe very much in promised effects.

### 12. Payment methods:-

Table No. 12:- Payment methods of buying online green cosmetic products?

Payment methods	Frequency	Percentage
Cash on delivery	78	78
Credit card/Debit card	12	12
Internate/mobile banking	2	2
Digital wallet	8	8
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22



This table and pie chart, it is understood that 78% of the respondents prefer 'cash on delivery' mode of payment for their online shopping. 12 % of the respondents prefer Credit card/ Debit card their payments for online purchases. 2 % of the respondents prefer

internet/mobile banking mode of payments. The remaining 8% of the respondents prefer 'Digital wallet' mode of payment for online shopping. The consumers who prefer 'cash on delivery' mode of payment for their online purchases dominate the sample unit of this study.

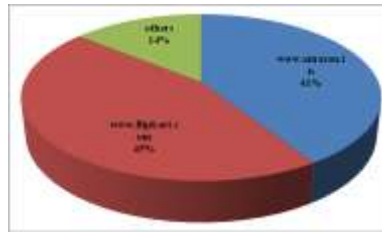
### 13. From which online place you preferred to purchase the green cosmetic product?-

Table No. 13:- From which online place you preferred to purchase the green cosmetic product?

Online store	Frequency	Percentage
www.amazon.in	41	41
www.flipkart.com	45	45
others	14	14
<b>Grand Total</b>	<b>100</b>	<b>100</b>

Source: Primary survey, 2021-22





From This table and pie chart summarizes the sample of the respondents. It is understood that 41% of the consumer's are preferred www.amazon.in for online shopping. 45% of the consumer's are preferred www.flipkart.com for online shopping. The remaining 14% of the consumer's are preferred others online shop for online shopping. This indicates that the consumer's preferred www.flipkart.com for online shopping are dominate the sample.

#### IV. FINDINGS AND SUGGESTIONS

1. The questionnaire is completed by 100 responses of various age groups and 93% are completed by female.
2. Most respondents spend 1000–3000 Rupees each month, on green cosmetics.
3. People believe there is a relationship between the price of green cosmetic products and the quality.
4. The majority of people do not think they spend an enormous amount of money on green cosmetics.
5. People feel that green cosmetics are a part of everyday life and that they still find people who use cosmetics attractive.
6. It is clearly observed present study, majority of the online shoppers prefers Cash on Delivery (COD) mode for online shopping transactions, because they face critical problems on theft of credit/debit card information and lack of security on e-payments. Hence, it is suggested that the online stores can implement preventive and safety steps to resolve these problems. It will make shoppers fearless on online shopping.

#### V. CONCLUSION

As beauty enterprise in India is one a number of the developing industries, marketers ought to realize approximately the elements affecting purchase choice along aspect the mindset, notion and mastering habits of consumer closer to cosmetics human beings continually don't forget satisfactory due to the fact the maximum Vital

aspect while shopping cosmetics and they also bear in mind the advice of beautician human beings recall cosmetics as vital a part of ordinary existence which is high-quality perception for entrepreneurs of beauty product.

This study was accomplished to determine the consumer online shopping perception of green cosmetic products in Chatrapati Sambhajnagar city. In research, online consumer behaviour theories applied named as goal oriented online buyer and experimental motives of online shopping and highlighted into consumer characteristics, online consumer behaviour, factor predicting online shopping and consumer mindset in online shopping.

But the majority of consumer's in Chatrapati Sambhajnagar city, which are doing online shopping falls under the category of doing less than one year so it is evident that the trend of online shopping is not as much popular in the economy as whole and mostly people do visit retail store before online shopping.

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