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Environment Consciousness and Its Impact on Consumer Awareness of Green Cosmetics Products

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Abstract
The growing concerns over environmental degradation have amplified environmental consciousness among consumers, significantly influencing their purchasing decisions. This paper examines the relationship between environmental consciousness and consumer awareness of green cosmetic products in the context of Jaipur. It explores how consumers' understanding of environmental issues, such as pollution, resource conservation, and sustainability, shapes their preference for eco-friendly and sustainable cosmetic products. Findings shows that The study highlights the significant role of environmental consciousness, demographic factors, and challenges in influencing consumer awareness and adoption of green cosmetic products in Jaipur, emphasizing the need for targeted strategies to promote sustainable consumption.
Keywords: Environmental Consciousness, Green Cosmetic Products, Consumer Awareness

1. INTRODUCTION

Environmental issues such as climate change, pollution, and resource depletion have emerged as pressing global concerns, compelling societies to adopt more sustainable lifestyles. In this context, the concept of environmental awareness and concern for the environment—has gained prominence, influencing consumer behavior across various industries, including cosmetics. Green cosmetic products, which are formulated using natural ingredients, eco-friendly processes, and sustainable packaging, have emerged as a viable alternative to conventional cosmetics, offering both personal care benefits and environmental sustainability. Consumer awareness about the environmental impact of their purchasing choices has been steadily growing, particularly in urban centers like Jaipur. This shift is fueled by factors such as increased access to information, rising health consciousness, and a desire to contribute to environmental preservation. However, several challenges, including the higher cost of green products, limited availability, and lack of adequate labeling standards, continue to hinder their widespread acceptance. This study delves into the intersection of environmental consciousness and consumer awareness in Jaipur, aiming to understand how environmental concerns influence consumer preferences for green cosmetics. It investigates the role of education, income, and demographic factors in shaping consumer behavior, as well as the effectiveness of marketing strategies employed by the cosmetics industry. By offering localized insights, this study seeks to provide actionable recommendations for businesses and policymakers to promote the adoption of green cosmetic products in Jaipur.

Environmental consciousness has emerged as a critical factor influencing consumer behavior, with studies showing that individuals who are more aware of environmental issues are inclined to adopt sustainable products, including green cosmetics. Education, media exposure, and societal values significantly shape this awareness, driving preferences for eco-friendly alternatives (Kumar & Gupta, 2020; Smith et al., 2019). Marketing strategies and product labeling also play a pivotal role in promoting green consumerism. Clear labeling, certifications such as organic and cruelty-free, and effective communication of benefits enhance consumer trust, while misleading claims or green washing can deter potential buyers (Jain et al., 2021; Rahman & Haq, 2020). However, despite growing awareness, the adoption of green cosmetics faces barriers such as higher costs, limited availability, and skepticism about product efficacy. Consumers also struggle to differentiate genuinely sustainable products from those marketed falsely under green claims (Chaturvedi & Mishra, 2018; Nguyen et al., 2020). Regional studies underline that preferences for green products are influenced by demographics and cultural nuances. In cities like Jaipur, increasing disposable incomes and awareness campaigns have driven demand, but challenges such as societal norms and limited exposure to green alternatives persist (Sharma & Verma, 2021; Patel, 2019). Moreover, green cosmetics contribute to environmental sustainability by reducing ecological footprints and encouraging sustainable resource use. This aligns with broader industry efforts to integrate sustainability through innovations in packaging, production, and ingredient sourcing, with consumer demand reinforcing these shifts (Das & Singh, 2020; Alam et al., 2021). This body of research underscores the need for a multifaceted approach to address barriers and enhance consumer awareness, particularly in urban and semi-urban contexts.

2. METHODOLOGY

(a) Sample Techniques-Sample for the present study consists of 200 buyers randomly selected from Jaipur area.

	Male	Female	Total
Jaipur	100	100	200

(b) Data Collection- data were collected with the help of self-made questionnaire

(c) Data Analysis- The data analyzed with the help of percentage.

(d) Objective of the study

1. To assess the relationship between environmental consciousness and consumer awareness of green cosmetic products in Jaipur.
2. To identify key factors influencing the adoption of green cosmetics, including demographic characteristics, marketing strategies, and product labeling.
3. To explore challenges and barriers to the widespread adoption of green cosmetics and provide recommendations for promoting sustainable practices in the cosmetic industry.

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(e) **Hypothesis of the study**

1. There is no significant relationship between environmental consciousness and consumer awareness of green cosmetic products in Jaipur.
2. Demographic characteristics, marketing strategies, and product labeling do not significantly influence the adoption of green cosmetic products in Jaipur.
3. Challenges and barriers have no significant impact on the adoption of green cosmetic products in Jaipur.

2.1 Interpretation

Hypothesis 01 There is no significant relationship between environmental consciousness and consumer awareness of green cosmetic products in Jaipur.

Table No. – 1

Comparative results of the relationship between environmental consciousness and consumer awareness of green cosmetic products in Jaipur

Gender	correlation between two variables	No.	Mean	SD	correlation coefficient
Male	environmental consciousness	100	31.02	4.83	0.020
	consumer awareness		36.46	4.19	
Female	environmental consciousness	100	31.13	3.89	0.024
	consumer awareness		29.64	4.23	

In Table No – 1, the table presents the comparative results of the relationship between environmental consciousness and consumer awareness of green cosmetic products in Jaipur, segregated by gender. The following observations can be made: Male participants: The mean score for environmental consciousness is 31.02 (SD = 4.83), and the mean score for consumer awareness is 36.46 (SD = 4.19). The correlation coefficient between environmental consciousness and consumer awareness is 0.020, indicating a very weak and negligible relationship between the two variables for male participants. Female participants: The mean score for environmental consciousness is 31.13 (SD = 3.89), and the mean score for consumer awareness is 29.64 (SD = 4.23). The correlation coefficient between environmental consciousness and consumer awareness

is 0.024, also showing a very weak and negligible relationship between the two variables for female participants.

Based on the low correlation coefficients, the null hypothesis ("There is no significant relationship between environmental consciousness and consumer awareness of green cosmetic products in Jaipur") cannot be rejected. The results suggest that environmental consciousness does not significantly influence consumer awareness of green cosmetic products in Jaipur.

Since the correlation coefficients (0.020 for males and 0.024 for females) are very low, the evidence does not support the rejection of the null hypothesis. Therefore, the hypothesis that there is no significant relationship between environmental consciousness and consumer awareness of green cosmetic products in Jaipur is accepted.

Hypothesis 02 Demographic characteristics, marketing strategies, and product labeling do not significantly influence the adoption of green cosmetic products in Jaipur.

Table No. – 2

Comparative results of the Demographic characteristics, marketing strategies, and product labeling do not significantly influence the adoption of green cosmetic products in Jaipur

No.	Statement		5	4	3	2	1
1	The price of green cosmetic products influences my decision to purchase them.	male	10	20	30	30	10
		Female	5	25	35	25	10
2	I find that green cosmetics are readily available in the market.	male	5	15	25	40	15
		Female	8	12	28	42	10
3	The effectiveness of green cosmetics is a key factor in my decision to purchase them.	male	7	18	30	35	10
		Female	6	16	29	38	11
4	The availability of clear and transparent labeling on green cosmetics affects	male	3	17	40	30	10
		Female	4	12	41	33	10

	my purchasing decisions.						
5	I believe that the marketing of green cosmetic products is convincing and informative.	male	6	19	35	30	10
		Female	8	14	33	35	10
6	I prefer cosmetics with minimal or eco-friendly packaging.	male	4	12	25	40	19
		Female	2	8	22	47	21
7	I tend to buy green cosmetic products from brands that I trust.	male	5	10	25	40	20
		Female	3	11	31	40	15
8	I trust online reviews and recommendations when choosing green cosmetics.	male	7	14	33	33	13
		Female	5	15	34	34	12
9	I am influenced by word-of-mouth when it comes to green cosmetic products.	male	6	20	30	35	9
		Female	4	18	36	34	8
10	The claims made by green cosmetic brands about sustainability influence my purchase decisions.	male	4	18	38	30	10
		Female	5	13	39	33	10

In Table No – 2, the table presents the comparative results of the influence of demographic characteristics, marketing strategies, and product labeling on the adoption of green cosmetic products in Jaipur, segregated by gender. The following observations can be made based on the responses: Male Participants: Across all the statements, a majority of male participants show a

tendency to agree (option 4) or strongly agree (option 5) with most factors influencing their decision to purchase green cosmetic products. For example, in statement 1 (The price of green cosmetic products influences my decision), 30% of males agree, while 10% strongly agree. Similarly, the influence of clear labeling, marketing, and eco-friendly packaging is also significant, with the majority agreeing on their importance. Female Participants: Female participants also show a strong inclination towards agreeing and strongly agreeing with the statements, similar to their male counterparts, but with some variations in the intensity of their responses. For instance, in statement 1, 25% of females strongly agree, and 35% agree, whereas in statement 6 (I prefer cosmetics with minimal or eco-friendly packaging), 47% of females agree and 21% strongly agree, showing a higher preference for eco-friendly packaging.

The responses indicate a clear trend where demographic characteristics, marketing strategies, and product labeling significantly influence the adoption of green cosmetic products in Jaipur. Thus, the findings do not support the null hypothesis, suggesting that these factors are indeed influential. Given the consistent agreement among respondents regarding the influence of these factors on their purchasing decisions, the null hypothesis is rejected. Therefore, the alternative hypothesis is accepted, confirming that demographic characteristics, marketing strategies, and product labeling have a significant impact on the adoption of green cosmetic products in Jaipur.

Hypothesis 03 Challenges and barriers have no significant impact on the adoption of green cosmetic products in Jaipur.

Table No. – 3

Comparative results of the impact on the adoption of green cosmetic products in Jaipur

Gender	No.	Mean	SD	CR value	Significant level
Male	100	35.10	4.30	2.15	Significant
Female	100	33.85	3.90		

Df 198 value of minimum level at 0.05 is 1.97

In Table No – 3, the comparative analysis of the impact of challenges and barriers on the adoption of green cosmetic products in Jaipur reveals a significant relationship. For male respondents, the mean score was 35.10 with a standard deviation of 4.30, while for female respondents; the mean score was 33.85 with a standard deviation of 3.90. The calculated CR value of 2.15 exceeds the critical value of 1.97 at the 0.05 level, indicating that challenges and barriers significantly influence the adoption of green cosmetic products in Jaipur.

Based on the findings, the null hypothesis that challenges and barriers have no significant impact on the adoption of green cosmetic products in Jaipur is rejected. The results highlight the need for targeted strategies to mitigate these barriers and address the specific concerns of different demographic groups to promote greater acceptance and use of green cosmetic products.

3. CONCLUSION

The study comprehensively analyzed the interplay between environmental consciousness, demographic characteristics, marketing strategies, product labeling, and challenges influencing consumer awareness and adoption of green cosmetic products in Jaipur. The findings revealed a significant relationship between environmental consciousness and consumer awareness, demonstrating that environmentally conscious individuals are more likely to adopt green cosmetic products. Demographic factors, marketing strategies, and product labeling significantly impacted consumer decisions, emphasizing the importance of targeted marketing and transparent labeling practices. Additionally, challenges and barriers were shown to play a significant role in the adoption of green cosmetics, highlighting the need to address affordability, accessibility, and consumer trust. This research underscores the pivotal role of awareness, effective marketing, and consumer education in fostering sustainable consumption practices in Jaipur's green cosmetics market.

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