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Consumers Price Sensitivity towards Marketing Claims for Eco-Friendly Cosmetics

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ABSTRACT

In recent years the use of environmental or green marketing claims by companies has increased drastically because it gives a competitive edge as well as higher profits. The objective of this paper is to study consumer buying behaviour towards green or eco-friendly cosmetics and for which marketing claims will the consumers pay a higher price. The claims that were exactly examined in this paper are: usage of organic material or reprocessed material; sustainable practices; contribute to eco-friendly organizations. A quantitative survey of individual residing in India revealed that the Attitude towards Marketing Claims can be an effective factor to attract those customers who have previously bought eco-friendly cosmetics. The research was structured around the concept of reasoned action. The implications, shortcomings, and recommendations for future research are put forward.

1. Introduction

Today's consumers are becoming very mindful of the ingredients used to produce a particular product. As people's interest in sustainable and organic products continues to grow, cosmetic manufacturers are looking for more environmentally friendly methods to produce their products. On top of that, these companies are also looking for natural ingredients that could be used in their products which can further enhance their product's attributes. The benefits of 'Green' products expand beyond trends, as the natural cosmetics market continues to grow speedily and consistently. According to a survey done in 2014 by The Nielsen Company (2015), 55% of buyers were likely to spend a little more for organic cosmetics over traditional cosmetics. In 2020, this percentage has increased to 66%. Therefore we can safely say that eco-friendly

products are gaining a huge amount of popularity and soon it will replace the anti-green cosmetics. India as an emerging economy is slowly encouraging sustainable industrial practices to help save the environment including accepting green products over traditional products (World Bank, 2010).

The term cosmetic can be stated as “An article intended to be rubbed, poured, sprinkled or sprayed on, or introduced into, or otherwise applied to, the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and includes any article intended for use as a component of cosmetic”. This above definition of cosmetics is as per Drug and Cosmetic Act (1940). Before the concept of green cosmetics, people used to apply traditional cosmetics which is harmful to their skin and also impacts the environment in a bad way. Cosmetic-making companies create millions of cosmetics every year. And they store these cosmetics in fashionable plastic containers. These containers cannot be recycled, due to which it pollutes our environment and emits harmful greenhouse gases into the atmosphere. This has impacted the environment drastically, starting from unpredictable climates in different regions to ozone layer depletion. These companies noticed the flaws in their manufacturing process and slowly shifted towards the green manufacturing process, where they can produce cosmetics in a much eco-friendlier way. Commonly, this process is known as Green marketing.

The American Marketing Association says that (2012), green marketing helps to create eco-friendly products and environmentally safe manufacturing processes which reduce the impact on our physical environment. Just like the 4P's of marketing, we have 4P's of green marketing. Here the 1st P is green promotion, 2nd is green place, 3rd is green price, and the 4th is green product. Implementing green marketing in a business does not indicate zero impact on the environment. On the contrary green marketing aims to protect the environment either by conserving energy or by eliminating the use of a toxic substance, waste, etc. As the popularity of green products is gradually increasing, the demand for these products is also increasing. But looking at the damage it causes to our environment these cosmetic-making companies adopted a new way to produce eco-friendly cosmetics. This process is known as biocatalytic processing. Biocatalytic processing is a sustainable way to produce these eco-friendly cosmetics as it minimizes the number of resources needed to produce them and it also eliminates other waste materials that are harmful to the environment.

One of the constructs that we are using in our research paper is called environmental marketing claims. This term is defined as the corporate-social responsibilities that are being taken up by the companies, mainly to safeguard or enhance our environment (Kim & Damhorst, 1999). In this paper, this term is mentioned as “Attitude towards Marketing Claims”. As the researcher has mentioned before, that the consumers are getting environmentally conscious day by day, due to this very reason using the help of environmental marketing claims

we can change the consumers' perception and consumers attitude towards the brand (Johri 1998; Sung, 2011; Beard, N.D 2008;). This might stand very vital for cosmetics business, as previously this industry did not incorporate any sustainable manufacturing process and corporate-social activities. For consumers, environmental marketing claims are a very efficient way to distinguish between multiple brands, also it provides the company with the freedom to charge the customers more for their products (Les, Stephen, & Norman, 1993; Paulos, 1998). Amidst all this information, one question arises, which marketing claims will reduce the variation in price sensitivity and push the customers to buy high priced, eco-friendly cosmetics? Kim et al. (2012) mentioned in his paper that, it's questionable if people can tell the difference between various environmental marketing representations. As not much research has been conducted in this region, this research paper aims to answer this question.

The objective of this paper is to study consumer buying behaviour towards green or eco-friendly cosmetics. More specifically the researchers are trying to find an association among customers' awareness about green cosmetics also previous buying of green cosmetics, and price sensitivity for green cosmetics. Also, the researchers will try to find if there any relationship exists between attitude towards marketing claims and the willingness to pay for green cosmetics if the price fluctuate. And finally what is the relationship between consumers' awareness about green cosmetics and past purchasing of green cosmetics and the attitude towards marketing claims. The following is the structure of this paper: the first section presents an introduction to the topic. The second section is the literature review where the authors generate the hypotheses that will be studied in this paper. The third section is about the research methodology used and how the questionnaire was developed. The fourth section of this article will showcase the analysis and the results which were obtained. And finally, the fifth section concludes the paper and identifies the limitation of this paper. These limitations can open new paths for upcoming research.

2. Literature Review

2.1. The Notion of Eco-Friendly Marketing

The awareness about eco-friendly marketing began in 1980s as soon as the term of "green marketing" was freshly made known to and conversed in the business (Peattie and Crane, 2005). Green marketing or eco-friendly marketing is constantly receiving up-surgings consideration for the reason that environmental degradation is related to the escalating levels of usage (Yue, Beibei & Sheng, 2020). Therefore, in general, since eco-friendly marketing activities accelerate exchange, that fulfils consumer's wants, needs by reducing the effect of these activities on the environment via:

1. Reducing packaging waste;

2. Advancing the efficiency in resource usage, and
3. Decreasing toxic and chemical release in the environment and other contaminants in manufacturing and usage (Majumdar and Swain, 2015).

Consumers tend to believe that eco-friendly manufactured goods are superior for their bodies, and remain better than non-green cosmetics (Pearson and Henryks, 2008) besides support a nourishing life by comprising elements that remain favourable for the human body and skin (Kim, 2011; Rezai, 2012)

Besides the raising worries about the outcome of components of the products on an individual's well-being, quite a few authors have revealed that responsibility towards the environment influences the inclination towards eco-friendly cosmetics (Pervin et al., 2014). Consumers who think and feel that usage of eco-friendly cosmetics will aid to save nature and will shrink the usage of chemicals are more inclined to purchase environmentally friendly cosmetics (Pervin et al., 2014). It was noticed in personal care goods that customers' attitude towards purchasing organic goods often has a critical impact on the decision to buy environmentally friendly skincare items (Kim, 2011; Hsu, 2017).

2.2. Importance of Environmental Marketing

The point at issue why green marketing is relevant is clear and depends on the elementary economics definition, economics is the sense of how individuals wants to fulfil limitless desires with finite wealth (McTaggart, Findlay 1992). Man will have infinite wishes but dominates a planet of minimal means. In the growing market where everyone exercises "freedom of choice", it is taken commonly that organisations and individuals, make an effort to satisfy their desires. As businesses have scarce resources, they are diversifying or finding alternative ways to satisfy the growing unlimited wants.

Ultimately, green marketing incorporates marketing activities to make more efficient utilization of these limited resources, while satisfying demand at consumers' end both in the individual arena as well as the industrial arena simultaneously, achieving the revenue objectives of the organization. Braimah (2015) has shown that the demand for eco-friendly products is rising rapidly globally. These developments are linked to rising socio-political coercion, as numerous businesses have embraced green marketing tactics and hence green and eco-friendly affairs have become a significant tool to gain a competitive edge. (D'Souza et al., 2006; Coleman et al., 2011).

2.3. Price Sensitivity Concerning Eco-Friendly Products

Demand from customers for greener product can be connected to the favourable elevation in position (Griskevicius, Tybur, & Van den Bergh, 2010). In certain cases, the customer may shell out more money for green

products to demonstrate publicly their altruistic endeavours and project their environmentally conscious stand. The increasing request for natural and eco-friendly products is likely the result of the consumer's attempt to do overcome their guilt of extra consumption.

Previous studies show a trend of decrease in price sensitivity among customers this suggests that these customer/consumers are willing to pay more for these green/eco-friendly cosmetics (Polonsky, Kangun, 1997; Seahee Lee, 2011). In 1989, customers were ready to pay 5–10% more. In 1991, customers were ready to pay 15–20% more for eco-friendly goods. In 2001, a study showed that the respondents of that study were eager to pay a higher price for green/eco-friendly cosmetics over traditional cosmetics, though there was no mention of price rise percentage (Laroche, Bergeron, & Barbaro-Forleo, 2001). In a 2006 study, executed by D'Souza, 2006, the author observed that 58.7% of respondents proposed that the prices of the cosmetics which were eco-friendly were much higher than the prices of the traditional cosmetics which did not contain any labels related to an environmentally safe product. Later a study was conducted to compare the data of two different years namely 2008 and 2012. The data collected during this study was to observe that, are some portion of the consumers willing to pay a higher price for cosmetics made out of recycled or organic substances than traditional cosmetics? The results of the above study showed a 5 percent decline. The research was later disclosed and it showed that in 2008 approximately 45% of the consumers were willing to pay a higher price for cosmetics made out of recycled or organic substances than traditional cosmetics. But when the same question was asked four years later the number dropped to 40% who willing to pay a higher price for cosmetics made out of recycled or organic substances than traditional cosmetics.

Demographics, like gender, in some instances have been found to affect the ability of customers to spend more for green goods or decreased price sensitivity. Researchers found that while behaviours and attitudes were pointers, sex was not a pointer to customers' ability to pay a premium for eco or environmentally friendly electronics (J.D. Saphores, 2007). However, other studies recognize sex as a characteristic of users who were fine with paying extra for green products (Laroche, Michel & Bergeron, 2001; Barber, N., 2012). Cosmetic companies may endorse huge amounts of green promotional claims for the sale of such green products and in some cases, consumers gravitate towards eco-friendly goods. Additionally, older studies show that some specific category of eco-friendly goods might lead to a lowering of price sensitivity. Thus, for this study, the researches have proposed new questions for our constructs.

3. Research Methodology

3.1. Measures

Attitude towards Marketing Claims, Consumers Awareness of Organic Cosmetics, Customers Past Purchases of Organic Cosmetics, and Price

Sensitivity has been operationalized using Celia Stall-Meadows & Anne Davey (2013).

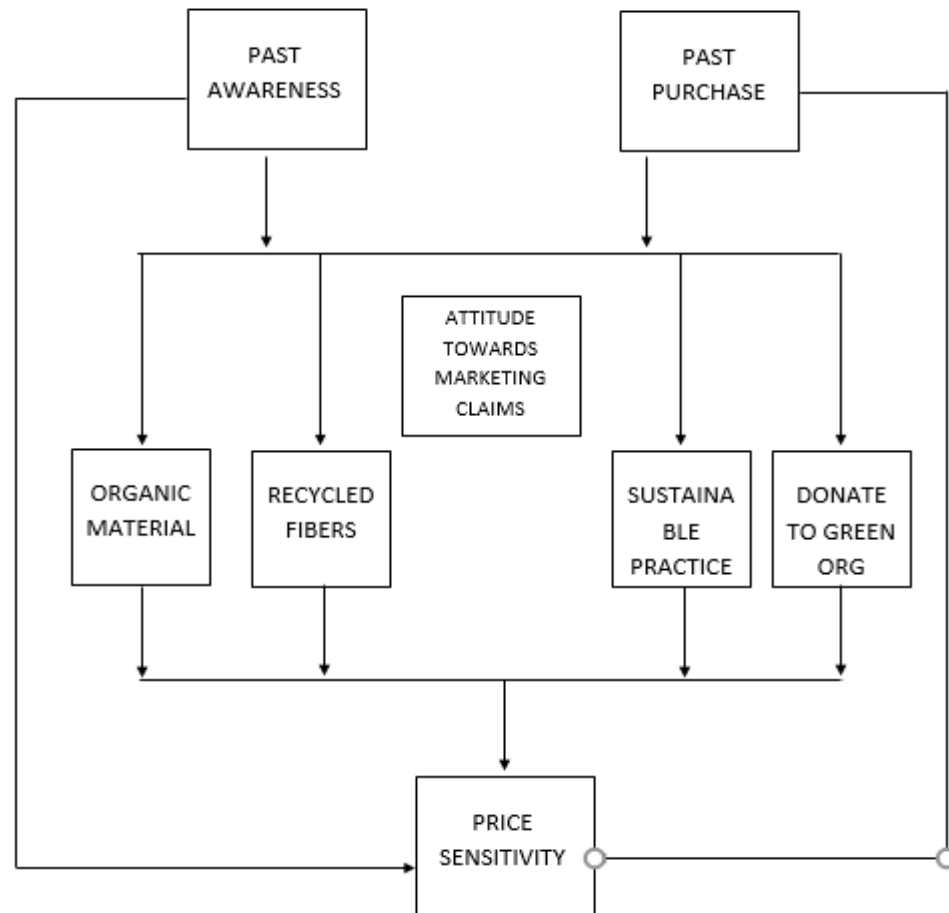


Fig. 1. Research Framework

All research questions were selected but each of these selected research questions was tweaked to suit our research objectives. The researchers have developed 10 questions. In the first two questions, we measured consumers' awareness of organic cosmetics and customers' past purchases of organic cosmetics. These two questions were evaluated using a dichotomous rating scale or two-point scale, where 1 = yes, and 2 = no. In the next four questions, we measured attitude towards marketing claims. These four questions were evaluated using a (5)-Point Likert Scale, where (1) = extremely unimportant, (2) = unimportant, (3) = neither important nor unimportant, (4) = important, and (5) = extremely important. In the last four questions, we measured price sensitivity. These four questions were evaluated using a 5-Point Likert Scale, where (5) = extremely, (4) = likely, (3) = neutral, (2) = unlikely and (1) = extremely unlikely. Based on respondents' experience of organic cosmetics, they were requested to select one of the above options. The data was collected using an online form. This form was distributed amongst all citizens of India through the mail and social media.

3.2. Data Collection Procedure

The survey questionnaires can be filled by those individuals who reside in India. The sample size determined according to Bayesian statistics. Keeping that in mind, the survey questionnaire was distributed to 350 respondents, out of which all the 350 questionnaires were used for further analyses. Hence a 100 percent response rate was achieved. The summary of the respondents is presented in Table 1.

Table 1 Profile of Respondents

Groups	Number	Percent
<i>Gender (n=350)</i>		
Male	181	51.71
Female	169	48.29
<i>Age (n=350)</i>		
12-24	221	63.14
25-36	71	20.28
37-48	52	14.86
Above 48	6	1.72
<i>Employment Status</i>		
Student	236	67.43
Home Maker	19	5.43
Salaried Employee	91	26.00
Retired	4	1.14
<i>Highest Educational Qualification</i>		
Doctorate	4	1.15
Post Graduate	123	35.15
Graduate	182	52.00
Higher Secondary (12 th)	39	11.12
Secondary (10 th)	2	0.58

As for the age group, 63.14 % of the respondents were in the age bracket of 12-24 years; 20.28 % were in the age bracket of 25-36 years; 14.86 % were in the age bracket of 37-48 years, and 1.72 % were above 48 years. All 350 responses will be used in the analysis, out which 236 respondents were students; 19 respondents were homemakers; 91 respondents, salaried employees; 4 respondents were retired.

4. Analysis and Results

4.1. “First Research Question”

Here we examine two relationships, firstly between Consumers Awareness of Organic Cosmetics and Price Sensitivity and secondly between Customers Past

Purchases of Organic Cosmetics and Price Sensitivity. The Sample T-Test was applied to both of the relationships to test them.

4.1.1. Consumers Awareness of Organic Cosmetics and Price Sensitivity

After performing the T-Test a relationship was found between Consumers Awareness of Organic Cosmetics and Price Sensitivity. Those respondents who weren't aware of the organic or eco-friendly cosmetics were willing to pay less for it compared to those who were aware of it. On the other hand, those customers who responded and also had awareness about environment friendly cosmetics were willing to spend a little extra when compared to the people who were not aware of it. As the significance value of the model is less than 0.05 ($p < 0.05$), As a result, the model has statistical significance. This is shown in Table 2.

Table 2 T-Test Results

Constructs	Have you ever heard of Green or Eco-Friendly Cosmetics?	N	Mean	p-value
<i>Pay less than for non-eco-friendly cosmetics</i>	Yes	329	2.94	0.019*
	No	21	3.62	
<i>Pay a little more than for non-eco-friendly cosmetics</i>	Yes	329	3.57	0.000*
	No	21	2.62	

Note: * $p < 0.05$

4.1.2 Customers Past Purchases of Organic Cosmetics and Price Sensitivity

After performing the T-Test a relationship was found between Customers Past Purchases of Organic Cosmetics and Price Sensitivity. Those respondents who purchased organic or eco-friendly cosmetics in the past were willing to pay the same or pay little more for it compared to those who did not purchase it. As the significance value of the model is less than 0.05 ($p < 0.05$), As a result, the model has statistical significance. This is shown in Table 3.

Table 3 T-Test Results

Constructs	Have you ever purchased Green or Eco-Friendly Cosmetics?	N	Mean	p-value
<i>Pay the same as for non-eco-friendly cosmetics</i>	Yes	247	3.91	0.000*
	No	103	3.62	
<i>Pay a little more than for non-eco-friendly cosmetics</i>	Yes	247	3.91	0.000*
	No	103	2.56	

Note: * $p < 0.05$

4.2 Second Study Question

Here we examine the relationship between Attitude towards Marketing Claims and Price Sensitivity. The Spearman's rank-order correlation, which is a nonparametric test was performed on the relationship to test them. As the significance value of the model is less than 0.05 ($p < 0.05$), As a result, the model has statistical significance. This is shown in Table 4.

Table 4 Spearman's Correlation Results

Constructs		Made from Organic Material
<i>Pay less than for non-eco-friendly cosmetics</i>	Correlation Coefficient	-0.242*
	Sig. (2-tailed)	0.000
	N	350

Note: * $p < 0.01$

Table 5 Spearman's Correlation Results

Constructs		Made from Organic Material
<i>Pay little more than non-eco-friendly cosmetics</i>	Correlation Coefficient	0.479*
	Sig. (2-tailed)	0.000
	N	350
Note: * $p < 0.01$		

Table 6 Spearman's Correlation Results

Constructs		Made from Organic Material
<i>Pay a lot more than non-eco-friendly cosmetics</i>	Correlation Coefficient	0.274*
	Sig. (2-tailed)	0.000
	N	350
Note: * $p < 0.01$		

Table 7 Spearman's Correlation Results

Constructs		Donate to Green Organization
<i>Pay the same as for non-eco-friendly cosmetics</i>	Correlation Coefficient	0.137*
	Sig. (2-tailed)	0.010
	N	350
Note: * $p < 0.05$		

Table 8 Spearman's Correlation Results

Constructs		Donate to Green Organization
<i>Pay little more than non-eco-friendly cosmetics</i>	Correlation Coefficient	0.121*
	Sig. (2-tailed)	0.024
	N	350
Note: * $p < 0.05$		

Table 9 Spearman's Correlation Results

Constructs		Manufactured using Sustainable Practices
<i>Pay little more than non-eco-friendly cosmetics</i>	Correlation Coefficient	-0.121*
	Sig. (2-tailed)	0.023
	N	350
Note: * $p < 0.05$		

Table 10 Spearman's Correlation Results

Constructs		Manufactured using Sustainable Practices
<i>Pay a lot more than non-eco-friendly cosmetics</i>	Correlation Coefficient	-0.146*
	Sig. (2-tailed)	0.006
	N	350
Note: * $p < 0.01$		

From the above tables, we can comprehend that if the cosmetics are made using organic or eco-friendly materials than the consumers are willing to pay a little more or a lot more for it. The above statement is deduced by the positive values of the correlation coefficient observed in Table 5 and Table 6. Moreover, consumers are not willing to pay less for cosmetics made using organic materials. This statement is deduced by the negative value of the correlation coefficient observed in Table 4.

Further, the researchers observed that the consumers are willing to pay the same or a little more for organic or eco-friendly cosmetics if the company donates some amount to the green organizations. This statement is deduced by the positive values of the correlation coefficient observed in Table 7 and Table 8.

The last piece of information that the researchers extract from these tables is that the consumers are not willing to pay a little more or a lot more for those cosmetics which are manufactured using sustainable practices. This statement is deduced by the negative value of the correlation coefficient observed in Table 9 and Table 10.

4.3 Third Study Question

Here we examine two relationships, firstly between Consumers Awareness of Organic Cosmetics and Attitude towards Marketing Claims and secondly between Customers Past Purchases of Organic Cosmetics and Attitude towards

Marketing Claims. The Sample T-Test was applied to both of the relationships to test them.

4.3.1 Consumers Awareness of Organic Cosmetics and Attitude towards Marketing Claims

After performing the T-Test a relationship was found between Consumers Awareness of Organic Cosmetics and Attitude towards Marketing Claims. Those respondents who were aware of the organic or eco-friendly cosmetics wanted their cosmetics to be made using organic materials compared to those who weren't aware of it. As the significance value of the model is less than 0.05 ($p < 0.05$), As a result, the model has statistical significance. This is shown in Table 2.

Table 11 T-Test Results

Constructs	Have you ever heard of Green or Eco-Friendly Cosmetics?	N	Mean	p-value
<i>Cosmetics made from organic material</i>	Yes	329	3.95	0.002*
	No	21	3.00	

Note: * $p < 0.05$

4.3.2 Customers Past Purchases of Organic Cosmetics and Attitude towards Marketing Claims

After performing the T-Test a relationship was found between Customers Past Purchases of Organic Cosmetics and their Attitude towards Marketing Claims. Those respondents who purchased organic or eco-friendly cosmetics in the past wanted their cosmetics to be made using organic materials compared to those who did not purchase them. Also, those respondents who made a past purchase for organic or eco-friendly cosmetics wanted the company to donate some amount of their purchase to the green organizations compared to those who did not purchase the product. As the significance value of the model is less than 0.05 ($p < 0.05$), As a result, the model has statistical significance. This is shown in Table 3.

Table 12 T-Test Results

Constructs	Have you ever purchased Green or Eco-Friendly Cosmetics?	N	Mean	p-value
<i>Cosmetics made from organic material</i>	Yes	247	4.23	0.000*
	No	103	3.07	
<i>Manufacturers that donate to green organizations</i>	Yes	247	3.15	0.000*
	No	103	2.74	

Note: * $p < 0.05$

4.4 Fourth Study Question

Here we examine the relationships between Gender versus Attitude towards Marketing Claims and Gender versus Price Sensitivity. The Mann-Whitney U test was performed on the Gender versus Price Sensitivity relationship and the Sample T-test was applied to the Gender versus Attitude towards Marketing Claims. As the significance value of the model is less than 0.05 ($p < 0.05$), As a result, the model has statistical significance. This is shown in Table 13 and Table 14.

4.4.1 Gender versus Price Sensitivity

Table 13: Mann-Whitney U Test Results

	The rank of Pay Less	The rank of Pay the Same
Mann-Whitney U	12590.500	12756.000
Wilcoxon W	26786.500	29409.000
Z	-2.964	-2.839
Asymp. Sig. (2-tailed)	0.003*	0.005

Note: * $p < 0.01$

	Gender	N	Mean Rank
The rank of Pay Less	Male	182	190.32
	Female	168	159.44
The rank of Pay the Same	Male	182	161.59
	Female	168	190.57

From the above table, the researchers could find the relationships between Gender and Pay less for Organic Cosmetic and Gender and Pay the Same for Organic Cosmetic. The rest of the relationships were not significant. The researchers found that Males want to pay less for organic cosmetics compared to Females as seen from the values of mean rank. But when it comes to paying the same for organic cosmetics Females have a greater impact than Males.

4.4.2 Gender versus Attitude towards Marketing Claims

Table 14 T-Test Results

Constructs	Gender	N	Mean	p-value
<i>Made from organic Material</i>	Male	182	3.8242	0.016*
	Female	168	3.9583	

Note: * $p < 0.05$

From the above table, the researchers could only connect Gender with Made from Organic Material as the significance value lies below 0.05. From the above table, it is evident that both Male and Female has a significant impact on the constructs, i.e., both male and female want their cosmetics to be made using organic materials.

5. Discussion and Conclusion:

One of the several objectives of this research was to find a relationship between Consumers Awareness of Organic Cosmetics and Attitude towards Marketing Claims and Customers Past Purchases of Organic Cosmetics. The researchers found that Attitude towards Marketing Claims had no significant impact on those customers who were not aware of eco-friendly or organic cosmetics. Similarly, it also did not impact those customers who did not have a past purchase experience with this product. But Attitude towards Marketing Claims did impact those customers who previously had some knowledge about these products. Also, these customers have previously bought organic cosmetics.

From the above statement, the researchers conclude that the Attitude towards Marketing Claims can be an effective factor to attract those customers who have previously bought eco-friendly cosmetics. These results can be implemented by the organic cosmetic selling companies to gain a competitive advantage over their competitors.

The researchers wanted to find a relationship between Price Sensitivity and Consumers Awareness and Past Purchase of Organic Cosmetics. The researchers found that if the consumers were aware of organic cosmetics or they have previously purchased organic cosmetics, the consumers are willing to pay the same or a little more for organic cosmetics compared to traditional

cosmetics. This means that these consumers are likely to have decreased price sensitivity. Keeping this fact in mind cosmetics companies need to retain these customers and turn them loyal to their brand. Because these customers have decreased price sensitivity and they will buy these cosmetics, again and again, hence, in the long run, these customers will provide a high ROI to the company. These cosmetic companies can use several marketing strategies like exclusive discounts, premium memberships, future-discount coupons, etc to permanently retain them.

The major reason why these consumers showed a decrease in price sensitivity is that consumers are willing to pay more for a product that provides additional benefits or values to the consumers. Due to this very reason, the marketing claims made by the companies must be genuine – not vague or unqualified. The above results showed the researchers that if the consumers are well aware of organic cosmetics and also previously purchased those products, then these consumers considered two important marketing claims: Using Organic Fibers and Donating to Green Organizations. In this research paper, we have studied the definition of the term “organic”. But the concept of “Donating to Green Organizations” requires better understanding.

So now the question arises if a cosmetic company donates some portion of the purchase to a green organization, based on this reason why should the consumer pay a higher price for these products? The answer to the question is very simple when the company claims that they are doing such CSR activities, the consumer feels proud that they are associated with a company that is trying to make the world a better place, which in turn makes the company more credible or reliable. This ultimately creates a loyal consumer base. But any company can put up a board saying, “A portion of the proceeds will be donated to”? So this begs the question that does these consumers trust these marketing claims? So if the company is claiming to do something for the betterment of the environment and society they should be more transparent about it with their consumers. They might go as far as providing specific details like, how much percentage of the money donated to which organization.

Also, the company needs to take strategic measures to educate the customers about these organic or eco-friendly products because the above results showed that those consumers who were aware of these organic products were willing to buy only organic cosmetics over traditional in-organic cosmetics. Companies can use electronic media to reach their target customers. The reason for choosing electronic media is that these people are green customers. These customers are often attracted to those methods which reduce the impact on the environment significantly. These organic cosmetics companies can develop specific mobile applications that talk about their specific products. Further, they can disclose more information about their marketing claims, for example, the company’s profile, the history of the brand, a carbon footprint calculator, etc. offering such valuable information to the customers will help build a strong bond between the company and the customer. It also helps create brand loyalty.

The study did not find any relationship between Customers Past Purchases of Organic Cosmetics and the Use of Recycled Fibers or Use Sustainable Practices. The researchers couldn't find a valid reason why there was no relationship observed. Is it because these factors were not as important as "organic material" and "donate to a green organization" or the consumers do not have enough knowledge or understanding on these topics. Gender had very little or no impact on marketing claims. Both male and female wanted their cosmetics to be made using organic material.

This research has certain limitations the sample of respondents were citizens residing in India. Even though we had a large respondent base the major chunk of respondents was college students. So for future study, the researchers want to widen the scope of their study by including respondents from different age groups and social classes. Future researchers can also include other methodologies to throw more light on this area.

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