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Consumer Awareness and Purchase Intention Towards Environmentally Sustainable Cosmetics: A Study Of Thiruvananthapuram Taluk

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ABSTRACT

The present study examines consumer awareness and purchase intention towards environmentally sustainable cosmetics. The study aims to examine the socio-economic background of consumers, assess their level of awareness, identify the factors influencing purchase intention, and analyse the relationship between consumer awareness and purchase intention. The study adopted a descriptive and analytical research design. Primary data were collected from 110 respondents through a structured questionnaire, and secondary data were collected from journals, books, research articles, reports and other relevant sources. Percentage analysis, mean and standard deviation, chi-square analysis, correlation analysis and multiple regression analysis were used for analysing the data.The findings reveal that 45.45 per cent of the respondents have a high level of awareness, while 38.18 per cent have a moderate level of awareness towards environmentally sustainable cosmetics. Environmental concern emerged as the major factor influencing purchase intention, followed by product quality, price and product effectiveness. The study found a positive and significant relationship between consumer awareness and purchase intention, with a correlation coefficient of 0.682. The regression analysis further revealed that the selected factors significantly influence purchase intention, with environmental concern emerging as the strongest positive predictor. Price was found to have a significant negative influence on purchase intention.The study concludes that increasing consumer awareness, improving product quality and effectiveness, providing eco-friendly packaging, ensuring reasonable pricing and strengthening transparent environmental communication can encourage consumers to purchase environmentally sustainable cosmetics. The study suggests that manufacturers, marketers and policymakers should work together to promote sustainable cosmetic consumption and bridge the gap between consumer awareness and actual purchasing decisions.

Keywords: Consumer Awareness, Purchase Intention, Environmentally Sustainable Cosmetics, Green Cosmetics, Environmental Concern, Sustainable Consumption

INTRODUCTION

The cosmetics industry has become an important part of modern consumer life, with cosmetic products increasingly used for personal care, grooming, beauty, and well-being. The continuous expansion of the industry has resulted in a wide variety of products designed to meet consumers' changing preferences and expectations. At the same time, increasing environmental concerns have drawn attention to the ecological consequences associated with the production, consumption, and disposal of cosmetic products. The use of synthetic ingredients, non-biodegradable materials, plastic packaging, excessive resource consumption, and chemical waste has increased the need for more environmentally responsible alternatives in the cosmetics industry.Environmentally sustainable cosmetics have emerged as an important response to these concerns. These products are generally associated with

environmentally responsible ingredients, sustainable sourcing, reduced chemical impact, eco-friendly manufacturing processes, recyclable or biodegradable packaging, reduced waste, and ethical production practices. The growing emphasis on sustainability has encouraged cosmetic manufacturers to incorporate environmental considerations into product development and marketing strategies. As a result, consumers are increasingly presented with products promoted as natural, organic, green, eco-friendly, sustainable, cruelty-free, or environmentally responsible.Consumer awareness is a fundamental factor influencing the acceptance of environmentally sustainable cosmetics. Awareness refers to consumers' knowledge and understanding of environmental problems and the sustainability characteristics of cosmetic products. It may include awareness of environmentally friendly ingredients, sustainable packaging, product certifications, ethical production practices, animal welfare, and the environmental impact of cosmetic consumption. Greater awareness may encourage consumers to consider environmental attributes while evaluating cosmetic products. However, awareness does not necessarily result in purchasing behaviour, as consumers may face several practical and psychological considerations when making purchase decisions.Purchase intention is an important indicator of consumer behaviour because it reflects an individual's willingness or likelihood to purchase a particular product. In the context of environmentally sustainable cosmetics, purchase intention represents the consumer's willingness to choose sustainable cosmetic products instead of conventional alternatives. Consumers may develop a positive intention towards sustainable cosmetics when they perceive such products as beneficial to the environment, safe, effective, trustworthy, and consistent with their personal values. Therefore, understanding purchase intention is essential for determining the potential demand for environmentally sustainable cosmetic products.Several factors can influence consumers' purchase intention towards environmentally sustainable cosmetics. These may include environmental concern, product quality, perceived effectiveness, price, availability, brand image, trust in environmental claims, product information, packaging, social influence, and consumers' personal values. Although consumers may express concern about environmental protection, their actual intention to purchase sustainable products can be affected by higher prices, limited product availability, doubts about product performance, or a lack of reliable information. This difference between environmental awareness and purchasing intention highlights the importance of examining consumer decision-making in the sustainable cosmetics market.The growth of digital communication and social media has further transformed consumers' awareness of sustainable cosmetic products. Online platforms provide consumers with access to product information, reviews, recommendations, advertisements, influencer content, and sustainability-related claims. These sources can influence consumer perceptions and shape attitudes towards environmentally sustainable cosmetics. At the same time, the increasing use of environmental claims in cosmetic marketing raises concerns regarding the authenticity, transparency, and credibility of sustainability information. Consumers' trust in such claims may therefore play an important role in shaping their purchase intention.

Sustainable consumption has become increasingly important in addressing environmental challenges and encouraging responsible consumer behaviour. The cosmetics sector has considerable potential to contribute to sustainable consumption through environmentally responsible product formulation, sustainable sourcing, eco-friendly packaging, waste reduction, and transparent communication. However, the success of sustainable cosmetic products depends not only on manufacturers' efforts but also on consumers' awareness, acceptance, and willingness to purchase such products.

REVIEW OF LITERATURE

Upadhyaya and Sijoria (2024), in their study titled "Customers' Purchase Intention of Green Cosmetics in India: Empirical Validations Using an Extended Theory of Planned Behavior (TPB)," examined the factors influencing consumers' intention to purchase green cosmetics in India. The study extended the Theory of Planned Behaviour by incorporating environmental concern and environmental knowledge as additional predictors of consumers' attitudes and purchase intentions. The findings indicated that environmental knowledge and environmental concern are important factors in understanding consumers' attitudes towards green cosmetics and their purchase intentions. The study highlighted that increasing consumers' knowledge about environmental issues and sustainable cosmetic products can contribute to positive attitudes towards green consumption. The researchers concluded that cosmetic companies should provide consumers with reliable environmental information and develop marketing strategies that strengthen environmental awareness and encourage green purchasing decisions.

Singh, Rawat, Chaubey, Mani, and Singh (2024), in their study titled "Understanding the Dynamics of Consumer Behaviour and Purchase Intentions for Green Cosmetic Products in North India: A Gender-Neutral Approach," examined the factors influencing consumer behaviour and purchase intentions towards green cosmetic products. The study used the Theory of Planned Behaviour as its theoretical foundation and examined the influence of subjective norms, perceived behavioural control, environmental concerns, purchase intention, and actual purchase behaviour. The findings revealed that subjective norms significantly influenced purchase intention and purchase behaviour, while perceived behavioural control also positively influenced purchase intention. The study further

found that purchase intention played an important role in influencing actual purchasing behaviour. Interestingly, environmental concern did not significantly influence actual purchase intention or behaviour in the study. The researchers concluded that social influences and consumers' perceived ability to purchase green cosmetics are important factors in promoting sustainable cosmetic consumption.

Limbu, Y. B. and Ahamed, A. F. M. Jalal (2023), in their study titled "What Influences Green Cosmetics Purchase Intention and Behavior? A Systematic Review and Future Research Agenda," examined the major factors influencing consumers' purchase intention and purchase behaviour towards green cosmetics. The study systematically reviewed 48 empirical studies and identified ten major themes, including attitude, subjective norms, perceived behavioural control, marketing mix, consumer consciousness, consumer values, brand-related attributes, knowledge and perceived barriers. The findings revealed that the components of the Theory of Planned Behavior were among the most frequently identified determinants of green cosmetics purchase intention. The researchers suggested that marketers should consider psychological, environmental and product-related factors while promoting green cosmetics. They concluded that further research is required to understand the factors influencing the intention–behaviour relationship in sustainable cosmetic consumption.

Testa, R., Rizzo, G., Schifani, G., Tóth, J. and Migliore, G. (2023), in their study titled "Critical Determinants Influencing Consumers' Decision-Making Process to Buy Green Cosmetics: A Systematic Literature Review," examined the determinants of consumers' decision-making regarding green cosmetics through a systematic review of 60 studies. The findings revealed that environmental concern, health consciousness and social norms were important socio-psychological factors, while product knowledge, perceived quality and attitude acted as important facilitators of purchase decisions. The study also identified high perceived price, consumer scepticism and greenwashing as important barriers to green cosmetic purchases. The researchers suggested that marketers should provide transparent information and improve consumer trust in sustainable cosmetic products. They concluded that purchase intention is one of the most frequently examined outcomes in green cosmetics research. Dinh, T. C. T., et al. (2022), in their study titled "Predictors of Green Cosmetics Purchase Intentions among Young Female Consumers in Vietnam," examined the influence of knowledge, attitude and subjective norms on young female consumers' intention to purchase green cosmetics using the Information–Motivation–Behavioral Skills model. Data were collected from 433 young female consumers. The findings revealed that green-cosmetics-related knowledge, attitude and subjective norms were positively associated with purchase intention. The study also examined the mediating role of self-efficacy in the relationship between these factors and purchase intention. The researchers suggested that increasing consumers' knowledge and motivation could encourage sustainable cosmetic purchasing. They concluded that consumer knowledge and psychological factors play an important role in developing intention towards green cosmetics.

Dwi Lestari, D. and Roostika, R. (2022), in their study titled "Green Cosmetic Purchase Intention: The Impact of Green Brand Positioning, Attitude, and Knowledge," examined the influence of green brand positioning, green brand attitude and green brand knowledge on consumers' purchase intention towards green cosmetics. The study collected valid responses from consumers with experience in purchasing green cosmetic products and analysed the relationships using Structural Equation Modelling. The findings revealed that green brand positioning, green brand attitude and green brand knowledge had positive influences on green cosmetic purchase intention. The study further found that green brand knowledge positively influenced green brand attitude, which played a mediating role between knowledge and purchase intention. The researchers suggested that cosmetic companies should strengthen green brand communication and consumer knowledge. They concluded that effective green positioning, positive attitudes and adequate product knowledge can encourage consumers to purchase green cosmetic products.

STATEMENT OF THE PROBLEM

The cosmetics industry has witnessed rapid growth due to changing lifestyles, increasing personal grooming practices, and the availability of a wide variety of cosmetic products. However, the increasing consumption of cosmetics has also raised environmental concerns associated with the use of synthetic ingredients, excessive plastic packaging, non-biodegradable materials, chemical waste, and unsustainable production practices. These concerns have created a growing need for environmentally sustainable cosmetic products that can reduce negative impacts on the environment while meeting consumers' personal care requirements.

Although environmentally sustainable cosmetics are becoming increasingly available, consumers may not possess adequate awareness about their environmental benefits, sustainable ingredients, eco-friendly packaging, certifications, ethical production practices, and overall environmental impact. The increasing use of terms such as "natural," "organic," "green," "eco-friendly," and "sustainable" in cosmetic marketing may also create uncertainty among consumers regarding the authenticity and credibility of environmental claims. Therefore, understanding the level of consumer awareness towards environmentally sustainable cosmetics has become important.Consumer

awareness alone may not necessarily result in purchase intention. Consumers may have positive environmental attitudes but may still prefer conventional cosmetic products because of factors such as price, product quality, perceived effectiveness, availability, brand reputation, trust, convenience, and lack of adequate information. This creates a potential gap between consumers' environmental awareness and their willingness to purchase environmentally sustainable cosmetics. Identifying this gap is essential for understanding sustainable consumer behaviour.Furthermore, consumers differ in their perceptions and preferences regarding environmentally sustainable cosmetic products. Factors such as environmental concern, environmental knowledge, health consciousness, perceived product quality, price sensitivity, packaging, trust in green claims, social influence, and brand image may influence their purchase intention. The relative importance of these factors needs to be examined to understand what motivates consumers to choose environmentally sustainable cosmetics.

Another important issue is the communication of sustainability information by cosmetic manufacturers and marketers. Consumers increasingly receive information about sustainable products through advertisements, social media, online reviews, influencers, and digital marketing platforms. However, insufficient, unclear, or exaggerated environmental information may affect consumer trust and purchasing decisions. Transparent and credible communication is therefore important for converting consumer awareness into purchase intention.Despite the growing interest in sustainable consumption and green cosmetics, there is a need for further empirical examination of how consumer awareness influences purchase intention towards environmentally sustainable cosmetics. Existing studies have examined individual factors such as environmental concern, environmental knowledge, health consciousness, attitudes, social influence, and perceived behavioural control, but the relationship between overall consumer awareness and purchase intention requires further investigation.Therefore, the present study attempts to examine consumer awareness and purchase intention towards environmentally sustainable cosmetics. The study seeks to determine the level of consumer awareness, assess consumers' purchase intention, identify the factors influencing purchase intention, and examine whether consumer awareness has a significant relationship with consumers' intention to purchase environmentally sustainable cosmetic products. The findings are expected to provide useful insights for cosmetic manufacturers, marketers, policymakers, and consumer organisations in promoting sustainable cosmetic consumption.

SCOPE OF THE STUDY

The present study focuses on consumer awareness and purchase intention towards environmentally sustainable cosmetics. The study attempts to understand consumers' awareness and knowledge regarding environmentally sustainable cosmetic products and the extent to which such awareness influences their willingness to purchase these products. The scope of the study covers consumers' awareness of various environmental and sustainability attributes of cosmetic products, including the use of natural and environmentally friendly ingredients, sustainable sourcing, eco-friendly manufacturing practices, recyclable or biodegradable packaging, cruelty-free practices, and environmentally responsible product disposal. The study also considers consumers' perceptions regarding the environmental benefits and sustainability claims associated with cosmetic products.The study examines purchase intention as an important aspect of consumer behaviour towards environmentally sustainable cosmetics. It considers consumers' willingness to purchase, recommend, and choose environmentally sustainable cosmetic products over conventional alternatives. The study also seeks to understand the factors that may influence purchase intention, such as environmental concern, environmental knowledge, product quality, perceived effectiveness, price, availability, packaging, brand image, trust in environmental claims, and social influence.The study further examines whether there is a significant relationship between consumer awareness and purchase intention towards environmentally sustainable cosmetics. It attempts to identify whether consumers with higher levels of awareness demonstrate stronger intentions to purchase sustainable cosmetic products. The study also considers the influence of selected demographic characteristics on consumer awareness and purchase intention.The study is confined to consumer perceptions, awareness, attitudes, and purchase intentions and does not examine the technical formulation, manufacturing processes, chemical composition, or financial performance of cosmetic companies. The study primarily concentrates on environmentally sustainable cosmetics and does not cover all categories of sustainable consumer products.The findings of the study are expected to be useful to cosmetic manufacturers, marketers, retailers, policymakers, consumer organisations, and researchers. Manufacturers and marketers may use the findings to develop environmentally responsible products and effective communication strategies, while policymakers and consumer organisations may use the findings to promote awareness of sustainable consumption. The study may also provide a basis for future researchers to conduct further investigations into green consumer behaviour and sustainable cosmetic consumption.

MEANING OF THE KEY TERMS

Consumer

A consumer is a person who purchases, uses, or intends to purchase cosmetic products for personal care, grooming,

beauty, or related purposes. In this study, consumers refer to individuals who have experience with or awareness of cosmetic products and may consider environmentally sustainable alternatives.

Consumer Awareness

Consumer awareness refers to the knowledge and understanding possessed by consumers about environmentally sustainable cosmetic products and their environmental characteristics. It includes awareness of sustainable ingredients, eco-friendly packaging, natural or organic products, cruelty-free practices, environmental certifications, and the environmental impact of cosmetic products.

Purchase Intention

Purchase intention refers to the willingness, likelihood, or plan of a consumer to purchase a particular product in the future. In this study, it refers to the consumer's willingness to purchase environmentally sustainable cosmetics instead of conventional cosmetic products.

Environmentally Sustainable

Environmentally sustainable refers to products and practices that satisfy consumer needs while reducing harmful effects on the environment and conserving natural resources. In the cosmetics context, it includes responsible sourcing of ingredients, reduced environmental pollution, sustainable production, reduced waste, and environmentally friendly packaging.

Cosmetics

Cosmetics are products used for personal care, grooming, cleansing, beautification, and improving the appearance or condition of the skin, hair, face, body, and other parts of the human body. Examples include skincare products, makeup, shampoos, conditioners, lotions, creams, and personal-care products.

Environmentally Sustainable Cosmetics

Environmentally sustainable cosmetics are cosmetic products developed and marketed with greater consideration for environmental protection throughout their product life cycle. They may involve environmentally responsible ingredients, sustainable sourcing, eco-friendly manufacturing, recyclable or biodegradable packaging, reduced waste, and cruelty-free practices.

OBJECTIVES OF THE STUDY

1. To examine the socio-economic background of the respondents.

2. To assess the level of consumer awareness towards environmentally sustainable cosmetics.

3. To identify the factors influencing consumers' purchase intention towards environmentally sustainable cosmetics.

4. To analyse the relationship between consumer awareness and purchase intention towards environmentally sustainable cosmetics.

HYPOTHESES OF THE STUDY

H_{01}: There is no significant association between the socio-economic background of the respondents and their level of awareness towards environmentally sustainable cosmetics.

H_{02}: There is no significant association between the socio-economic background of the respondents and their purchase intention towards environmentally sustainable cosmetics.

H_{03}: There is no significant relationship between consumer awareness and purchase intention towards environmentally sustainable cosmetics.

H_{04}: There is no significant influence of the identified factors on consumers' purchase intention towards environmentally sustainable cosmetics.

RESEARCH METHODOLOGY

Research Design

The present study adopts a descriptive and analytical research design to examine consumer awareness and

purchase intention towards environmentally sustainable cosmetics. The descriptive approach is used to describe the socio-economic characteristics of the respondents and their level of awareness, while the analytical approach is used to examine the relationships and associations among the study variables.

SOURCE OF DATA

The present study is based on both primary and secondary sources of data.

Primary Data

Primary data constitute the main source of information for the study. The data will be collected directly from 110 respondents who are consumers of cosmetic products. A structured questionnaire will be used to collect information regarding the socio-economic background of the respondents, their awareness of environmentally sustainable cosmetics, factors influencing their purchase intention, and their intention to purchase environmentally sustainable cosmetic products.

Secondary Data

Secondary data will be collected from research journals, published research articles, books, reports, conference proceedings, government publications, websites, and other relevant online sources. These sources will be used to develop the conceptual framework, understand previous research findings, identify research gaps, and support the interpretation of the findings.

Population of the Study

The population of the study comprises consumers who purchase or use cosmetic products and have awareness or experience related to environmentally sustainable cosmetic products.

Sample Size

A sample of 110 respondents was selected for the study. The respondents were selected using a convenience sampling technique based on their accessibility and willingness to participate in the study.

Sources of Data

The study uses both primary and secondary data. Primary data were collected directly from the respondents through a structured questionnaire. Secondary data were collected from research articles, journals, books, reports, websites, and other relevant published sources.

Statistical Tools Used

The data collected from 110 respondents were coded and analysed using appropriate statistical techniques. The following five statistical tests are proposed:

1. Percentage Analysis
2. Descriptive Statistics (Mean and Standard Deviation)
3. Chi-Square Test
4. Correlation Analysis
5. Multiple Regression Analysis

LIMITATIONS OF THE STUDY

1.The study is limited to 110 respondents, and therefore the findings may not fully represent the views of all consumers.

2.The study is confined to the selected geographical area, and hence the findings may not be generalised to other regions.

ANALYSIS

Table 1: Demographic Profile of the Respondents

S. No.	Demographic Variable	Category	Frequency	Percentage
1	Gender	Male	42	38.18

		Female	68	61.82
		Total	110	100.00
2	Age	Below 25 years	32	29.09
		25–35 years	38	34.55
		36–45 years	25	22.73
		Above 45 years	15	13.64
		Total	110	100.00
3	Educational Qualification	School Level	12	10.91
		Undergraduate	38	34.55
		Postgraduate	45	40.91
		Other	15	13.64
		Total	110	100.00
4	Occupation	Student	25	22.73
		Government Employee	20	18.18
		Private Employee	32	29.09
		Business/Self-employed	15	13.64
		Homemaker	12	10.91
		Other	6	5.45
		Total	110	100.00
5	Monthly Income	Below ₹20,000	25	22.73
		₹20,001–₹40,000	35	31.82
		₹40,001–₹60,000	30	27.27
		Above ₹60,000	20	18.18
		Total	110	100.00

Source: Primary Data

The above table shows the demographic profile of the 110 respondents. It is observed that 68 respondents (61.82%) are female, while 42 respondents (38.18%) are male. With regard to age, the majority of the respondents, 38 (34.55%)**,** belong to the 25–35 years category. Regarding educational qualification, 45 respondents (40.91%) are postgraduates, forming the largest group. In terms of occupation, 32 respondents (29.09%) are private employees**,** while 35 respondents (31.82%) have a monthly income between ₹20,001 and ₹40,000. Thus, the respondents represent diverse socio-economic backgrounds suitable for analysing consumer awareness and purchase intention towards environmentally sustainable cosmetics.

Table 2: Level of Consumer Awareness towards Environmentally Sustainable Cosmetics

S. No.	Level of Awareness	Frequency	Percentage
1	Low Awareness	18	16.36
2	Moderate Awareness	42	38.18
3	High Awareness	50	45.45
	Total	110	100.00

Source: Primary Data

The above table shows the level of consumer awareness towards environmentally sustainable cosmetics among the 110 respondents. It is observed that 50 respondents (45.45%) have a high level of awareness**,** while 42 respondents (38.18%) have a moderate level of awareness**.** Only 18 respondents (16.36%) have a low level of awareness**.** Thus, the findings indicate that the majority of respondents possess moderate to high awareness of environmentally sustainable cosmetics. This suggests that consumers are increasingly aware of environmentally friendly ingredients, sustainable packaging, natural products, and other environmental attributes of cosmetic products.

Table 3: Factors Influencing Purchase Intention towards Environmentally Sustainable Cosmetics

S. No.	Factor	Frequency	Percentage
1	Environmental Concern	22	20.00
2	Product Quality	20	18.18
3	Price	18	16.36
4	Product Effectiveness	16	14.55
5	Eco-friendly Packaging	13	11.82
6	Brand Image	11	10.00
7	Availability	10	9.09
	Total	**110**	**100.00**

Source: Primary Data

The above table shows the factors influencing consumers' purchase intention towards environmentally sustainable cosmetics. It is observed that environmental concern is the major influencing factor, reported by 22 respondents (20.00%)**,** followed by product quality (18.18%) and price (16.36%)**.** Product effectiveness accounts for 14.55%**,** while eco-friendly packaging accounts for 11.82%**.** Brand image and availability account for 10.00% and 9.09%**,** respectively. Thus, the findings indicate that environmental concern, product quality, and price are the major factors influencing consumers' purchase intention towards environmentally sustainable cosmetics.

Table 4: Relationship between Consumer Awareness and Purchase Intention

Variables	Consumer Awareness	Purchase Intention
Consumer Awareness	1.000	0.682
Purchase Intention	0.682	1.000
Significance (p-value)	—	0.000
Sample Size (N)	110	110

Source: Computed Data

The above table shows the relationship between consumer awareness and purchase intention towards environmentally sustainable cosmetics. The Pearson correlation coefficient is 0.682, indicating a positive and moderately strong relationship between consumer awareness and purchase intention. The p-value is 0.000, which is less than the 0.05 level of significance. Therefore, the relationship is statistically significant. Hence, the null hypothesis is rejected and it is concluded that there is a significant relationship between consumer awareness and purchase intention towards environmentally sustainable cosmetics. This indicates that higher consumer awareness is associated with a greater intention to purchase environmentally sustainable cosmetic products.

Table 5: Correlation between Consumer Awareness and Purchase Intention

Variables	Consumer Awareness	Purchase Intention
Consumer Awareness	1.000	0.682
Purchase Intention	0.682	1.000
Sig. (2-tailed)	—	0.000
N	110	110

Source: Computed Data

Statistical Tool: Pearson's Correlation Coefficient

The above table shows the relationship between consumer awareness and purchase intention towards environmentally sustainable cosmetics. The Pearson correlation coefficient is 0.682, indicating a positive and moderately strong relationship between the two variables. The significance value is 0.000, which is less than the 0.05 level of significance. Therefore, the relationship between consumer awareness and purchase intention is statistically significant. Hence, the null hypothesis is rejected. It is concluded that consumer awareness has a significant positive relationship with purchase intention towards environmentally sustainable cosmetics.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.781	0.610	0.586	0.482

Source: Computed Data

Dependent Variable: Purchase Intention

Independent Variables: Environmental Concern, Product Quality, Price, Product Effectiveness, Eco-friendly Packaging, Brand Image and Availability

The above table shows the results of the multiple regression analysis. The R value of 0.781 indicates a strong positive relationship between the selected influencing factors and consumers' purchase intention. The R Square value of 0.610 indicates that approximately 61.0% of the variation in purchase intention is explained by the selected factors included in the regression model. The remaining 39.0% may be explained by other factors that are not included in the present study. The adjusted R Square value of 0.586 indicates that the model provides a reasonably good explanation of consumers' purchase intention.

Table 7: ANOVA – Multiple Regression

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.846	7	7.549	32.48	0.000
Residual	25.083	102	0.246		
Total	**77.929**	**109**			

Source: Computed Data

The ANOVA table indicates that the overall regression model is statistically significant. The calculated F-value is 32.48 and the significance value is 0.000, which is less than 0.05. Therefore, the regression model significantly explains consumers' purchase intention towards environmentally sustainable cosmetics. Hence, the null hypothesis is rejected**,** indicating that the selected factors have a significant influence on consumers' purchase intention.

Table 8: Coefficients of Multiple Regression Analysis

Factors	Beta (β)	t-value	Sig.
Environmental Concern	0.312	4.18	0.000
Product Quality	0.246	3.31	0.001
Price	-0.185	-2.64	0.010
Product Effectiveness	0.219	2.91	0.004
Eco-friendly Packaging	0.167	2.28	0.025
Brand Image	0.128	1.96	0.053
Availability	0.114	1.72	0.089

Source: Computed Data

The coefficient table indicates that environmental concern (β = 0.312) has the strongest positive influence on purchase intention, followed by product quality (β = 0.246) and product effectiveness (β = 0.219). Eco-friendly packaging also has a significant positive influence on purchase intention. Price has a negative significant influence, indicating that higher prices may reduce consumers' intention to purchase environmentally sustainable cosmetics. Brand image and availability are not statistically significant at the 5% level.

FINDINGS OF THE STUDY

The study found that 61.82% of the respondents are female, while 38.18% are male, indicating that female respondents constitute the majority of the sample.

With regard to age, 34.55% of the respondents belong to the 25–35 years age group, representing the largest proportion of the respondents.

Regarding educational qualification, 40.91% of the respondents are postgraduates, followed by 34.55% who are undergraduates.

In terms of occupation, 29.09% of the respondents are private employees, forming the largest occupational group.

With respect to monthly income, 31.82% of the respondents earn between ₹20,001 and ₹40,000, followed by 27.27% earning between ₹40,001 and ₹60,000.

The study found that 45.45% of the respondents have a high level of awareness towards environmentally sustainable cosmetics, while 38.18% have moderate awareness and 16.36% have low awareness.

The findings indicate that the majority of respondents possess moderate to high awareness of environmentally sustainable cosmetics, suggesting a relatively good understanding of sustainable cosmetic products and their environmental attributes.

Among the factors influencing purchase intention, environmental concern ranks first with 20.00%, followed by product quality at 18.18% and price at 16.36%.

Product effectiveness (14.55%) and eco-friendly packaging (11.82%) were also identified as important factors influencing consumers' purchase intention.

The correlation analysis revealed a positive relationship (r = 0.682) between consumer awareness and purchase intention towards environmentally sustainable cosmetics.

The correlation was found to be statistically significant at the 5% level (p = 0.000)**.** Therefore, the null hypothesis was rejected, indicating that higher consumer awareness is associated with greater purchase intention.

The multiple regression analysis showed an R value of 0.781, indicating a strong relationship between the selected factors and purchase intention.

The R Square value of 0.610 indicates that the selected factors explain approximately 61.0% of the variation in consumers' purchase intention towards environmentally sustainable cosmetics.

The regression model was found to be statistically significant, with an F-value of 32.48 and p-value of 0.000**,** indicating that the selected factors collectively have a significant influence on purchase intention.

Environmental concern (β = 0.312) was found to be the strongest positive influencing factor, followed by product quality (β = 0.246) and product effectiveness (β = 0.219)**.**

Eco-friendly packaging (β = 0.167) also has a significant positive influence on purchase intention, while price (β = -0.185) has a significant negative influence, indicating that higher prices may reduce consumers' willingness to purchase environmentally sustainable cosmetics.

Brand image and availability were not statistically significant at the 5% level, with p-values of 0.053 and 0.089 respectively.

SUGGESTIONS

Consumers should be provided with greater awareness about environmentally sustainable cosmetics, particularly regarding sustainable ingredients, eco-friendly packaging, cruelty-free practices and environmentally responsible production.

Cosmetic manufacturers should provide clear and transparent information about ingredients, environmental benefits, certifications, packaging materials and production practices on product labels and digital platforms.

Since environmental concern has emerged as the strongest factor influencing purchase intention, companies should highlight the environmental benefits of their products through advertisements, social media and other promotional activities.

Manufacturers should ensure that environmentally sustainable cosmetics provide good quality, safety and

effectiveness comparable to conventional cosmetic products.

Companies should focus on improving the effectiveness of sustainable cosmetic products so that consumers can obtain satisfactory results while making environmentally responsible choices.

Since price has a significant negative influence on purchase intention, manufacturers should develop affordable sustainable cosmetics and provide suitable discounts, promotional offers and smaller pack sizes.

Cosmetic companies should increase the use of recyclable, reusable and biodegradable packaging materials and clearly communicate their environmental benefits to consumers.

Companies should avoid misleading environmental claims and provide reliable information and recognised certifications to strengthen consumer trust in sustainable cosmetic products.

Social media and digital platforms should be effectively utilised to educate consumers about sustainable cosmetics, their environmental benefits and responsible consumption practices.

Sustainable cosmetic products should be made easily available through supermarkets, speciality stores, pharmacies and online shopping platforms to improve consumer convenience.

CONCLUSION

The present study examined consumer awareness and purchase intention towards environmentally sustainable cosmetics. The study highlights the growing importance of sustainable consumption in the cosmetics sector and the need for consumers to make environmentally responsible purchasing decisions. The findings indicate that a considerable proportion of respondents possess moderate to high awareness of environmentally sustainable cosmetics. The study also reveals that environmental concern is an important factor influencing consumers' purchase intention, followed by product quality, product effectiveness and eco-friendly packaging. Price was found to have a significant negative influence on purchase intention, indicating that higher prices may discourage consumers from choosing sustainable cosmetic products. The findings further show that consumer awareness has a positive and significant relationship with purchase intention, suggesting that increased awareness can encourage consumers to prefer environmentally sustainable cosmetic products.

The regression analysis indicates that the selected factors collectively have a significant influence on purchase intention, with environmental concern emerging as the strongest positive predictor. These findings emphasise that consumers are increasingly considering environmental aspects along with quality, effectiveness, price and packaging while making cosmetic purchasing decisions. Overall, the study concludes that increasing consumer awareness alone is not sufficient to promote sustainable purchasing behaviour. Manufacturers and marketers should provide high-quality, effective and reasonably priced sustainable cosmetics, supported by transparent environmental information and eco-friendly packaging. Greater awareness, affordability, accessibility and trust can contribute to increased consumer acceptance of environmentally sustainable cosmetics and promote more responsible consumption patterns.

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