

# **A STUDY ON THE ROLE OF HEALTH AND ENVIRONMENTAL CONSCIOUSNESS ON YOUNG FEMALE CONSUMERS' ATTITUDE TOWARDS AND PURCHASE OF ORGANIC BEAUTY PRODUCTS**

Dissertation submitted to St. Teresa's College (Autonomous) Ernakulam,

Affiliated to Mahatma Gandhi University in partial completion of

**PGDM – BUSINESS ANALYTICS**

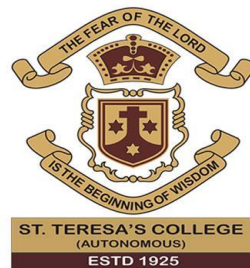
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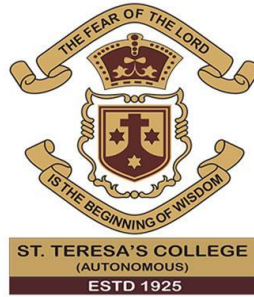
**Nationally Re-Accredited At 'A++' Level (Fourth Cycle)**

**Affiliated to Mahatma Gandhi University Kottayam-686560**

**December 2022**



**ST. TERESA'S COLLEGE (AUTONOMOUS),  
ERNAKULAM**



**CERTIFICATE**

This is to certify that the dissertation entitled “**A STUDY ON ROLE OF HEALTH AND ENVIRONMENTAL CONSCIOUSNESS ON YOUNG FEMALE CONSUMERS’ ATTITUDE TOWARDS AND PURCHASE OF ORGANIC BEAUTY PRODUCTS**” is a bonafide record of the project work carried out by **LAKSHMI VENU** (Reg: SM21PGDM009) final year student of **PGDM - Business Analytics** under my supervision and guidance during the academic year 2021-2023. The project report represents the work of the candidate and is hereby approved for submission.

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## DECLARATION

I hereby declare that the project entitled “**A STUDY ON THE ROLE OF HEALTH AND ENVIRONMENTAL CONSCIOUSNESS ON YOUNG FEMALE CONSUMERS’ ATTITUDE TOWARDS AND PURCHASE OF ORGANIC BEAUTY PRODUCTS**” submitted to St. Teresa’s College (Autonomous), Ernakulam, is a record of an original work done by me under the guidance of **Ms. PARVATHY P S, St. Teresa’s College, Ernakulam**, and this project work is submitted in the partial fulfilment of the requirement of the award of the Degree of **PGDM-Business Analytics**. The result embodied in this project report has not been submitted to any other University or Institute for the award of any Degree or Diploma.

LAKSHMI VENU

Place: Ernakulam

Date:

## ACKNOWLEDGEMENT

An undertaking of work life - this is never an outcome of a single person; rather it bears the imprints of some people who directly or indirectly helped me in completing the present study. I would be failing in my duties if I don't say a word of thanks to all those who made my training period educative and pleasurable.

First of all, I thank almighty God for his mercy and love which kept me in good health and sound mind and helped me to complete the project work successfully and gave me strength and inspiration for making this project work a great success.

I express my sincere gratitude to our Director **Rev. Sr. Emeline CSST**. I thank **Dr. Alphonsa Vijaya Joseph**, Principal, St. Teresa's College (Autonomous), Ernakulam for her valuable support and encouragement.

I am grateful to **Mrs. Megha Mary Michael**, Head of the Department of Management Studies, and all other members of the faculty of the Department for all the support and help given to me in the preparation of this project. I must also thank my faculty guide **Ms. Parvathy P S**,

St. Teresa's College, Ernakulam, for her continuous support, mellow criticism, and able directional guidance during the project.

Finally, I would like to thank all lecturers, friends, and my family for their kind support and all who have directly or indirectly helped me in preparing this project report. And at last, I am thankful to all divine light and my parents, who kept my motivation and zest for knowledge always high through the tides of time.

LAKSHMI VENU

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**CHAPTER 1**  
**INTRODUCTION**



## 1.1 OVERVIEW

Organic cosmetic are sustainable cosmetics made with bio- degradable formulations and utilising raw materials from renewable plants and micro-organisms, having lower toxicity and transparent means of production practices.

There is a sudden increase in health problem connected with the use of inorganic cosmetics. This caused many skin and hair diseases. moreover, another major reason for the switch to organic cosmetic is because of the environmental awareness among people. The demand for sustainable cosmetic product is increasing because of the awareness of the educated young minds.

Inorganic cosmetics contain a huge dosage of ingredients, and can include substances like sulphates. Mostly, regulated for use in cosmetics, the use of ingredients is not truly organic cosmetics, whose is made of minerals, real plant, products from bacteria, or derived from sources. The green oils, naturally help protect, hydrate the skin. In addition, the fact that sustainable, organic ingredients can be easily found in organic cosmetics also helps to reassure consumers about its origin of products.

Other than the fact that organic cosmetics gives natural protection and care to the skin, organic skin care products also keeps us healthy. These organic products are representation of nature and through them it makes us feel closer to nature. Indeed, many natural essential oils from plants are used as part of in Ayurveda massages, as they help and heal o our bodies. Marketing trends are turning towards natural cosmetics for healthy lifestyle. Many products are becoming an integrated part of our everyday life like shampoo, makeup, sunscreen etc.

There is a growing concern over health risk related to growing non organic products reacting with the human skin. The demand for green and sustainable products is rising in the cosmetic world.

Many ingredients mainly used in inorganic cosmetics require digging, as it is the case of coal, petroleum, bauxite, aluminium or lead, which pose threat to soil and to wild habitats. Unlike chemical compounds, natural and organic ingredient originate from plants and flowers, whose extracts are used in various cosmetic and skin care product. The use of such different range of natural floral materials help in the wildlife habitats is protection, and that of various plant and flower is also protected. Organic farming and agriculture, are strongly supported and guided by many natural brands.

Natural and organic beauty brands are both small and medium enterprises whose production is mainly carried out at local, or national level. Regarding raw material sourcing, partnerships between natural and organic beauty brands and local farming communities in third world countries are common. Through ethical sourcing collaborations, brands are trying to ensuring that the raw material used is procured in an ethical manner.

Green and organic cosmetics products are now greatly influencing and changing the outlook of cosmetics. Even today “beauty” is still the main purpose of using cosmetics products but now an increasing number of consumers want to find “sustainable”, “eco- friendly” and “ethical” products. Green and organic cosmetics represent these in a legit authentic way. This is because

they are part of the ethics and commitment towards human wellbeing, and environment conservation.

A chemical element like lead, Sodium Sulphate, Retinol, petroleum distillate are commonly used in cosmetic inorganic cosmetic products. Its drastic impacts have been researched and studied on the human body and when used beyond a certain limit, it can be extremely toxic for each and every organ of the human body.

However, claiming a cosmetic product as organic means it is extracted from plants or animal products including goat milk, buffalo milk and more. Most common skin care brands use the terms like “organic” ‘natural’ to sell their products and in fact it may sometimes include some ingredients that should not be used by customers. Inorganic raw materials may have the properties and compounds to make our skin rich but many times it is toxic.

Organic cosmetics works well than non-organic cosmetics. Organic ingredients absorb easily and is easier to grow and produce. Additionally, skin doesn't need to repair damages and irritation from inorganic products. When skin does not use inorganic products it will use more of its healthy skin proteins, to strengthen itself. The results will be a glowing and healthy skin in few days. Organic skincare products often carry a lower rate of allergic problems too.

Animals are not used for testing organic products. This is because organic ingredient and always considered safe. Conventional methods are rejected in the ever growing organic products. Organic products rejects harmful products such as use of pesticides, herbicides etc. Every single material is organically certified during the time of production. The label indicates that prohibited inorganic substances are not added.

The simple organic label is still a huge and major achievement cosmetic products. The label should definitely specify all organic ingredient on the package front and in the material list. The organic ingredient is not proportional to synthetic ingredient.

## **01.2 PROBLEM STATEMENT**

This project aims to understand how organic beauty products have impacted the purchase patterns and health & environmental consciousness on young female consumers. This study investigates young female consumers' beauty product shopping behavioural patterns, and their attitude towards and purchase of organic beauty products. This study also examines whether consumers' product attitudes and shopping behaviours are influenced by their health and environmental consciousness.

## **1.3 REVIEW OF LITERATURE**

The concept of organic cosmetic has become a primary concern for beauty companies due to the consciousness of people towards their healthy living and the environment. Organic cosmetics has great future in India but faces lots of challenges because customer finds it difficult to switch from

in organic cosmetic to organic cosmetic (Surabhi Acharya & Santosh Bali, 2021). Organic Cosmetic Are Analysing The Causes That Will Motivate Consumers To Invest In Organic Cosmetics (Rachita Kapoor, Anurupa B Singh, et.al 2019). The main factors that forces a customer to buy a organic cosmetic and understanding the factors that drives the intention of the consumer to buy a natural cosmetic (Mayank Chhaged & Chetan Panse, 2020). Sustainable cosmetics, are the demands of consumer and areas Is Very Important Aspects to Be Considered by Cosmetic Industry (Bruno Fonseca-Santosmarcos & A. Corrêamarlus Chorilli, 2015).

Organic Cosmetics the way forward in India which need to understand various factors plays towards the consumers belonging to different income groups, the need for this types of research comes from increasing consciousness of ill effects of harmful chemical based cosmetics in India (Sameer A. Virani ,2014). The benefits from silicones in cosmetic to their use can be a great insight Between Silicon Free and Silicon Based Emulsions (Antonia Mancuso, Martine Tarsitano, et.al 2022). In relation to the requirements, the important alternative used in the safety tests of cosmetic products, focuses on sensitivity of skin damaging, skin irritation with benefits and limitation in each model (Edith Flaire, Rachida Nachat-Kappes, et.al 2022). Aging by physical changes. This study analysed between socio, demographic, psychological attributes, use of anti-aging cosmetic products that can reduce stress, promote perfectionism, and know the role of age are needed to improve (Marta Evangelista, Margarida Vilaça, et.al 2022).

Homemade cosmetics and the ingredients used are imprecise, used substances are not eligible for use and that the preservation and the safety of the final products is not of surety. The outcome suggested for products intended for use in the eye or in any area are not safe to use and that their use can have dangerous consequences (Céline Couteau, Emma Girard, and Laurence Coiffard 2022). The cosmetic industry needs to strengthen the ecological and claims to respond to the high demand from consumers for natural products. Coffee was used as a cosmetic ingredient (Hichem Kichou, Yuri Dancik, et.al 2022). The safety and the energetic qualities of the lavender oil, the eucalyptus and the tangerine essential oils. The tangerine oil depicts safety, the application of oils on improved skin characteristics, skin hydration and with no unusual effects. Finally, the essential oils in limited amount were safe in the hydrolipidic balance of the skin (Victor H. P. Infante, et.al 2022). Three

organic cosmetic plant oils – Almond, Primrose and Jojoba oil – in terms of cosmetic applications as ingredients. The research shows the benefits of these oils, in the dry skin, ageing skin, dermatitis, scalp and their potential in cosmetics (Jürgen Blaak, Peter Staib, 2021). To know easily applicable ways to explore and the quality of personal care. Proper quality, control of aloe leaf based cosmetics are mandatory to avoid (Gereziher Sibhat, Getu Kahsay, et.al 2021). Meadowfoam seed oil resulted as dispersing agent for lipsticks and compared with castor oil. Size, ability, oil absorption and colour is measured. The lipstick is considered the softest. Friction is extremely lowest for the meadowfoam seed oil. Meadowfoam seed oil performance is same as castor oil and octyldodecanol. By changing the total of pigmentation of lipsticks that have same commercial products can be formed (Briana Maktabi, Matthew W. Liberatore, et.al 2021). They are extensively used in the cosmetic areas, since they require particles instead of surfactants which are known to cause skin allergies.

Surfactant can be stabilized and equalised by the filter for the manufacture of sunscreen products (Claire Bordes, Marie-Alexandrine Bolzinger, et.al 2021). That the Eco sun Pass (ESP) tool was developed in order to understand the overall impact of UV filters in environment in connection with its efficacy. The data shows that equipment is applicable to many formulations being available in the market and thus allows for a choosing of eco-friendliest and efficient UV filters to be used in sunscreens (Pawlowski, B. Herzog, et.al 2020). The skin's clock and is increasingly influenced by factors like radiation or modern lifestyle.

The skin has its own oscillation which will lead to impairment (S. Hettwer, E. Besic Gyenge, et.al 2020). Bio Algae oil is a triglyceride contains oleic acid chains with low fatty acid content leading to high stability and resulting in prolonged life. It gives skin care such as moisturization. Algae Oil is used in many cosmetic across skincare, sun bath and bath products (H. Birjandi Nejad, L. Blasco, et.al 2020). Rise in demand and search for plant-derived growing consumer expectations worldwide for natural products. Many products, including oils such as vitamins and herbal oils, have been increasingly used in cosmetics. Recent advancement has greatly improved their stability, compatibility, permeability and cosmetic efficiency when applied (Yang, L. Liu, J. Han, Y. Tang, 2019). The exposure to hazard and the health impact of consequent exposure of sunscreen. A manufacturer is to sell a product that claims to be protective against a hazard (B. Diffey, 2019). That Terminalia can be deodorant to inhibit the growth of bacteria, offering an alternative to their chemically subordinates (I.E. Cock, M.H. Wright, et.al 2019). That stressinduced damage cause a loss of components promoting skin ageing. The administration of such as those observed in olive oil helps in anti-ageing. The aim is to investigate the effect of olive oil in stressed human skin (B. Romana-Souza, A. Monte-Alto-Costa 2019). nail polishes available today found to be petrochemical resources, making them unsustainable. Bio-based materials are excellent renewable resources, with high potential for meeting product quality, cost, and environmental. These bio nail polishes can modify in a way that can cure by Diode (LED) resources that consume low energy for exposure. Polishes are greener substitute to the products in the market with high potential for promising customer acceptance (Zareanshahraki, Vijay Mannari, 2018).

Oxidative quality and fatty acids composition of oils is important to the test FA content in commercially available oils of cosmetic use and determine their safe effective use (Bialek, M. Bialek, et.al 2015). The natural cosmetic has grown over recent years, the developing tendency of cosmetic industry should be many eco-friendly. This an attempt to give people an informed knowledge of cosmetics (Qiushi Chen, 2015). Understand customer attitude, perspective and price sensitivity to natural products. Women are grouped into categories according to their age, living circumstances, education and occupation. The factors affect the decision process when buying

cosmetic products are discussed (Eftimiya Salo, 2015). Large number of factors that inspires consumers towards buying and using organic products, individual health is the most important factor because 30% of skin care products contain chemicals that causes cancer (Manveer Kaur, Dr. Ambika Bhatia, 2015). Role of digitalization in technological advancement and literacy that has led to increase in beauty standards and self-esteem (Mohanapriya, M. Padmavathi et.al ,2019).

## **1.4 NEED AND SIGNIFICANCE OF STUDY**

There is a growing concern over health risk associated with the consumption of artificial non organic cosmetic products reacting with the human body and environment.

## **1.5 SCOPE OF STUDY**

This research is to spotlight the scope of Organic cosmetics in market and to understand customer's depth of awareness about ill effects that inorganic cosmetics brings. Organic cosmetics is the need of the hour as environmental concerns and health issues.

## **1.6 OBJECTIVES OF THE STUDY**

- To investigate young female consumers' beauty product shopping behavioural patterns.
- To study their attitude towards and purchase of natural beauty products.
- To examines whether consumers' product attitudes and shopping behaviours are influenced by their health and environmental consciousness

## **1.7 RESEARCH METHODOLOGY**

The objective of the study is to examines whether consumers' product attitudes and shopping behaviours are influenced by their health and environmental consciousness. It also investigates young female consumers' beauty product shopping behavioural patterns, and their attitude towards and purchase of organic beauty products and analyse consumers intend to spend more on organic products.

The methodology selected for the proposed study 'Organic cosmetic Vs. inorganic cosmetic – Customer perception towards organic cosmetic' will be detailed here. This paper is based on a combination of research methods that include: Observation, Survey and Descriptive Research. The data was collected using a questionnaire. There were 30 questions in total. The study involved a structured questionnaire.

Data sources can include data that are already collected and data that will be collected during the study. They are primary sources of data and secondary sources of data.

Primary data means first-hand information collected by an investigator. It is collected for the first time. It is original and more reliable. The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. The methods of collecting secondary data are published data or unpublished data. The study is based on primary data.

The population selected were young women from within and outside Kerala. Since women are major consumer of cosmetic products hence it was decided to study on women perspective towards organic cosmetic from within and outside Kerala.

The people belonging to the age group from 18 to 28 is the sample design and respondents are the sample size. Convenient Sampling is used in this study. This is a non-probability sampling method where the sample is taken from a group of people easy to contact. This method is extremely speedy, easy readily available and cost effective.

The data were collected through a structured questionnaire with 30 questions. There were 3 sections in questionnaire it consists of firstly demographic questions like age, gender, secondly usage of organic cosmetics products and third section was on different types of organic cosmetics frequently used. The technique used for data analysis is IBM SPSS software.

## **1.8 STATISTICAL PACAKGES**

### **SPSS SOFTWARE**

SPSS is a widely used program for statistical analysis in social science. It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary is stored in the data file) are features of the base software. SPSS datasets have a two-dimensional table structure, where the rows typically represent cases (such as individuals or households) and the columns represent measurements (such as age, sex, or household income). The graphical user interface has two views which can be toggled by clicking on one of the two tabs in the bottom left of the SPSS Statistics window. The 'Data View' shows a spreadsheet view of the cases (rows) and variables (columns). The 'Variable View' displays the metadata dictionary where each row represents a variable and shows the variable name, variable label, value label(s), print width, measurement type, and a variety of other characteristics. Cells in both views can be manually edited, defining the file structure and allowing data entry without using command syntax. This may be sufficient for small datasets. Larger datasets such as statistical surveys are more often created in data entry software, or entered during computer-assisted personal interviewing, by scanning and using optical character recognition and optical mark recognition software, or by direct capture from online questionnaires. These datasets are then read into SPSS.

### **1.9 LIMITATIONS**

This study is limited to 140 respondents of which were young women. So, the findings and suggestions given based on the study cannot satisfy the entire population.

**CHAPTER 2**  
**INDUSTRY AND COMPANY PROFILE**

## 2.1 INDUSTRY PROFILE

The beauty industry's shift to "natural" and "organic" ingredients has been picking up pace. This has been enabling growth in the organic cosmetics market. While the demand for "green" products is higher among younger generation, Future Market Insights (FMI) observes that the megatrend is only getting started. In the coming years the beauty industry will witness an increasing number of brands, established and new entrants alike, racing for organic certifications. Soaring environmental issues and higher focus on sustainability will continue helping the market gain traction.

ESOMAR-certified consulting and market research firm Future Market Insights (FMI) offers detail insights about key drivers and factors driving the demand for organic cosmetics. The study tracks down global sales of organic cosmetics in 20+ high growth markets, along with the COVID-19 analysis on the industry in general.

The organic cosmetics market is quite dynamic in nature and has been expanding at a fast pace. Market players are consistently exploring ways to deliver innovation with new functionalities and features. Increasing consumer awareness about the benefits of organic consumer products and support from strong local companies are key factors fuelling the demand for organic or green cosmetics globally.

Manufacturing of green ingredient products is relatively eco-friendly compared to that of conventional products. Moreover, organic consumer products also have lesser side effects. As a result, these factors are fuelling the demand for organic products.

Skincare a tricky business; aside from the challenges of treating specific skin types (combination, oily, sensitive, normal), other factors such as hormones, diet, smoking, stress, and anxiety are also at play and have a massive impact on the health and appearance of skin. The usage of wrong products can trigger allergic reactions. As a result, there has been an increase in focus on organic skincare products that aim to help tackle some of the challenges specific to various skin types.

Besides this, growing environmental concerns is encouraging the adoption of veganism. This guarantees sustainability for the market over the forecast period. FMI projects the global organic cosmetics market to grow at CAGR of 5.0% throughout the forecast period 2021-2031.

The demand for natural ingredients used in cosmetics and toiletries is growing, a trend expected to continue into the future. The organic beauty boom is part of the larger and recent shift in consumer awareness regarding health, wellness and the environment. Aligned with the trend, companies are replacing synthetic chemicals with natural ingredients, partly because of consumer demand and partly because of a move towards sustainable raw materials.

There is a rising demand for chemical-free products driven by rising awareness of their harmful effects. Customers increasingly want value-for-money products and key parameters they are looking for include natural ingredients and beneficial properties. Apart from rising disposable income, as more and more chemical-based products make their space into the shelves, there have



been rising cases of allergies. People with sensitive skin type often refrain from the use of such products, thus increasing the demand for organic beauty.

Premium skincare has been seeing an upward trajectory in the past few years. Luxury beauty brands have been investing in clean beauty product lines to gain traction from millennial. Prominent beauty brands such as Aurelia Probiotic Skincare (Little Aurelia) and Chantecaille (Bebe) have entered the space with luxury versions of shampoos, body washes, body and face creams; aligning with the 'clean' and 'organic' trends via the use of natural, organic and non-toxic ingredients.

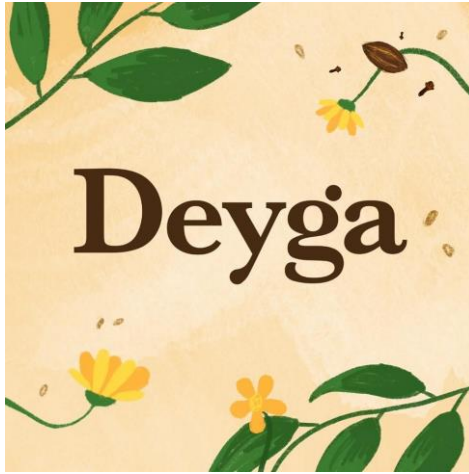
Clean skincare is most importantly gaining dominance because it implies to mitigate allergic reactions or major skin irritations, and to maintain good health overall. Since kid's skin is extremely delicate and sensitive, it is imperative to opt for natural solutions; therefore, a rise in baby organic cosmetics sector.

Organic skin care has rapidly gained traction among millennial. Sustainable, organic, vegan, and natural skin care is gaining traction among consumers around the world. Nowadays, the demand for organic products is coming from all demographics. Product innovations within the organic cosmetics market have been hovering around the skin care segment. Skepticism regarding chemicals and additives used in popular skin care products is increasing, pushing consumers towards organic skin care brands.

Makeup is fast becoming a mandate regular routine among the women across the globe. New, innovative brands are introducing various cosmetics and makeup products that are labelled as organic. Leading players are managing organic labelling and certification to cater to the needs of ingredient-conscious consumers. Companies are shifting towards organic ingredients, as well as packaging, so as to market the products as completely organic.

## 2.2 COMPANY PROFILE

### DEYGA



Deyga is an Indian skincare brand that handcrafts all its product with love and so much care. All the products are chemical free and formulated using natural and safe ingredients.

Deyga Organics aims to create the world's purest, organic and all-natural line of cosmetics, beauty products and skincare. The products are entirely organic, vegan, cruelty free and handcrafted. There is zero usage of any harmful chemicals during the production. Each and every ingredient used in the manufacturing of the product is purchased either from the local farmers or plucked from the farm that is attributed to Deyga. Every product made is under the supervision of experts who carefully check the quality of the product. Deyga consists of a wide range of skin and hair care products. Charcoal soap from Deyga is a bestseller, beetroot lip balm and their acne kit are flagship products as well. The combs made of neem wood are another fascination drawing the attention of its customers worldwide.

Deyga celebrates raw, natural and organic beauty in every product they build. As a responsible brand they work in coherence with environment to produce amazing products for skincare and wellness.

- Products are handcrafted with so much of love and care
- All the products are cruelty free (Not tested on animal)
- Promotes sustainability
- Made in India
- 100% pure and herbal products and free from harmful chemicals etc.

## **KHADI NATURAL**



Khadi Natural Healthcare is a leading manufacturer, exporter and supplier for natural and authentic products covering 18 States and 35 authorized distributors all over India. Khadi Natural exports all around the world in 25 countries with above 50 authorized seller and distributors. It is affianced in the manufacturing of Khadi Natural herbal shampoo's, Natural and Glycerin soaps, and Paraben free cleansers.

Khadi Natural products are manufactured under the supervision of qualified Ayurvedic Doctors and the products are made up of Herbal active elements which are articulated from organically grown pure plant extracts. Khadi Natural products are of WHO, GMP and ISO standards and they inculcate the ideologies of preservative formulae for everyday uses.

Their mission is to help every individual with herbal remedial solutions for all their healthcare related problems so that they can enrich a healthy life and for that we provide a wide range of high-quality products which are accumulated from purely herbal ingredients, derived from nature and cultures. Their goal is to create value for all our customers & consumers by fulfilling our mission. Their commitment to their customers & consumers is to always provide them with the highest degree of pure, standardized & quality-oriented products.

There are some aspects which we keep in mind while checking our Khadi Natural Herbal products and they are:

- Eminence for purity
- Verified against harmful reactants
- No animal testing
- ISO, WHO, GMP Certified

## MAMAEARTH



Mamaearth is an Indian company of Health, Wellness & Fitness. The company headquarter is in Gurgaon, Haryana. It is one of the leading company or a brand which intends to make lives of mums & expectant mums better and beautiful. A brand which welcomes all babies to a healthy and a safe world.

Mamaearth products will take care of every parents & baby's well-being from head to toe with safe, toxin-free, international standard products which you can choose without having to think twice.

Mamaearth established in 2016 by Varun Alagh. The company gives best quality baby products, Skin care products, hair, Beauty Products, Body products, and many more. Having rooted and survived close to a million trees across 21 states of India, they are constantly escalating healthy-happy smiles through trees. With each flourishing plant, they look to maximize socio-environmental impact and successfully fighting back the detrimental demons of pollution and strengthening the livelihood of poor farmers to create a rich biodiverse ecosystem. It will help to our environment. Mamaearth products are 100% natural and toxin free.

Growing a child is a profoundly enriching experience. Surely, it comes with its highs and lows, but it also comes with the added responsibility of becoming solely responsible for a living being's life, and you will do anything to provide them the best and protected lifestyle. So, whether you are looking for safe and effective baby care kit items for your little munchkin, Mamaearth delivers the best for him. We offer a wide range of the best baby care products, from baby hair care to baby products oral care and skin care.

It is important to understand the needs of a baby's body to help him have a better growth experience. Therefore, you should buy new-born baby care items made from the Goodness of Nature. These effective and mild products can be used every day without any second thoughts.

**WOW**



WOW Skin Science is an Indian company of Health, Wellness & Fitness. The company headquarter is in Bengaluru, Karnataka, India. The company products are completely free from Harmful Sulphates, Silicones & Parabens and artificial colors. The Products are safe, nature inspired & dermatologically tested for your safety.

WOW Skin Science establishment in 2016 by Manish Chowdhary and Shradha Sharma. It is a nature-inspired beauty brand that has been committed to curating safe skin and hair care products for everyone to use. Products ingredients used are inspired by nature & dermatologically tested for your safety.

WOW is based in Bangalore, India, it is known and trusted for premium quality products. Mammoth product portfolio includes supplements, herbal blends, creams, serums, lotions, shampoos, bath & body products, men's grooming products, essential oils, massagers and more. However vast our range of products may be, it is unified by being pure, natural, health-friendly and easy-to-use for the everyday convenience of the modern urban life.

WOW assures of getting only the purest and the most premium quality products powered by natural bio-active ingredients and unsullied by artificial additives or harmful synthetic chemicals. Its dietary supplements, beauty and grooming aids, herbs, essential oils, herbal teas and blends, all deliver such positive results that after trying out WOW products.

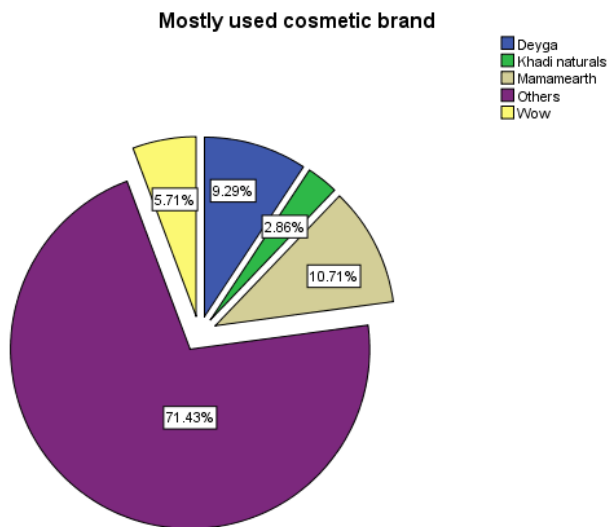
**CHAPTER 3**  
**ANALYSIS AND INTERPRETATION**

### 3.1 DESCRIPTIVE ANALYSIS

#### 3.1.1 MOSTLY USED COSMETIC BRAND

**Table 3.1.1 Mostly used cosmetic brand**

	Frequency	Percent	Valid Percent	Cumulative Percent
Deyga	13	9.3	9.3	9.3
Khadi naturals	4	2.9	2.9	12.1
Mamamearth	15	10.7	10.7	22.9
Others	100	71.4	71.4	94.3
Wow	8	5.7	5.7	100.0
Total	140	100.0	100.0	

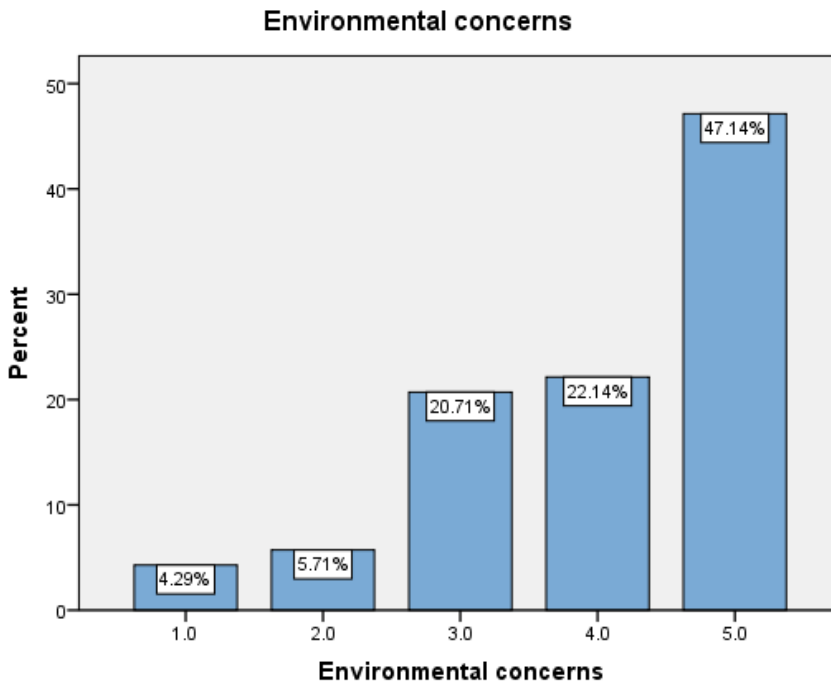


From the above data ,9.29% have been using deyga, 5.71% have been using wow, 2.86% have been using khadi naturals, 10.71% have been using mamaearth, 71.43% have been using other brands mostly.

### 3.1.2 ENVIRONMENTAL PROTECTION CONCERNS INFLUENCE CUSTOMER PURCHASING DECISIONS

**Table 3.1.2 Environmental concerns**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	4.3	4.3	4.3
Disagree	8	5.7	5.7	10.0
Neutral	29	20.7	20.7	30.7
Agree	31	22.1	22.1	52.9
Strongly Agree	66	47.1	47.1	100.0
Total	140	100.0	100.0	



From the above data it shows that, environmental protection concern is moderately important for 20.71%, 22.14% feels it's important, 47.14% feels it's very important, 5.71% feels it's slightly important and 4.29% feels that environment protection concern is not important while purchasing cosmetics.

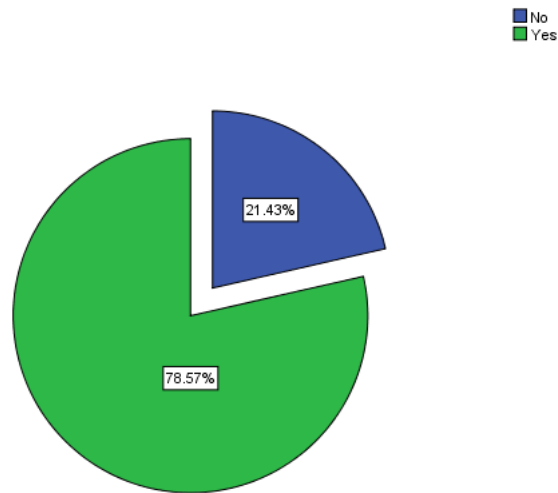


### 3.1.3 CUSTOMER AWARENESS OF HARMFUL INGREDIENTS USED IN COSMETIC COMPANIES THAT CAUSES HEALTH ISSUES LIKE CANCER

**Table 3.1.3 Presence of harmful ingredients in inorganic cosmetics**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	30	21.4	21.4	21.4
Yes	110	78.6	78.6	100.0
Total	140	100.0	100.0	

**Presence of harmful ingredients in inorganic cosmetics**

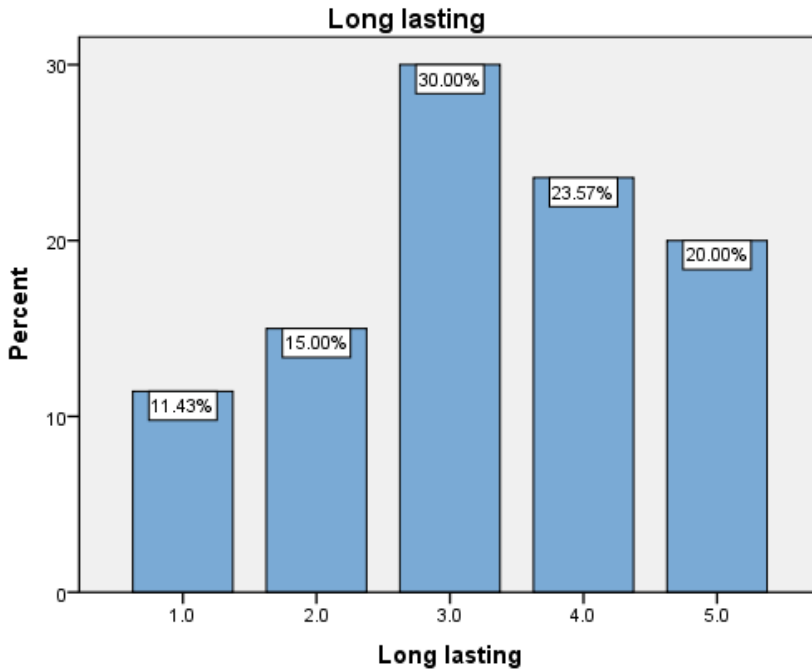


From the above chart it shows that 78.57 % are aware of harmful ingredients used in cosmetics While 21.43%are not aware.

### 3.1.4 I BELIEVE ORGANIC BEAUTY PRODUCTS ARE LONG LASTING

**Table 3.1.4 Long lasting**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	16	11.4	11.4	11.4
Disagree	21	15.0	15.0	26.4
Neutral	42	30.0	30.0	56.4
Agree	33	23.6	23.6	80.0
Strongly Agree	28	20.0	20.0	100.0
Total	140	100.0	100.0	

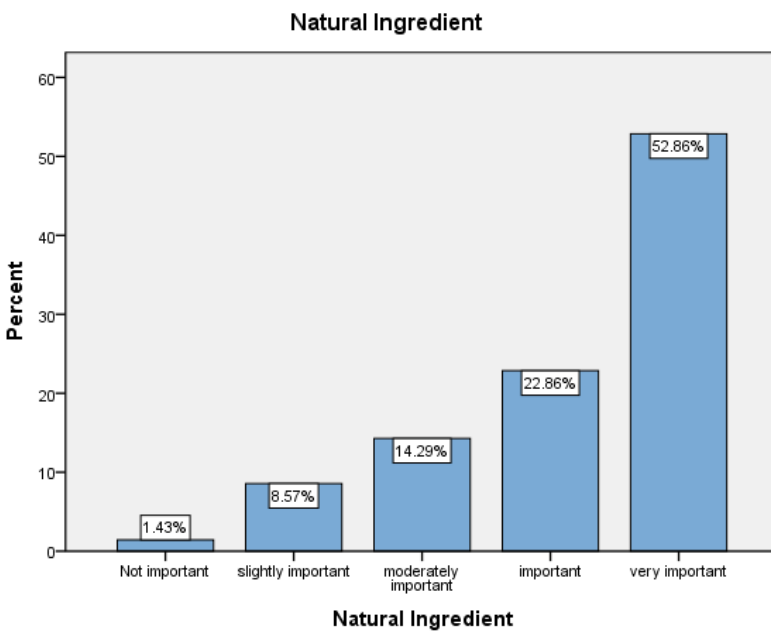


From above data, 20.00% strongly agrees that organic products are long lasting, 23.57% agrees with it, 30.00% feels neutral to this, 15.00% disagrees with this, 11.43% strongly disagrees with this.

### 3.1.5 IMPORTANCE OF NATURAL INGREDIENTS IN ORGANIC COSMETIC PRODUCTS

**Table 3.1.5 Natural Ingredient**

	Frequency	Percent	Valid Percent	Cumulative Percent
Important	32	22.9	22.9	22.9
Moderately Important	20	14.3	14.3	37.1
Not Important	2	1.4	1.4	38.6
Slightly Important	12	8.6	8.6	47.1
Very Important	74	52.9	52.9	100.0
Total	140	100.0	100.0	

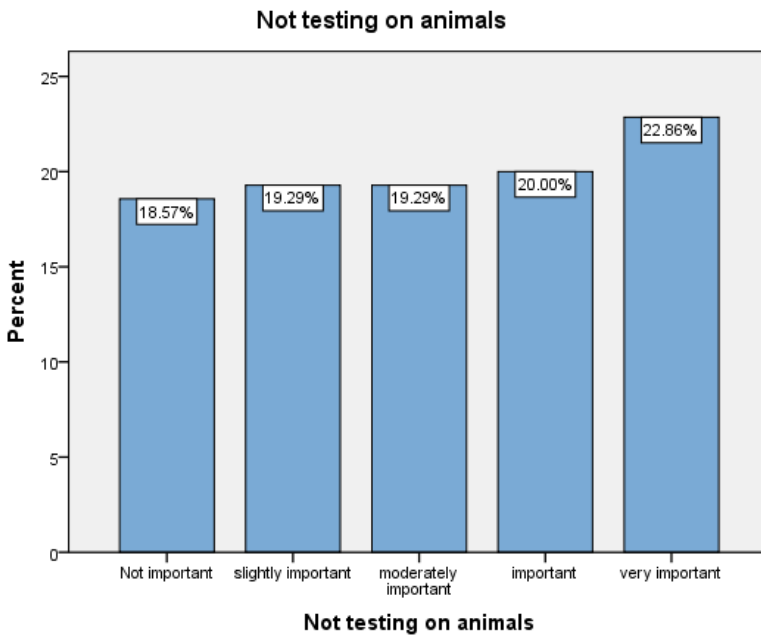


The above data shows that, 52.86% feels that natural ingredient are very important in organic cosmetic products, 22.86% feels important, 14.29% feels its moderately important, 8.57% feels it's slightly important and 1.43% feels it's not important.

### 3.1.6 IMPORTANCE OF NOT TESTING ON ANIMALS IN ORGANIC COSMETIC PRODUCTS

**Table 3.1.6 Not testing on animals**

	Frequency	Percent	Valid Percent	Cumulative Percent
Important	28	20.0	20.0	20.0
Moderately Important	27	19.3	19.3	39.3
Not Important	26	18.6	18.6	57.9
Slightly Important	27	19.3	19.3	77.1
Very Important	32	22.9	22.9	100.0
Total	140	100.0	100.0	

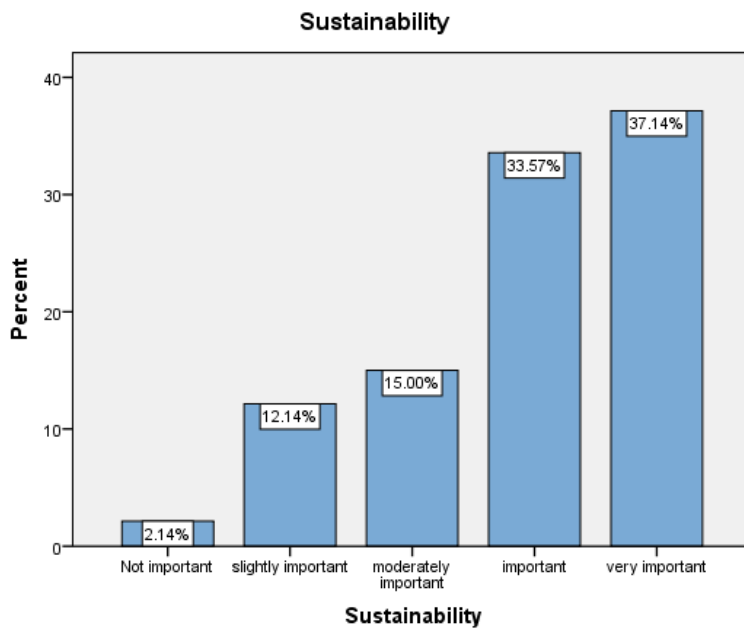


The above data shows that 22.86% feels that not testing on animals is very important in organic cosmetic products, 20.00% feels it's important, 19.29% feels it moderately important, 19.29% feels it's slightly important and 18.57% feels it's not important.

### 3.1.7 IMPORTANCE OF SUSTAINABILITY IN ORGANIC COSMETIC PRODUCTS

**Table 3.1.7 Sustainability**

	Frequency	Percent	Valid Percent	Cumulative Percent
Important	47	33.6	33.6	33.6
Moderately Important	21	15.0	15.0	48.6
Not Important	3	2.1	2.1	50.7
Slightly Important	17	12.1	12.1	62.9
Very Important	52	37.1	37.1	100.0
Total	140	100.0	100.0	

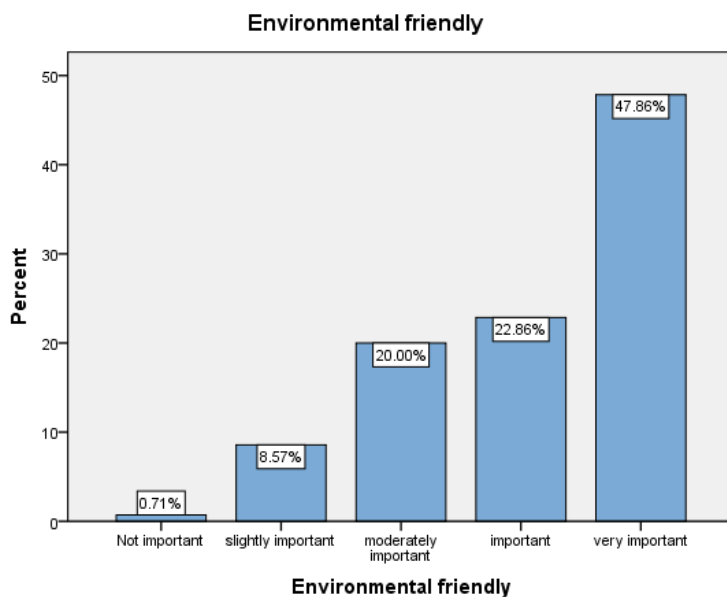


The above data shows that, 37.14% feels that sustainability is very important in organic cosmetic products, 35.57% feels it's important, 15.00% feels it moderately important, 12.14% feels it's slightly important and 2.14% feels it's not important.

### 3.1.8 IMPORTANCE OF ORGANIC COSMETIC PRODUCTS BEING ENVIRONMENTAL FRIENDLY

**Table 3.1.8 Environmental friendly**

	Frequency	Percent	Valid Percent	Cumulative Percent
Important	32	22.9	22.9	22.9
Moderately Important	28	20.0	20.0	42.9
Not Important	1	.7	.7	43.6
Slightly Important	12	8.6	8.6	52.1
Very Important	67	47.9	47.9	100.0
Total	140	100.0	100.0	

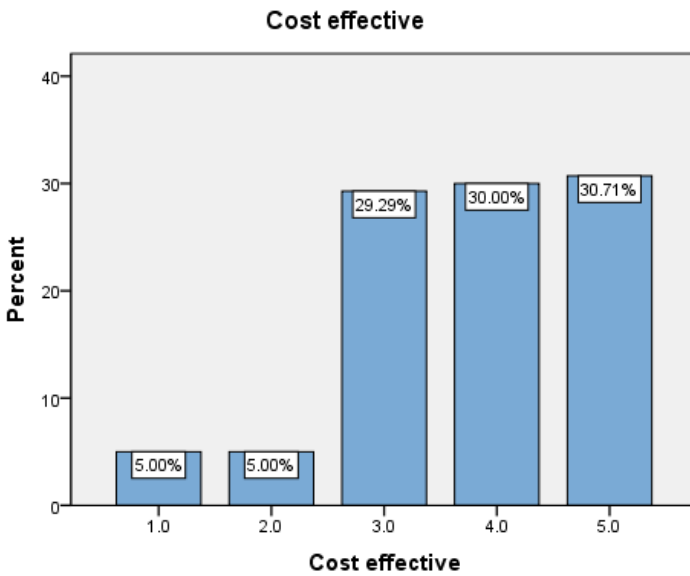


The above data shows that, 47.86% feels organic cosmetic products being environmentally friendly is very important in organic cosmetic products, 22.86% feels it's important, 20.00% feels it moderately important, 8.57% feels it's slightly important and 0.71% feels it's not important.

**3.1.9 CUSTOMER BELIEVES ORGANIC BRANDS ARE MORE VALUE FOR MONEY, THOUGH MOST SLIGHTLY COSTLY**

**Table 3.1.9 Cost effective**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	7	5.0	5.0	5.0
Disagree	7	5.0	5.0	10.0
Neutral	41	29.3	29.3	39.3
Agree	42	30.0	30.0	69.3
Strongly Agree	43	30.7	30.7	100.0
Total	140	100.0	100.0	

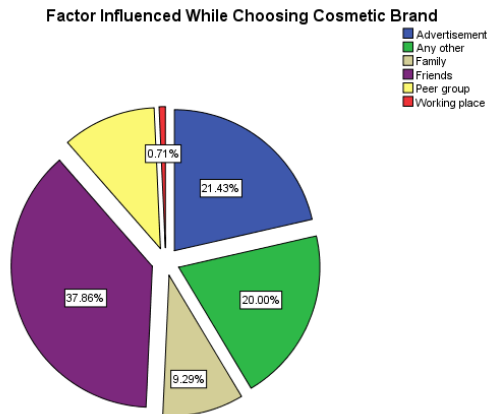


From the data it shows that, 5.00% strongly disagrees, 5.00% disagrees, 29.29% are neutral, 30.00% agrees and 30.71% strongly agrees in belief that organic brands are more value for money, though most slightly costly.

### 3.1.10 FACTOR INFLUENCED WHILE CHOOSING COSMETIC BRAND

**Table 3.1.10 Factor Influenced While Choosing Cosmetic Brand**

	Frequency	Percent	Valid Percent	Cumulative Percent
Advertisement	30	21.4	21.4	21.4
Any Other	28	20.0	20.0	41.4
Family	13	9.3	9.3	50.7
Friends	53	37.9	37.9	88.6
Peer Group	15	10.7	10.7	99.3
Working Place	1	.7	.7	100.0
Total	140	100.0	100.0	



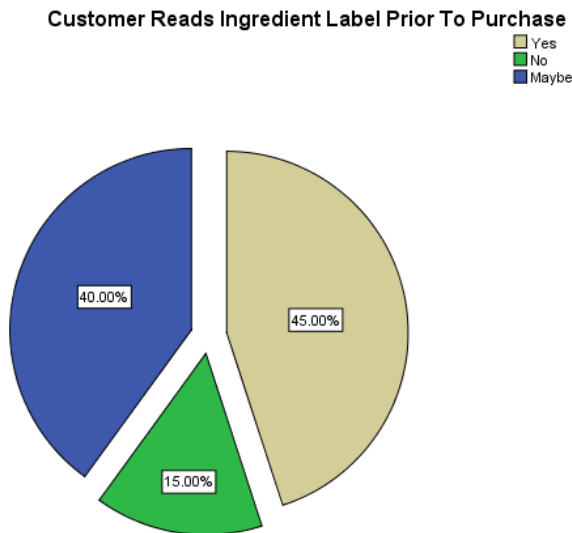
The data shows, 37.86% were influenced to choose organic cosmetic products through friends, 0.71% through peer group, 1% through workplace, 21.43% through advertisement, 9.29% through family and 20.00% through others.



### 3.1.11 CUSTOMER READS INGREDIENT LABEL PRIOR TO PURCHASE

**Table 3.1.11 Customer Reads Ingredient Label Prior To Purchase**

	Frequency	Percent	Valid Percent	Cumulative Percent
Maybe	56	40.0	40.0	40.0
No	21	15.0	15.0	55.0
Yes	63	45.0	45.0	100.0
Total	140	100.0	100.0	

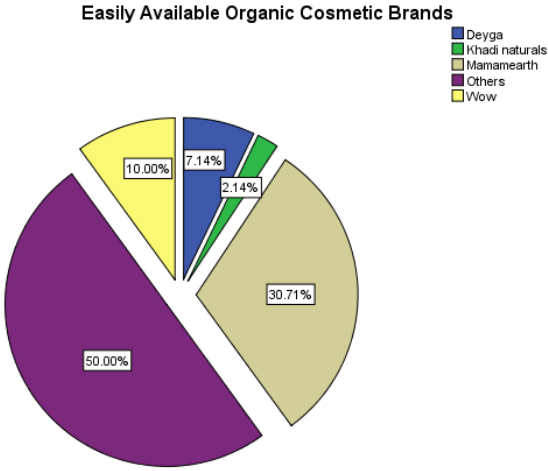


From the above data it shows that 45.00 % have been reading labels prior to purchase, 40.00% maybe read labels and 15.00% do not intend to read.

**3.1.12 EASILY AVAILABLE ORGANIC COSMETIC BRANDS**

**Table 3.1.12 Easily Available Organic Cosmetic Brands**

	Frequency	Percent	Valid Percent	Cumulative Percent
Deyga	10	7.1	7.1	7.1
Khadi naturals	3	2.1	2.1	9.3
Mamamearth	43	30.7	30.7	40.0
Others	70	50.0	50.0	90.0
Wow	14	10.0	10.0	100.0
Total	140	100.0	100.0	

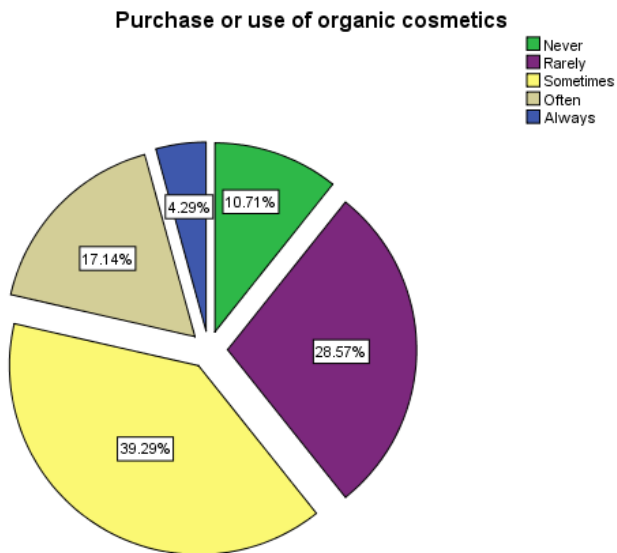


Above data shows that, 10.00% says that easily available product is wow, 7.14% says its deyga, 2.14% says its khadi naturals, 30.71% says that its mamaearth and 50.00% says that its others.

### 3.1.13 PURCHASE OR USE OF ORGANIC COSMETICS

**Table 3.1.13 Purchase or use of organic cosmetics**

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	6	4.3	4.3	4.3
Never	15	10.7	10.7	15.0
Often	24	17.1	17.1	32.1
Rarely	40	28.6	28.6	60.7
Sometimes	55	39.3	39.3	100.0
Total	140	100.0	100.0	

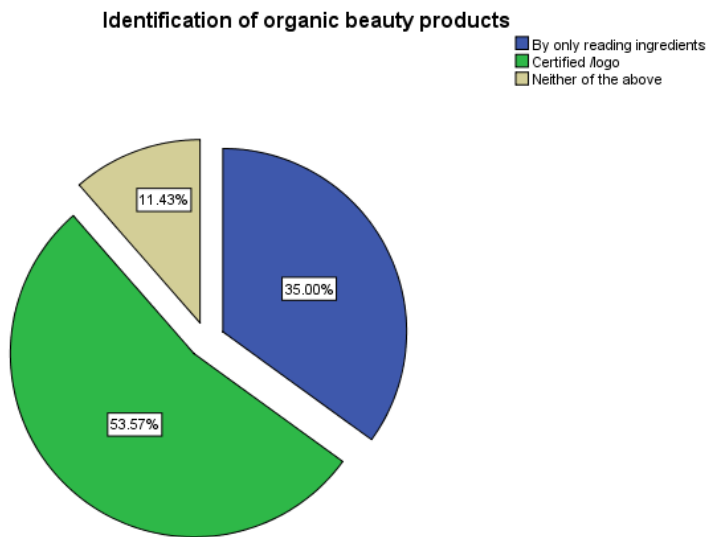


The above data shows that 39.29% sometimes purchases organic cosmetic products, 17.14% often purchases it, 4.29% always purchases, 28.57% rarely purchases it and 10.71% never purchases it.

### 3.1.14 IDENTIFICATION OF ORGANIC BEAUTY PRODUCTS

**Table 3.1.14 Identification of organic beauty products**

	Frequency	Percent	Valid Percent	Cumulative Percent
By only reading ingredients	49	35.0	35.0	35.0
Certified /logo	75	53.6	53.6	88.6
Neither of the above	16	11.4	11.4	100.0
Total	140	100.0	100.0	

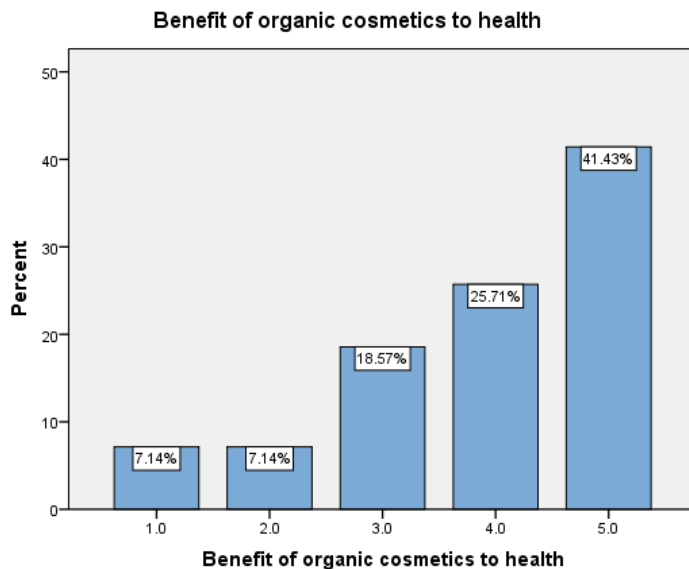


As shown in the above data, 53.57% makes sure that the product is actually organic by the certified logo, 35.00% by reading the ingredient list and 11.43% does neither.

### 3.1.15 CUSTOMER PERSPECTIVE THAT ORGANIC COSMETICS IS BENEFICIAL TO HEALTH

**Table 3.1.15 Benefit of organic cosmetics to health**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	10	7.1	7.1	7.1
Disagree	10	7.1	7.1	14.3
Neutral	26	18.6	18.6	32.9
Disagree	36	25.7	25.7	58.6
Strongly Disagree	58	41.4	41.4	100.0
Total	140	100.0	100.0	

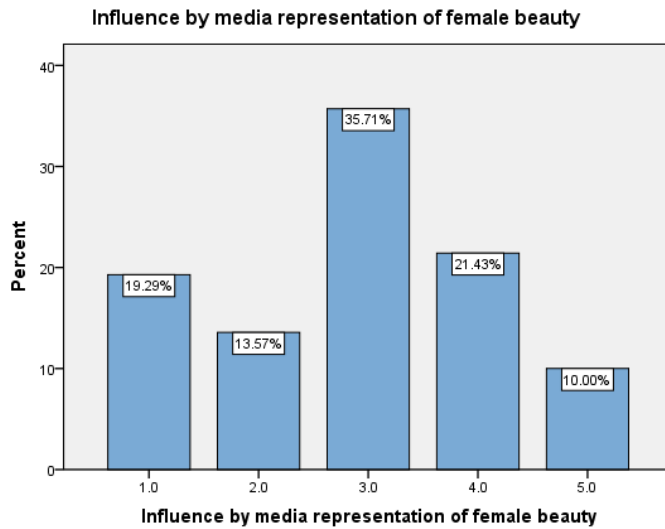


From the above data, 41.43% strongly agrees that, using organic cosmetics is beneficial to health, 25.71% agrees with it, 18.57% is neutral to the statement, 7.14% disagrees with it and 7.14% strongly disagrees with it.

### 3.1.16 MEDIA REPRESENTATION OF FEMALE BEAUTY AND ICONS INFLUENCE YOUR USE OR NON USE OF COSMETICS

**Table 3.1.16 Influence by media representation of female beauty**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	27	19.3	19.3	19.3
Disagree	19	13.6	13.6	32.9
Neutral	50	35.7	35.7	68.6
Agree	30	21.4	21.4	90.0
Strongly Agree	14	10.0	10.0	100.0
Total	140	100.0	100.0	

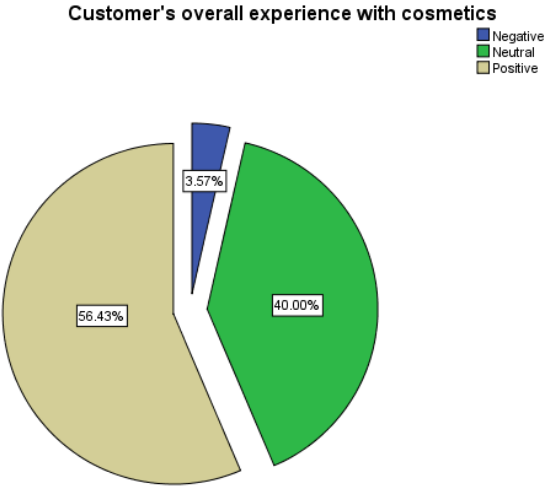


From the above chart it shows that 10.00% strongly agrees that media representation of female beauty has influenced the use of cosmetics, 21.43% agrees with it, 35.71% is neutral about it, 13.57% disagrees with it and 19.29% strongly disagrees.

**3.1.17 CUSTOMERS OVERALL EXPERIENCE WITH COSMETICS**

**Table 3.1.17 Customer's overall experience with cosmetics**

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	5	3.6	3.6	3.6
Neutral	56	40.0	40.0	43.6
Positive	79	56.4	56.4	100.0
Total	140	100.0	100.0	

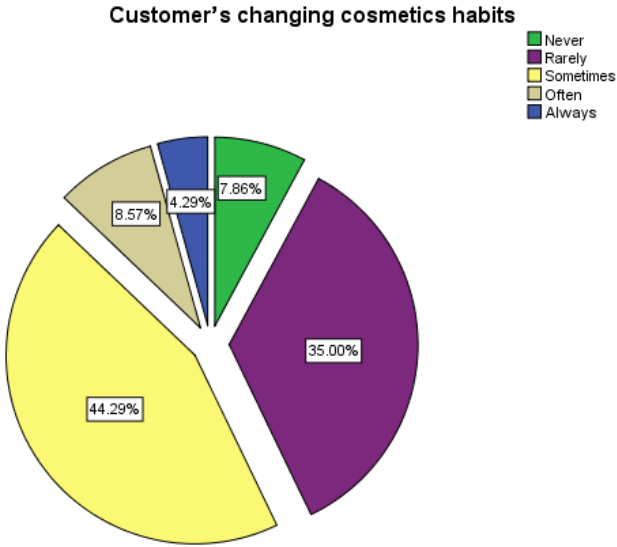


From the above chart it shows that 40.00% had a neutral experience with cosmetics, 58.43 % had positive experience and 3.57% had negative experience.

**3.1.18 CUSTOMER’S CHANGING COSMETICS HABITS**

**Table 3.1.18 Customer’s changing cosmetics habits**

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	6	4.3	4.3	4.3
Never	11	7.9	7.9	12.1
Often	12	8.6	8.6	20.7
Rarely	49	35.0	35.0	55.7
Sometimes	62	44.3	44.3	100.0
Total	140	100.0	100.0	



From the above data it shows that 44.29% sometimes change cosmetic habits, 35.00% rarely changes their cosmetic habits, 8.57% often changes cosmetic habits, 4.29% always changes cosmetic habits and 7.86% never changes their cosmetic habits

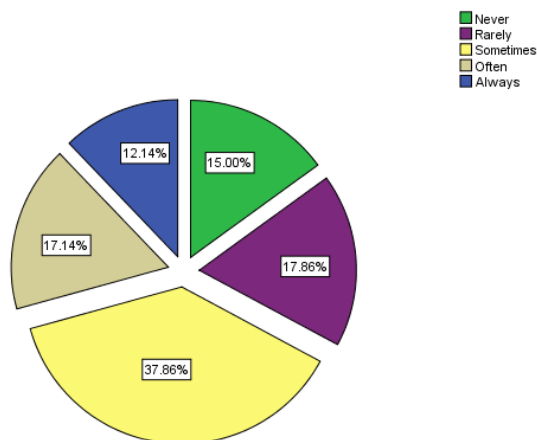


### 3.1.19 CUSTOMER REFERRING TO MAGAZINES OR SEARCH ONLINE FOR INFORMATION ON COSMETICS

**Table 3.1.19 customer referring to magazines or search online for information on cosmetics**

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	17	12.1	12.1	12.1
Never	21	15.0	15.0	27.1
Often	24	17.1	17.1	44.3
Rarely	25	17.9	17.9	62.1
Sometimes	53	37.9	37.9	100.0
Total	140	100.0	100.0	

Customer referring to magazines or search online for information on cosmetics



From the above it shows that 37.86% sometimes read magazine or search online for information on cosmetics, 12.14 % always search or read information on cosmetic, 17.14% often search or read information on cosmetic, 17.86% rarely search or read information on cosmetic and 15.00% never read or search on cosmetic.

## 3.2 HYPOTHESIS TESTING

### CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The Chi-Square Test of Independence determines whether there is an association between categorical variables (i.e., whether the variables are independent or related). It is a nonparametric test. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

### Analysing Chi-Square Test

**H<sub>0</sub>:** organic beauty products have not impacted the health & environmental consciousness on young female consumers.

**H<sub>1</sub>:** organic beauty products have impacted the health & environmental consciousness on young female consumers.

### Tables

The first table is the Case Processing summary, which tells us the number of valid cases used for analysis. Only cases with non-missing values for both health and environmental consciousness can be used in the test.

**Table 3.2.1 Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Environmental protection concerns influence your purchasing decisions * Using organic cosmetics is beneficial to my health	140	100.0%	0	0.0%	140	100.0%

**Table 3.2.2**

**Environmental protection concerns influence your purchasing decisions \* Using organic cosmetics is beneficial to my health Crosstabulation**

			Using organic cosmetics is beneficial to my health					Total
			1.0	2.0	3.0	4.0	5.0	
Environmental protection concerns influence your purchasing decisions	1.0	Count	2	0	1	0	3	6
		Expected Count	.4	.4	1.1	1.5	2.5	6.0
	2.0	Count	1	3	1	2	1	8
		Expected Count	.6	.6	1.5	2.1	3.3	8.0
	3.0	Count	2	2	11	8	6	29
		Expected Count	2.1	2.1	5.4	7.5	12.0	29.0
	4.0	Count	0	1	5	10	15	31
		Expected Count	2.2	2.2	5.8	8.0	12.8	31.0
	5.0	Count	5	4	8	16	33	66
		Expected Count	4.7	4.7	12.3	17.0	27.3	66.0
Total	Count	10	10	26	36	58	140	
	Expected Count	10.0	10.0	26.0	36.0	58.0	140.0	

**Table 3.2.3 Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.867 <sup>a</sup>	16	.003
Likelihood Ratio	32.229	16	.009
Linear-by-Linear Association	8.149	1	.004
N of Valid Cases	140		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .43.

The key result in the Chi-Square Tests table is the Pearson Chi-Square.

- The value of the test statistic is 35.867
- The footnote for this statistic pertains to the expected cell count assumption (i.e., expected cell counts are all greater than 5): no cells had an expected count less than 5, so this assumption was met.
- The corresponding p-value of the test statistic is  $p = 0.003$  ( $0.003 < \alpha = 0.05$ )

## DECISION AND CONCLUSIONS

Since the p-value is lesser than our chosen significance level ( $\alpha = 0.05$ ), we reject the null hypothesis. Rather, we conclude that organic beauty products have impacted the purchase patterns and health & environmental consciousness on young female consumers. Based on the results, we can state the following:

- The association was found between health and environmental consciousness ( $\chi^2(2) = 35.867, p = 0.003$ ).

**CHAPTER 4**  
**INFERENCES**

## 4.1 SUMMARY OF FINDINGS

The major objective of this study was to understand how organic beauty products have impacted the purchase patterns and health & environmental consciousness on young female consumers.

The major findings are:

A) Consumers care about Environmental concern when using organic cosmetic. Consumers are also concerned about quality and lasting impact of cosmetics on their body.

B) Majority of the customers were aware of the harmful ingredients present in inorganic cosmetics that can cause serious health problems but lack of availability and high cost of organic cosmetics leads to customer purchasing inorganic cosmetic.

C) Customer focuses mainly in the ingredients mentioned in the product. Consumer believes that all written natural ingredients are organic. Consumers are aware of certification and logo marks which proves products originality.

D) The consumer believes most of the time organic cosmetics are costly and slow in giving result with respect to cost. Since consumer wants result in couple of days which organic cosmetic might not fulfil because organic cosmetic shows excellent result but in slow pace.

E) Customer often read basic information about the cosmetic brands prior to purchase. Educated women tends to search basic information in comparison to uneducated women because they are aware of harmful chemicals that added.

F) Consumer often try different cosmetic products to experience better quality and for better results but at the same time there are loyal customers who are satisfied with the brand they are using.

## **4.2 CONCLUSION**

The main aim of the study was to understand how organic beauty products have impacted the purchase patterns and health & environmental consciousness on young female consumers. Organic cosmetics are so valuable and beneficial and important for the health of consumer as well as to environment. Despite of so many advantages in organic cosmetics, marketing organic cosmetics is a difficult challenge.

The survey was conducted among young women. By this we understand that Consumers really care about Environmental concern when using organic cosmetic. They are also concerned about good quality that it provides and lasting impact of cosmetics on their body. Majority of the respondents are aware of the harmful ingredients present in inorganic cosmetics that can cause serious health problems but lack of availability and high cost of organic cosmetics leads to customer purchasing inorganic cosmetic. Customer focuses the ingredients in product which could necessarily be organic. The consumer believes that most of the time organic cosmetics are costly and slow in giving result. Customer tends read basic information about the cosmetic before doing purchase. Consumer often try different types of cosmetic products to experience better quality and for better results.

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