

# Study on Customer Satisfaction Towards Green Cosmetics

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## ABSTRACT

The increasing awareness of environmental sustainability has significantly influenced consumer behaviour in the cosmetics industry, leading to a growing demand for green cosmetic products. This study examines customer satisfaction towards green cosmetics by analysing the influence of environmental consciousness, prestige-seeking behaviour, and sustainability labels. It also evaluates whether customer satisfaction varies across demographic variables such as gender, age, and economic activity. A descriptive research design was adopted, and primary data were collected from 200 respondents using a structured questionnaire. Reliability analysis using Cronbach's Alpha indicated good internal consistency for all variables, with values of 0.827 for environmental consciousness, 0.804 for prestige-seeking behaviour, 0.777 for sustainability labels, and 0.868 for customer satisfaction. Correlation analysis revealed significant positive relationships between all independent variables and customer satisfaction.

Regression analysis showed that environmental consciousness ( $\beta = 0.695$ ,  $R^2 = 0.483$ ) and sustainability labels ( $\beta = 0.671$ ,  $R^2 = 0.450$ ) have a strong positive influence on customer satisfaction, while prestige-seeking behaviour ( $\beta = 0.449$ ,  $R^2 = 0.201$ ) has a moderate but significant effect. All relationships were statistically significant at the 0.05 level. Further analysis using t-test and one-way ANOVA indicated that customer satisfaction differs significantly based on gender and age, whereas no significant difference was found with respect to economic activity. The findings highlight the importance of sustainability communication, credible eco-labels, and value-based positioning in enhancing customer satisfaction and fostering long-term consumer relationships in the green cosmetics market.

**Keywords:** Customer Satisfaction, Green Cosmetics, Environmental Consciousness, Sustainability Labels, Prestige Seeking.

## INTRODUCTION

In recent years, sustainability has emerged as a dominant theme influencing consumer behaviour across various industries, particularly in the cosmetics sector. The extensive use of chemical-based cosmetic products has raised serious concerns regarding environmental degradation, health hazards, and ethical practices such as animal testing. As a result, consumers are increasingly shifting towards green cosmetics, which are perceived as safer alternatives that minimize environmental impact and promote sustainable consumption. Research on

green consumer behaviour highlights that consumers are now more informed and

conscious about the long-term effects of their purchasing decisions on the environment and society.

Customer satisfaction plays a crucial role in determining repeat purchase behaviour, brand loyalty, and long-term market success. In the context of green cosmetics, satisfaction is even more critical as these products often involve premium pricing and require higher levels of consumer trust. Understanding the factors that influence customer satisfaction enables marketers to design effective strategies that align with consumer expectations. This study is significant as it explores satisfaction through the lens of environmental consciousness, prestige seeking, and sustainability labels, which are highly relevant in the Indian market.

The green cosmetics industry has experienced rapid growth due to increasing environmental awareness and regulatory pressure on harmful cosmetic ingredients. Studies on the cosmetics industry highlight that green cosmetics are associated with natural ingredients, eco-friendly packaging, and ethical production practices. In India, the green cosmetics market is expanding as consumers become more health-conscious and environmentally responsible. Sustainability labels and certifications play a vital role in influencing consumer trust and satisfaction by reducing uncertainty and scepticism.

The purpose of this study is to analyse customer satisfaction towards green cosmetics in India by examining the impact of environmental consciousness, prestige seeking behaviour, and sustainability labels.

The objectives of the study are to assess the level of customer satisfaction towards green cosmetics, to examine the relationship between environmental consciousness and customer satisfaction, to analyse the influence of prestige seeking behaviour on customer satisfaction, and to evaluate the role of sustainability labels in enhancing customer satisfaction.

## LITERATURE REVIEW

### Environmental Consciousness

Environmental consciousness refers to consumers' awareness of environmental issues and their willingness to engage in environmentally responsible consumption. Bhati, Singh, and Chaudhry (2025) explain that increasing awareness of environmental and health impacts of cosmetics has significantly influenced consumer behaviour, leading to a shift towards eco-friendly and sustainable products. Similarly, Kong et al. (2014) state that environmental concerns such as global warming and pollution have encouraged consumers to adopt green purchasing behaviour and prefer environmentally friendly products.

In the context of green cosmetics, environmental consciousness reflects consumers' concern about harmful chemicals, environmental degradation, and unethical production practices. Environmentally conscious consumers tend to prefer products made from natural ingredients and sustainable processes. This awareness positively influences their attitudes and purchase intentions, as consumers feel responsible for contributing to environmental protection. As a result, higher environmental consciousness leads to increased satisfaction when using green cosmetic products.

## Prestige Seeking

Prestige seeking refers to consumers' desire to enhance their social status and self-image through product consumption. In the cosmetics industry, visual appeal and product presentation play an important role in shaping consumer perceptions. Mohamed, Medina, and Romo (2018) highlight that packaging design and visual elements strongly influence consumer perception, brand image, and purchase decisions. Attractive and well-designed products are often associated with higher quality and social value.

In the case of green cosmetics, prestige seeking arises from the perception that eco-friendly products represent a modern, responsible, and socially desirable lifestyle. Consumers may use such products to express their identity and values. The symbolic meaning attached to green cosmetics enhances consumers' self-image and provides emotional satisfaction. Thus, prestige-seeking behaviour contributes to customer satisfaction by combining both functional and symbolic benefits.

## Sustainability Labels

Sustainability labels are certifications or symbols that communicate the environmental and ethical attributes of products. Resimović, Kovačević, and Brozović (2015) emphasize that packaging labels indicating natural origin and environmental friendliness significantly influence consumers' perception of product quality and sustainability. These labels act as important communication tools that help consumers identify eco-friendly products.

In the cosmetics industry, sustainability labels are crucial because consumers often lack technical knowledge about ingredients and production processes. Labels such as eco-certifications, organic tags, and environmental claims reduce information asymmetry and increase transparency. Kong et al. (2014) also highlight that eco-labels positively influence consumer perception and purchasing decisions by providing credible environmental information. Therefore, sustainability labels enhance customer satisfaction by building trust, improving perceived quality, and reducing uncertainty about product claims.

## Customer Satisfaction

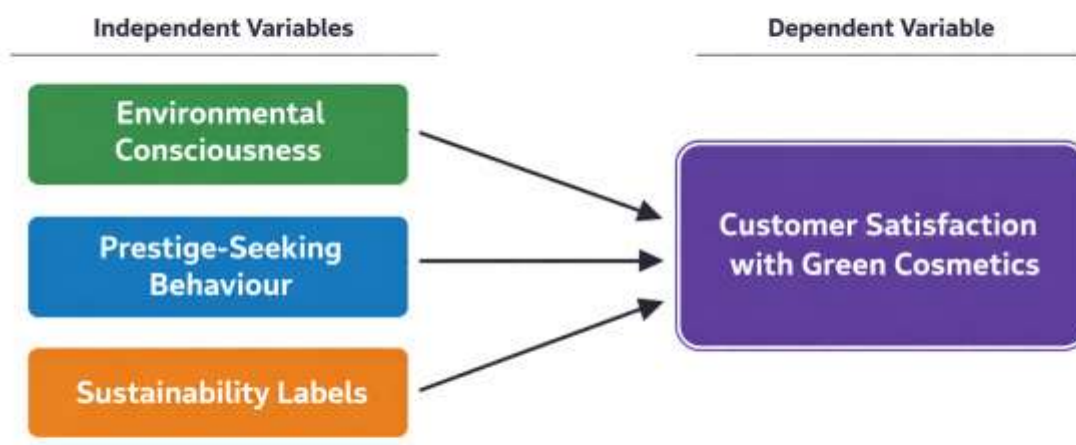
Customer satisfaction refers to the overall evaluation of a product based on the comparison between expectations and actual performance. According to Bhati et al. (2025), consumers are increasingly satisfied with green cosmetics due to their environmental benefits, safety, and alignment with personal values. Similarly, Kong et al. (2014) explain that positive perceptions of green products significantly influence consumer attitudes and satisfaction levels.

In the context of green cosmetics, satisfaction extends beyond product effectiveness to include ethical and environmental fulfilment. Consumers derive satisfaction not only from product performance but also from

satisfaction leads to repeat purchases, brand loyalty, and positive word-of-mouth. Factors such as environmental consciousness, prestige-seeking behaviour, and sustainability labels play a crucial role in shaping customer satisfaction by influencing consumer perceptions and experiences.

The conceptual framework proposes that customer satisfaction towards green cosmetics is influenced by environmental consciousness, prestige seeking behaviour, and sustainability labels. Environmentally conscious consumers experience higher satisfaction when products align with their ecological values. Prestige seeking enhances satisfaction through social recognition, while sustainability labels build trust and authenticity, thereby improving satisfaction.

In line with the objectives of the study and the empirical results obtained from correlation, regression, and significance testing, the following hypotheses were formulated to examine the relationship between the independent variables and customer satisfaction towards green cosmetics



**Fig No 1: Conceptual Framework**

### Environmental Consciousness and Customer Satisfaction

Environmental consciousness reflects the extent to which consumers are aware of and concerned about environmental protection while making purchase decisions. The correlation and regression analysis reveal a strong and positive relationship between environmental consciousness and customer satisfaction, with environmental consciousness explaining a substantial proportion of variance in customer satisfaction. This

satisfaction from using green cosmetic products.

H1: There is a significant positive relationship between environmental consciousness and customer satisfaction towards green cosmetics.

### Prestige Seeking and Customer Satisfaction

Prestige seeking behaviour represents consumers' desire for social recognition, status enhancement, and symbolic value through product consumption. The results of the regression and correlation analysis indicate a moderate yet statistically significant positive relationship between prestige seeking and customer satisfaction. This suggests that consumers who perceive green cosmetics as prestigious and socially valued experience higher levels of satisfaction.

H2: There is a significant positive relationship between prestige seeking behaviour and customer satisfaction towards green cosmetics.

### Sustainability Labels and Customer Satisfaction

Sustainability labels serve as important informational cues that communicate environmental responsibility and product authenticity. The analysis demonstrates a strong and statistically significant positive relationship between sustainability labels and customer satisfaction. The high explanatory power of sustainability labels indicates that clear and credible eco-labels enhance trust and satisfaction among consumers of green cosmetics.

H3: There is a significant positive relationship between sustainability labels and customer satisfaction towards green cosmetics.

All three hypotheses formulated in the study are empirically supported based on the results of correlation and regression analysis. Environmental consciousness and sustainability labels emerge as the strongest predictors of customer satisfaction, while prestige seeking also plays a significant role.

## RESEARCH METHODOLOGY

The present study adopts a descriptive research design, as it aims to describe and analyse the level of customer satisfaction towards green cosmetics and to examine the relationships between customer satisfaction and selected influencing factors. Descriptive research is appropriate for this study as it facilitates a systematic and factual representation of consumer perceptions and attitudes without manipulating any variables. The study is based on primary data, which were collected through a structured questionnaire designed to capture responses related to environmental consciousness, prestige seeking behaviour, sustainability labels, and customer satisfaction towards green cosmetics.

The questionnaire was administered to consumers of green cosmetic products across India, ensuring that respondents had prior experience with such products. A convenience sampling technique was employed due to its practicality and ease of access to respondents within the available time and resource constraints. The final sample size comprised 201 respondents, which was considered adequate for conducting meaningful statistical analysis and drawing reliable conclusions.

For the purpose of data analysis, various statistical tools were used. Reliability analysis was conducted to test the internal consistency of the measurement scale and to ensure the reliability of the data collected. Correlation analysis was applied to examine the strength and direction of the relationship between the independent variables and customer satisfaction. Further, regression analysis was employed to assess the extent to which environmental consciousness, prestige seeking, and sustainability labels influence customer satisfaction towards green cosmetics. These analytical techniques enabled a comprehensive understanding of the relationships among the study variables and supported the testing of the formulated hypotheses.

## DATA ANALYSIS AND INTERPRETATION

The data collected from 201 respondents were analysed using statistical techniques to examine the influence of environmental consciousness, prestige-seeking behaviour, and sustainability labels on customer satisfaction towards green cosmetics. Correlation and regression analyses were performed to test the relationships and hypotheses of the study.

### Reliability Analysis

**Table 1: Reliability Analysis**

Particulars	Value
Cronbach's Alpha	0.915

Reliability analysis was performed using Cronbach's Alpha to assess the internal consistency of the measurement scale. The obtained value of **0.915** indicates excellent reliability, as it exceeds the recommended threshold of 0.70. This confirms that the measurement items used for environmental consciousness, prestige-seeking behaviour, sustainability labels, and customer satisfaction are highly consistent and suitable for further statistical analysis.

## Correlation Analysis

**Table 2: Correlation between Variables**

Variables	EC	PS	SL	CS
Environmental Consciousness	1			
Prestige Seeking	0.452	1		
Sustainability Labels	0.666	0.526	1	
Customer Satisfaction	0.695	0.449	0.671	1

Significant at 0.01 level

The correlation results indicate that all independent variables have a positive and statistically significant relationship with customer satisfaction. Environmental consciousness ( $r = 0.695$ ) and sustainability labels ( $r = 0.671$ ) exhibit strong relationships, while prestige-seeking behaviour ( $r = 0.449$ ) shows a moderate relationship. This suggests that higher levels of environmental awareness, perceived prestige, and trust in sustainability labels lead to increased customer satisfaction towards green cosmetics.

## Regression Analysis

Regression analysis was conducted to assess the impact of each independent variable on customer satisfaction.

**Table 3: Regression Results**

Variable	Beta ( $\beta$ )	t value	Sig.	R <sup>2</sup>
Environmental Consciousness	0.695	13.640	0.000	0.483
Prestige Seeking	0.449	7.081	0.000	0.201
Sustainability Labels	0.671	12.756	0.000	0.450

The results reveal that environmental consciousness has the strongest influence on customer satisfaction ( $\beta = 0.695$ ), followed by sustainability labels ( $\beta = 0.671$ ), while prestige-seeking behaviour has a moderate effect ( $\beta = 0.449$ ). All variables are statistically significant ( $p < 0.001$ ), indicating that they play an important role in determining customer satisfaction. The R<sup>2</sup> values indicate that environmental consciousness explains 48.3% of the variation in satisfaction, sustainability labels explain 45%, and prestige-seeking behaviour explains 20.1%.

Based on these results:

- **H1 (Environmental Consciousness → Customer Satisfaction) is accepted**
- **H2 (Prestige Seeking → Customer Satisfaction) is accepted**
- **H3 (Sustainability Labels → Customer Satisfaction) is accepted**

ANOVA Analysis

**Table 4: ANOVA Result (Age and Customer Satisfaction)**

Variable	F	Sig.
Customer Satisfaction	2.976	0.020

The ANOVA results indicate a statistically significant difference in customer satisfaction across age groups ( $p < 0.05$ ), suggesting that age influences consumer perceptions of green cosmetics.

The findings demonstrate that customer satisfaction towards green cosmetics is significantly influenced by environmental consciousness, sustainability labels, and prestige-seeking behaviour. Environmental consciousness and sustainability labels emerge as the strongest predictors, highlighting the importance of environmental awareness and trust in eco-labels. Prestige-seeking behaviour also contributes positively by enhancing the symbolic and social value of green cosmetics. Overall, the results confirm that customer satisfaction in the green cosmetics market is driven by a combination of ethical, informational, and social factors.

## CONCLUSION

The present study provides a comprehensive understanding of customer satisfaction towards green cosmetics in the Indian context by examining the influence of environmental consciousness, prestige seeking behaviour, and sustainability labels. The findings of the study clearly indicate that all three independent variables have a significant and positive impact on customer satisfaction. Among these factors, environmental consciousness and sustainability labels emerged as the strongest determinants, highlighting that Indian consumers increasingly value environmentally responsible products and credible sustainability information while making cosmetic purchase decisions. Prestige seeking behaviour also plays an important role, suggesting that green cosmetics are perceived not only as functional products but also as symbols of social responsibility and ethical lifestyle choices.

The results emphasize that customer satisfaction in the green cosmetics market is multidimensional and extends beyond product performance to include ethical, emotional, and symbolic benefits. Consumers derive satisfaction when their purchasing decisions align with their environmental values, when products carry trustworthy sustainability labels, and when the use of green cosmetics enhances their social image. This indicates a shift in consumer mindset from conventional consumption towards value-driven and sustainability-oriented consumption patterns.

From a managerial perspective, the study offers important implications for marketers and manufacturers operating in the green cosmetics industry. The findings suggest that companies should place greater emphasis on sustainability communication by clearly highlighting the environmental benefits of their products. Transparent and credible sustainability labels should be prominently displayed to build consumer trust and reduce scepticism. In addition, ethical branding strategies that associate green cosmetics with responsibility, quality, and prestige can further enhance customer satisfaction and foster long-term customer loyalty.

Despite its contributions, the study has certain limitations. The use of convenience sampling and the focus on a limited sample size may restrict the generalizability of the findings. Therefore, future research may extend this study by incorporating a larger and more diverse sample across different regions of India or by adopting alternative sampling techniques. Further studies may also explore additional psychological and behavioural variables such as perceived quality, trust, brand loyalty, or green scepticism to gain deeper insights into customer satisfaction towards green cosmetics. Overall, the study contributes to the growing body of knowledge on green consumer behaviour and provides valuable guidance for the sustainable growth of the green cosmetics industry in India.

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