

Gender-Neutral Consumer Perception And Purchase Intentions For Green Cosmetic Products: A Study In Bengaluru

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ABSTRACT

Production of green cosmetics has been fueled by customers' growing interest in these products, which emphasize skin health, quality, along with beauty. Growing public knowledge of toxic venoms in conventional cosmetics is influencing their desire for natural alternatives. This research sought to determine the elements affecting Indian consumers' perceptions and intentions to buy green cosmetics, with a particular emphasis on customers who are male as well as female. achieving this, a thorough literature assessment was conducted through journals and book reviews, with the notion of intentional behaviour serving as the theoretical foundation. To examine the disparities in the views and purchasing intentions among customers who are both men and women, Smart PLS 3.0's structural equation modelling has been used in the investigation. and performed a multigroup analysis. The survey found that customers' attitudes and propensity Bengaluru City is witnessing a substantial increase on the sales in eco-friendly cosmetics.

Keywords

Consumer perception, purchase behaviors, and purchase intention in terms or green cosmetics

INTRODUCTION

Naturally derived and environmentally friendly products have been increasingly popular in recent decades due to consumer behavior for daily necessities have evolved. Cosmetics are another area where this tendency is evident, as many consumers use them on a daily basis (Yu & Lee, 2019). Consumers are increasingly considering the environment and their health while making purchases these days (Chin et al., 2018). Green cosmetics are now preferred as a result of this (Seinfeld & Pandis, 2016). The idea of green has been described in previous studies utilizing a variety of terminology, including "environmentally friendly, environmentally conscious activities, environmentally friendly consumer behavior," "environmentally friendly consumer behavior and sustainable" (S. H. Kim & Seock, 2019).

According to Saxena and Khandelwal (2008), Long-lasting, produced without chemicals, occasionally using recycled materials, and with very little packed are characteristics of green products. On the other hand, Peattie (2010) states that green products are believed to behave significantly better in terms of the environment and society when compared to competing goods or chemicals. toothpaste, deodorant, shampoo, and conditioner, sunscreen, lotion, hair gel, lipstick, and hair color are a few examples of these cosmetics. Nowadays, a lot of individuals view these products as necessities (Sahota, 2014).

The term "cosmetic" refers to any product intended for injection or application into the human body or any part of it. with the intention of purifying it, improving its beauty, or changing its appearance, according from the Medicines along with Cosmetics Act, 1940 of India. Any product meant to be a part of a cosmetic is included in this. It seems that ancient civilizations like India and Egypt became the first to develop cosmetics. (2500-1500 BC).

According to Andradý (2011), cosmetics made with conventional methods in the past contained microplastics and other dangerous compounds that were bad for both the environment and people

(Seinfeld & Pandis, 2016). Nonetheless, customers were becoming increasingly more conscious of the environmental impact of their choices and their health. Their consuming and buying habits become more selective and cautious as a result. When they wash off Products which include lipsticks, hair color, cosmetics such as colorants, because they can wind up on The environment may be negatively impacted by face creams, deodorants, soaps, hand as well as body washes, dental care products, shampoos, UV filters, cleansers, sunscreens, along with fragrances on human bodies and in bodies of water which include rivers, lakes, along with oceans. Klaschka (2015). Environmentally friendly products can successfully promote environmental safety throughout their entire life cycle (Maniatis, 2016) along with assist lessen damage to Mother Earth and the natural world (Tomasin et al., 2013). Understanding the reasons behind and frequency of green cosmetics purchases is crucial for understanding consumer behavior. It is crucial to keep in mind that making eco-friendly purchases is not always the result of someone being conscious of environmental issues along with the effects of their cosmetic choices.

This study looks at how consumers evaluate the worth of eco-friendly cosmetics and what factors affect their choices. To learn more about consumer behavior and motivations around green cosmetics, the study employs a survey methodology. It also looks at how the relationship between the elements that cause consumer reluctance and the craving to buy organic cosmetics is squeezed by ecological and health concerns. By shedding light on this problem, The research investigation aids eco-friendly cosmetics manufacturers and marketers in creating, promoting, and distributing eco-friendly cosmetics and its benefits to customers. In addition, the study's gender-based segmentation of the cosmetics sector produced different results for consumers who identified as male and female.

REVIEW OF THE STUDY

According to Ajzen (2002), intentions impact behaviors, which in turn are impacted by attitudes, perceptions of norms, and our level of control over our actions. Social factors that either support or oppose behavior are examples of subjective standards, while an individual's attitude is their perception of their own behavior. Conversely, perceived behavioral control indicates how simple or complex a behavior is to execute based on past experiences and expected difficulties. This in turn affects actual purchasing behavior, since the price of natural items is higher among those who care about the environment. (Ajzen, 1991). This term "purchasing behavior" describes how consumers make decisions and assess goods and services (Gera & Jain, 2020). Even though this subject has been extensively studied, prior research has not looked at the precise causes of how perceptions and actions around green cosmetics differ (Kumar et al., 2019). Consumer behavior is often analyzed using the TPB model. and buy intentions. To enable to examine how men and women buy natural cosmetics, TPB was utilized in this study. (Sparks et al., 1992). Customers have differing opinions about green marketing and consumption, according to research. While some may prefer traditional consumption ways due to negative experiences, others may have positive goals and views (Lim et al., 2013). Businesses to properly promote their environmentally friendly products, they need to understand these differing viewpoints. Researching a variety of elements that affect customers' intentions to purchase eco-friendly cosmetics is therefore essential. order to increase demand for them. (Paul and others, 2016; Hsu and others, 2017) In their investigations, the authors also shown how important Businesses should create eco-friendly products within order to grow using eco-friendly tactics. In India, the a growing trend of guys utilizing cosmetics for a variety of reasons. Natural and eco-friendly cosmetics are becoming more popular among Indian consumers, both male and female, and sales are expected to rise by over \$1.2 billion in 2023. An investigation into the use of cosmetics by males and their inclination towards natural cosmetics is necessary given the present market situation, as earlier research primarily concentrated on female consumers along with their purchasing habits. Men in India are increasingly adopting cosmetics for a variety of reasons. Because both men and women in India choose natural and eco-friendly cosmetics, sales of these products are expected to rise by \$1.2 billion before 2023. Men's cosmetic use while preference preferring natural cosmetics have been the subject of an experiment that is necessary given the current situation of the market, as previous research has mostly concentrated on

female consumers along with their purchasing habits necessary (Amberg & Fogarassy, 2019).

OBJECTIVE OF THE STUDY

- To investigate the factors influencing consumers' perception with the same intentions towards purchasing gender-neutral green cosmetic products.
- To analyze the differences in perception and purchase intentions between male also female consumers in Bengaluru City.
- To explore the influence of environmental concerns, product knowledge, subjective standards, and perceived behavioral control on the intents and purchasing behavior of consumers of green cosmetics.

THEORETICAL FRAMEWORK

A thorough, gender-neutral the dynamics behind consumer behavior along with intentions buy eco-friendly cosmetics in North India require a theoretical framework. This research examines the planned behavior theory of Ajzen (1991). social backdrop, how people believe they have control over the buying process, and their opinions of the products are some of the many aspects that affect people's intents to buy eco-friendly cosmetics. Intentions and subsequent conduct become impacted by perceptions of the study's hypothesis that behavioural control, attitudes, and subjective norms are all involved. In order to lessen gender bias related to the usage of green cosmetics, this study looks at gender-neutral marketing along with messaging strategies. Using ideas on research on Fornell and Larcker's (1981) gender schema theory illustrates how societal gender norms and schemas impact people's views and behavior. Additionally, considering the growing significance of environmental consciousness and sustainability in consumer decision-making, concepts from the green marketing literature (Peattie, 2010) are applied to examine the ways in which environmentally friendly for green features, labels, along with messaging affect consumers' attitudes and preferences. Environmentally conscious cosmetics buyers. To offer an in-depth understanding of the factors impacting customer perception economic purchase intentions regarding gender-neutral green cosmetics, this theoretical framework combines psychological, sociological, and marketing viewpoints.

RESEARCH METHODOLOGY

Using a descriptive research approach along with data from both primary and secondary sources, this study looked at the factors that affect Indian male and female customers' purchasing habits and plans to get environmentally friendly makeup. The objectives and strategies of the study are displayed in Figure 1. A self-administered survey comprising 29 items and a five-point Likert scale was administered to Bengaluru clients. What's studies that support the characteristics chosen for the investigation are listed in Table 1, and more measuring variables have been generated. Environmental concerns, purchase intent, perceived behavioral control, and product knowledge—particularly subjective norms—were independent variables. conduct comprised dependent variables. The test for reliability had been carried out. using SPSS software and resulted in a value of 0.980, well above the threshold of 0.74. Once reliability was assured, a comprehensive investigation was conducted. The research received 720 responses. After editing, 600 answers were found to be appropriate, leaving 120 answers full of dishonesty. Respondent In Table 2, demographics are displayed.



“Figure 1. The conceptual Model based on TPB

Table-1
Source Identification of Variables

S. no	Related Factors	Supported studies
1	Availability	(Dhanwani <i>et al.</i> , 2020; Kaufmann <i>et al.</i> , 2012; Singh <i>et al.</i> , 2019)
2	Environment Concern	(Agerup & Nilsson, 2016; Al Mamun <i>et al.</i> , 2018; Maichum <i>et al.</i> , 2016)
3	Price Sensitivity	(Ali <i>et al.</i> , 2010; Gabor & Granger, 1961; Rahim, 2016; Tellis, 1988)
4	Subjective Norms	(Barua & Islam, 2011; Bijauliya <i>et al.</i> , 2017; Boon <i>et al.</i> , 2020; Mancha & Yoder, 2015; Wu & Chen, 2014)
5	Purpose of using the product	(Novak <i>et al.</i> , 2003; Peterman, 1997; Xia & Monroe, 2009; Zaichkowsky, 1985)

Source: Author’s compilation”.

DEMOGRAPHIC PROFILE OF THE CONSUMERS

The attributes of the customers' demographics that help the researcher to divide the survey data into meaningful results and in fact, cross tabulation of various data could be possible only by using the demographic profiles. In other words, it is the evident that the researcher has reached the focus target audience in a well prescribed manner in this research, various demographic profiles of the Consumers pertaining to their attitude towards the consumer perception and purchase intentions of gender neutral. The result revealed through percentage analysis is given in the underneath section.

Table 2

Consumers’ Demographic profiles

Category	General Profile	No. of Consumers	Percentage
“Gender	Male	365	60.8
	Female	235	39.2
Age	20-30	111	18.5
	30-40	227	37.8
	40-50	120	20.0
	Above 50	142	23.7

Experience	0-5	150	25.0
	6-10	161	26.8
	11-15	143	23.8
	Above 15	146	24.3
Qualification	School Level	122	20.3
	UG Level	195	32.5
	PG Level	146	24.3
	Professional	137	22.8
Salary	10,000 - 20, 000”	192	32.0
	20,000 - 30,000	195	32.5
	30,000 - 40,000	94	15.7
	Above 40,000	119	19.8
Construct	Environment	143	23.8
	Purchase Behavior	124	20.7
	Perceived Behavioral Control	146	24.3
	Purchase Intention	70	11.7
	Product Knowledge	77	12.8
	Consumer Perception	40	6.7

Source: Primary data

Out of 600 Consumers 111 consumers are among there were 227 people between aged of 30 and 40, 120 individuals in the around 40–50 age range, as well as 142 individuals older than 50. Out of the 600 customers, 150 had zero to five years about experience, 162 have six to ten, 143 had eleven to fifteen, along with 146 had more than fifteen. Among 600 customers, 122 completed their schooling, 195 Consumers completed their UG, 146 Consumers completed their PG and 137 Consumers completed their professional degree. Out of 600 Consumers, 192 were earning Rs.10,000-20,000 per month, 195 Consumers were earning Rs.20,000-30,000 per month, 94 Consumers were earning 30,000-40,000 per month, along with 119 Consumers were earning above 40,000 per month. Out of 600 Consumers, 143 were environment Concern, 124 Purchase Behavior, 146 Consumers were Perceived Behavioral Control, 70 Consumers were Purchase Intention members, 77 Consumers were Product Knowledge s members and 40 Consumers were Consumer Perception members. Out of 600 Consumers, 365 were male Consumers and 235 were female Consumers.

Table

Relationship between Factors Influencing of consumer perception and purchase intentions of gender-neutral

		Environment Concern	Purchase Behavior	Perceived Behavioral Control	Purchase Intention	Product Knowledge	Consumers Perception
Environment Concern	Pearson Correlation	1	.002	.031	.045	.042	.041
	Significance		.957	.451	.270	.308	.313
	“N	600	600	600	600	600	600
Purchase Behavior	Pearson Correlation	.002	1	-.031	.032	-.027	.019
	Significance	.957		.445	.428	.508	.647
	N	600	600	600	600	600	600
Perceived Behavioral Control	Pearson Correlation	.031	-.031	1	.037	.054	.103*
	Significance	.451	.445		.359	.184	.012

	N	600	600	600	600	600	600
Purchase Intention	Pearson Correlation	-.045	.032	.037	1	.078	.005
	Significance	.270	.428	.359		.056	.895
	N	600	600	600	600	600	600
Product Knowledge	Pearson Correlation	-.042	-.027	.054	.078	1	.136**
	Significance	.308	.508	.184	.056		.001
	N	600	600	600	600	600	600
Consumers Perception	Pearson Correlation	.041	.019	.103*	.005	.136**	1
	Significance	.313	.647	.012	.895	.001	
	N	600	600	600	600	600	600
*. Correlation is significant - 5% level of significance (2-tailed).							
**. Correlation is significant at the 0.01 level (2-tailed)".							

Gender-neutral buying intents and factors influencing consumer perception have been analyzed using a correlation matrix. Correlation between Environment Concern is having positive relationship and correlation value as .002. Correlation between Environment Concern and consumer perception is having positive relationship and correlation value as .031 respectively. Correlation between climates for healthy growth of Purchase Behavior measure is -.045 and the relationship between these two Factors were insignificant. Correlation between Purchase Behavior and positive motivation is -.042 and the relationship between these two factors were insignificant. Correlation between climate for healthy growth of Perceived Behavioral Control and multistage consultation is having positive relationship and correlation value as .041 respectively. Correlation between climate for healthy growth of informal organization and sufficient appreciation and reward is having positive relationship and correlation value as .040 respectively. Correlation between along with Perceived Behavioral Control is -.031 and the relationship between these two Factors were insignificant. Correlation between affectionate treatment and Purchase Intention is having positive relationship and correlation value between these two Factors were .032 respectively. Correlation between affectionate treatment and positive motivation is -.027 and the relationship between these two Factors is insignificant. Correlation between product knowledge and multistage consultation is having positive relationship and correlation value as .019 respectively. Correlation between product knowledge and sufficient appreciation and reward were having positive relationship and correlation value as .004 respectively. Correlation between sufficient job security and sufficient safety measures were having positive relationship & correlation value as .037 respectively. Correlation between sufficient correlation between sufficient job security and positive motivation is having positive relationship & correlation value as .054. Correlation between sufficient job security and multistage consultation is having positive relationship & correlation value as .103. Correlation between sufficient job security and sufficient appreciation and reward is having positive relationship & correlation value as .010. Correlation between sufficient safety measures and positive motivation is having positive relationship & correlation value as .078. Correlation between sufficient safety measures and multistage consultation is having positive relationship & correlation value as .005 at 5% level of significance. Correlation between multistage consultation and sufficient appreciation and reward were having positive relationship and correlation value between these two Factors is .042 at 5% level of significance.

Table-3
"Construct Statistics"

Construct	Items	Factor Loading	Cronbach Alpha	CR	AVE
Environment Concern	EC1	0.802	0.883	0.915	0.683

	EC2	0.835			
	EC3	0.774			
	EC4	0.861			
	EC5	0.856			
Purchase Behavior	PB1	0.862	0.888	0.922	0.748
	PB2	0.860			
	PB3	0.847			
	PB4	0.890			
Perceived Behavioral Control	PBC1	0.876	0.896	0.923	0.707
	PBC2	0.842			
	PBC3	0.787			
	PBC4	0.829			
	PBC5	0.868			
Purchase Intention	PI1	0.779	0.830	0.887	0.663
	PI2	0.820			
	PI3	0.808			
	PI4	0.848			
Product Knowledge	PKN1	0.749	0.899	0.925	0.714
	PKN2	0.847			
	PKN3	0.865			
	PKN4	0.890			
	PKN5	0.866			
Consumers Perception	SN1	0.832	0.906	0.927	0.680
	SN2	0.806			
	SN3	0.836			
	SN4	0.841			
	SN5	0.823			
	SN6	0.811			

Source: Primary data

PLS-SEM, one of more advanced modeling techniques, especially are often required to completely understand the multifaceted and intricate aspects driving customer purchase intention and behavior. This method enables researchers to look at the intricate connections between a number of variables, including brand image, social effect, product attributes, and perceived value. These factors' direct and indirect effects on the real purchase intentions and behavior of customers can be ascertained by researchers using PLS-SEM. These findings offer valuable information that businesses may utilize to enhance their marketing strategies and client satisfaction. These models offer a thorough comprehension Among the ever-changing factors influencing consumer choices in the contemporary economy. The measurement model is the model's first output.

Table
Overall consumer perception and purchase intentions of gender neutral

Predictor variable	Beta	P
Environment Concern	.102	p<.013
Perceived Behavioral Control	-.139	p<.001
Purchase Intention	-.118	p<.004

Product Knowledge	-.130	p<.001
Consumers Perception	.098	p<.015

Source: Primary data

Environment Concern, PBC, Purchase Intention, PKT also Consumers Perception were not significant factors in this model. Environment Concern is having .102 as beta coefficient, significant (.013). Perceived Behavioral Control is having -.139 as beta coefficient, significant (.001). Purchase Intention got -.118 as a beta coefficient, significant (.004), and welfare measures got -.130 as a beta coefficient, significant (.001). Here Consumers Perception value is >.10 & VIF is < 5, multicollinearity among independent variables or factors is not a problem.

MEASUREMENT MODEL

An EFA was performed using SPSS 23 to reduce the variable count of the construct before an analysis using SEM. The author set the latent root threshold over factor inclusion as 1.0 and employed varimax rotation. A threshold value of 0.70 was also established by the author for factor loading and inclusion. The construct's elements had high loadings, as shown by Table 2, which shows that every factor loading value from the suggested model went beyond what is required the minimum suggested value of 0.7. These findings demonstrated that the model (Shook et al., 2004; Vinodkumar & Bhasi, 2009) proved a suitable way to describe dimensionality. The reliability of the model was demonstrated by the significant Cronbach alpha values (>0.70) for each construct (Shook et al., 2004; Chin et al., 2018). Table 2 attests the sufficient convergent validity of all six components since each latent variable has an AVE over 0.50 and a CR above 0.70, both of which meet the essential cut-off conditions for CR & AVE values. The authors of the study are Chin et al. (2018). Each latent variable's average variance exceeded the associated squared correlation coefficient in every instance. This illustrates the differences between the constructs and the transparency of their measurement scales. This enabled the authors to ensure convergence along with discriminant validity, making it appropriate for the measures (Fornell & Larcker, 1981; Yu & Lee, 2019).

MULTI-GROUP ANALYSIS

A multigroup analysis took place out to determine the differences based on the customers' gender. further employed a non-parametric assessment to examine and understand the connection's modifications. depending in particular on the buyers' gender characteristics among the models. Heseler and Ringle (2009) state that Table 4 shows associated p-values, the path coefficients for the two consumer groups (male and female), and the within-group differences. When demonstrated in Table 5, PMGA (Private Multi-Group Aggregation) uses p-values to illustrate the importance of group variations using PLS-SEM. The results, which were based on an analysis of male and female customers, indicated this showed a notable distinction between the two groups in the relationship between the purchase intentions regarding male and female consumers and their perceptions of behavioral control. Additionally, there are notable distinctions between male and female consumers' goals and purchasing behavior. The relationship between subjective norms while seeing behavioral control, or environmental concerns and product knowledge however, gender had no bearing on the decision to choose eco-friendly cosmetics. Table 4 displays the results.

Table-4
“HTMT (HETEROTRAIT - MONOTRAIT RATIO).

	EC	PBC	PKN	PB	PI	SN
EC						
PBC	0.729					
PKN	0.514	0.505				
PB	0.535	0.607	0.657			

PI	0.445	0.557	0.541	0.749		
SN	0.526	0.532	0.559	0.778	0.599"	

Table-5
"FORNELL- LACKER CRITERION

	EC	PBC	PKN	PB	PI	SN
EC	0.826					
PBC	0.642	0.841				
PKN	0.459	0.453	0.845			
PB	0.478	0.548	0.588	0.865		
PI	0.384	0.490	0.472	0.645	0.814	
SN	0.475	0.486	0.508	0.704	0.525	0.825"

Table -6
Multi-Group " Analysis

	β Value (F)	β Value (M)	Mean (F)	Mean (M)	STDE V (F)	STDE V (M)	t value (F)	t value (M)	p value (F)	p value (M)
EC-PI	0.021	-0.118	0.02	-0.114	0.111	0.089	0.192	1.323	0.848	0.187
PBC - PB	0.226	0.326	0.233	0.318	0.115	0.095	1.954	3.437	0.051	0.001
PBC - PI	0.432	0.392	0.431	0.39	0.124	0.103	3.473	3.81	0.001	0.00
PKN - EC	0.521	0.553	0.52	0.554	0.082	0.063	6.348	8.73	0.00	0.00
PI - PB	0.575	0.59	0.569	0.596	0.103	0.083	5.564	7.138	0.00	0.00
SN - PI	0.407	0.433	0.415	0.435	0.109	0.087	3.742	4.949	0.00	0.00"

Table 7
Group Analysis results for gender.

	Male		Female		Differences		
	β -Value	p-value	β -Value	p-value	β -Value	p-value	Decision
EC-PI	-0.118	0.187	0.021	0.848	-0.094	0.169	Not Significant
PBC - PB	0.326	0.001	0.226	0.051	0.113	0.147	Not significant
PBC - PI	0.392	0.00	0.432	0.001	0.133	0.015	Sig. Difference
PKN - EC	0.553	0.00	0.521	0.00	0.302	0.141	Not Significant
PI - PB	0.59	0.00	0.575	0.00	0.227	0.030	Sig. Difference
SN - PI	0.433	0.00	0.407	0.00	0.026	0.138	Not Significant

Finding variables through its systematic literature review which are related to the TPB's components was the study's primary goal. Every publication cited in the study came from Web for journals listed on Scopus, Science, Research Gate, Emerald Insight, along with Google Scholar. They were found to be at odds with one another. The second objective involved using TPB along with SEM (Figure 2) to ascertain how the variables influencing consumers' gender-specific purchasing intentions and actions toward green cosmetic items related to each other. To evaluate pertinent, In Smart PLS 3.0, SEM was utilized to test hypotheses and determine whether or not there were significant correlations between the variables. Based on hypothesis testing, The ultimate model was created to understand both male and female consumers' purchasing intents. The intention of consumers to buy green cosmetics was positively impacted by subjective norms and product

knowledge., while seeing behavioral control, while environmental concerns had no discernible effect. According to the study, people's environmental worries are directly impacted by their awareness of eco-friendly products, but their plan to purchase environmentally friendly cosmetics is unaffected. Nonetheless, it was discovered those people's actual shopping behavior was significantly and favorably impacted by the strategy to purchase eco-friendly makeup.

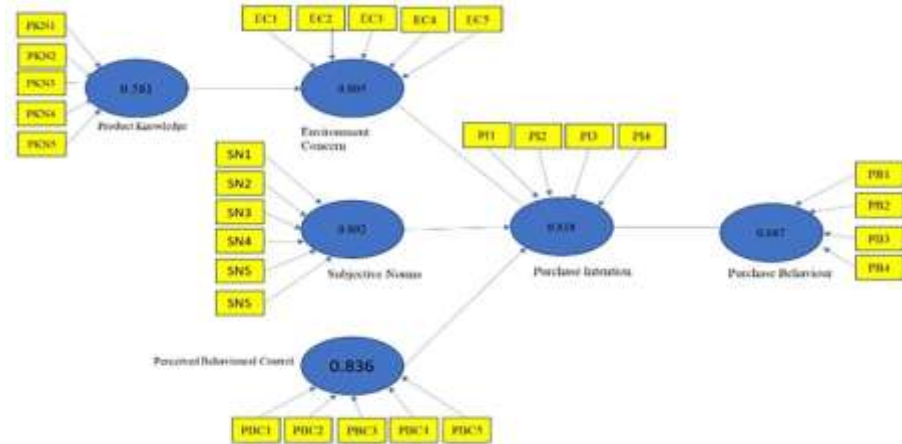


Figure 2. Structural model constructed using smart PLS.

As for the third goal, it can be said that both men's and women's Subjective standards and perceived behavioral control have a favorable and significant influence on consumers' choices to purchase environmentally friendly cosmetics. However, the results showed that environmental concerns have little effect on consumers' intentions to purchase eco-friendly cosmetics. In terms of the elements affecting their purchase intentions, this implies that men and women do not differ significantly. Modeling the intents and purchasing patterns of people in respect to green cosmetics was the ultimate goal. Figure 2 displays modeling details, and Table 7 describes how the variables relate to one another.

Research indicates that a number of significant factors affect the decisions made by customers, whether male and female, regarding buying eco-friendly cosmetics. It was discovered that buying intentions for male consumers in particular were favorably connected with their subjective expectations, product knowledge, and views on green cosmetics. Notably, environmental considerations did not considerably improve their purchasing inclination. According to our research, attitudes, subjective norms, and product knowledge all have a favorable correlation with female consumers' inclination to buy eco-friendly makeup. As with their male counterparts, environmental concerns had no direct impact on their buying intentions. However, just like with male consumers, product expertise was important in predicting their views on environmental issues. These studies show how Both male and female customers' knowledge of the product, attitudes, and subjective norms all affect a person's inclination to buy. Even when they don't directly affect decisions to buy, It is maintained that social conventions and product-related elements are important. The goals and buying habits of both male and female consumers with reference to environmentally friendly cosmetics were not substantially different.

Table 7
Hypothesis Results.

S. No	Dependent Construct	Hypothesis	p and β value	Inference
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1	EC-PI	H ₅ = consumer Environmental concern and its influence on purchase intention is gender neutral	B=-0.094 P=0.169	Insignificant.
2	PKN - EC 0.141	H ₁ = Consumers product knowledge and its influence on environmental concern is gender neutral	B=0.302 P=0.141	Insignificant
3	PBC - PB	H ₃ Perceived Behavioural Control (PBC) and its influence on purchase behaviour is gender neutral	β = 0.113 P = 0.147	Insignificant
4	PI - PB	H4: Consumer purchase intention and its effect on purchase behaviour are gender neutral	β = 0.227 P = 0.030	significant
5	SN - PI	H5 = Subjective norm and its influence on purchase intention of cosmetics are gender neutral	β = 0.026 P = 0.138	Insignificant.

Source: Author's Compilation.

DISCUSSIONS

No statistically significant gender differences were discovered in the study. purchasing behavior or intentions towards environmentally friendly cosmetics. The research shows the intention to buy clients of green cosmetics, whether male and female, are favorably impacted by subjective measures. In addition, their purchase intention is an essential element that influences customers' behavior when purchasing. According to Vinod Kumar and Bhasi (2009), the elements that impact purchase intentions likely to influence how Indian consumers, whether male and female, behave when making purchases of eco-friendly cosmetics. The study also discovered indicates consumers' perceptions of the positive impact of behavioral control on their intention to buy environmentally friendly cosmetics. The concept of planned conduct states that perceived behavioral control influences both customer purchases and behavior along with buy intention.

PBC has significantly influenced, both directly and indirectly, consumer behavior, it can be concluded. Consumers' environmental concerns are the only thing that green cosmetics product knowledge influences; it has no bearing on their intention to buy these items. Thus, it is possible to draw the conclusion that while customers' knowledge about environmental issues may be raised by learning about green products, this awareness does not affect their intention to buy. Therefore, we can conclude that, out of every possible factor, environmental concerns were the only one that had no effect on the male and female customers' intents to buy and behavior regarding green cosmetics. Our research revealed that a number of factors combine to influence customer behavior. According to subjective norms, some are part of the larger consumer environment, which includes the family, social context, and culture. Others, like B. environmental awareness, product expertise, and perceived behavioral control concerns, use specific individuals as their subject. Organizations may find the study's findings useful in determining the elements that impact customer habits as well as increasing to purchase eco-friendly cosmetics. This enables the business to put into practice a successful green strategy that enables superior positioning and segmentation in contrast to conventional cosmetics.

THEORETICAL IMPLICATION

The study's findings have important theoretical ramifications and provide a gender-neutral analysis of North Indian consumers' purchasing intentions and patterns for eco-friendly cosmetics. The TPB & SEM are used in this study to explain the intricate relationships between many elements that influence intentions to buy, with an emphasis on gender nuances. Subjective norms, perceived behavioral control, product knowledge, along with environmental concerns identified all important, but they had no appreciable effect on purchase intention. Notably, product knowledge raised environmental worries while

having no direct effect on purchase intentions. This demonstrates the intricate connection between the formation of intentions and the learning of information. The research also demonstrates that the intention Purchasing environmentally friendly cosmetics has a significant influence on real purchasing behavior, bridging the gap between intention and conduct. By emphasizing the critical role that intention plays in behavior prediction, these findings enhance theoretical frameworks such as TPB. illuminating the ways in which variables affect purchasing intentions differently for men and women.

CONCLUSION

Following investigation data analysis, the study finds no meaningful correlation among Indian male and female customers' purchasing intentions. eco-friendly cosmetics with environmental concerns. It means because even in cases when a customer is well conscious of environmental issues, they might not feel obliged to buy eco-friendly cosmetics since they do not think that doing so will make a substantial difference in environmental protection. Consumers' worries regarding the environment and their product expertise have been found to be significantly correlated. In other words, customers' perceptions of a product's features that contribute to ecosystem safety will surely be influenced if they possess adequate knowledge about it. In the end, it doesn't affect the choice to buy the item.

The survey also discovered that when it comes for greening cosmetics, both male and female customers' inclinations regarding purchases are significantly influenced by subjective standards. This suggests that Positive reviews increase the likelihood that consumers will have a positive opinion of such products. from their nearest friends or family. Furthermore, social media marketing helps persuade prospective customers of the advantages of these cosmetics, which eventually results in a purchase. It is crucial to remember that if we want a People's choice to purchase and apply eco-friendly cosmetics to last for a long time, it should originate internally and not be influenced by others. According to research, the purchasing intentions along with the behaviour of Indian customers, both male and female, with regard to green cosmetic items are significantly positively correlated with perceived behavioural control, a dependent variable. We can infer from this that consumers will gravitate toward environmentally friendly cosmetics if they are given the proper chance, the funds, and sufficient time. This will contribute to the development of a need, desire, and demand among Indian clients for eco-friendly cosmetics.

According to these research findings, businesses should exercise strict control over their marketing techniques in order to draw in more male customers for environmentally friendly cosmetics. Men are currently the target audience for advertisements for easily identifiable cosmetic products. Additionally, businesses ought to make an effort to be more ecologically conscious and create cosmetics that are both healthy for the environment and the skin of their customers. The author would like to recommend looking at the transgender population as well for future research. In addition to examining the transgender person's demands in regard to cosmetics and their purchasing behavior toward them, we must determine whether these factors also have the same effect on transgender people.

LIMITATIONS OF THE STUDY

Not with standing the fact that this study offered insightful information about the connection between consumer behavior along with intentions to buy eco-friendly cosmetics in North India, it is important to recognize its limitations. Initially, the study's conclusions were less applicable to other regions because it primarily examined northern India. A cross-sectional approach was also employed in the study, which might have missed shifts in customer behavior over time. Additionally, using the probability of social desirability bias is increased when data is self-reported. this may compromise answer accuracy. To improve the findings' generalizability, future research should use longitudinal approaches along with a wider geographic scope into account.

FUTURE DIRECTIONS

Building on the results of this study, more research should investigate a variety of approaches to better understand customer behavior regarding eco-friendly cosmetic items. First, analyzing It could be

enlightening to examine how cultural influences impact consumers' perceptions and behavior regarding environmentally friendly products. Sustainable trends in the cosmetics industry may be better understood through longitudinal studies that track how customer preferences and behavior evolve over time. Focus groups as well as interviews are examples of qualitative research techniques that can aid in offering a deeper comprehension of the core factors affecting consumer decisions. Future research could assist us better understand how people react to eco-friendly items.

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