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# AN INVESTIGATION ON THE AWARENESS LEVEL OF GREEN BEAUTY PRODUCTS FOR SUSTAINABLE CONSUMPTION

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***Abstract***

*This study focuses on examining the awareness level of green beauty products among the younger generation in the context of sustainable consumption. The research includes various factors such as purchase frequency, familiarity with green beauty product brands, brand preference, relied sources for making purchase decisions, perceived benefits and environmental impacts of green beauty products, perceived knowledge, and clarity during green beauty product purchases. Additionally, the study explores qualitative insights gathered from respondents through open-ended questions. Data were collected using a Google Form through convenience sampling, comprising 120 male and female college students. Quantitative data were analyzed using SPSS software through descriptive statistics and frequency analysis, while qualitative insights were derived through thematic analysis of the open-ended responses. It was evident that respondents' perceived benefits and awareness of the environmental impact of green beauty products were high. Open-ended responses highlighted key influencing factors such as product availability, health consciousness, and brand perception in shaping consumer purchase intentions. Overall, the study provides valuable insights for marketers aiming to promote sustainable beauty products among a broader consumer base.*

## INTRODUCTION

Conserving the environment and pave the path of sustainable development includes efforts from all the stakeholders of society together in a consolidated way. There are many issues that we are witnessing in our life like ocean acidification, freshwater scarcity, deforestation, ozone hole, global warming, and loss of biodiversity. Overpopulation, consumption, and urbanization are the primary causes of environmental degradation, according to environmentalists and scientific studies (Arora, 2018). Unconscious activities of humans towards environment and environmental damage are closely related because of the numerous effects of both production and consumption. Consuming in an unsustainable way is one of the foremost reasons for the environmental degradation. Consuming in an unsustainable way can be generally explained as consuming the product which meet the individual needs without make harm to the environment. The United Nation Agenda 21 was initiated to tackle global environmental and developmental challenges, introducing the concept of sustainable production and consumption for the first time (Butar Butar et al., 2024).

In order to bring an efficient impact on environmental sustainability of future India, there is significant changes and initiatives are needed at present. In the era of personalised choice of products and services, the consumers are showing greater interest and consciousness towards their purchasing decision. Though the awareness levels of natural and green products are continuously rising in the developed countries, it is remaining minimal in developing countries (Mittleman, 2012; Shittu O, 2020). The low awareness of natural and green products will lead to loss the space of enhancing quality of life and reducing the ineffectiveness and cost (Kong et al.,2014; Shittu O, 2020). Green and natural product awareness will have great impact on accumulating the information regarding the environment thereby it leads to implement the knowledge while making purchase decision. These initiatives will have great impact on sustainable purchase and sustainable living. Awareness in the green context is linked with the behaviour of the consumer which leads their behaviour towards environmentally friendly products (Alamsyah, 2020). Environmentally friendly products are the products which given due consideration while sourcing, manufacturing process and selling and post purchase effect. These products will not make any harm during the manufacturing process as well as in their entire lifecycle. Consumers with high in green awareness will even change the consumer those who purchased the non-green products thereby will make impact on others purchase decision as well (Ricci et al.,2018; Alamsyah, D et al., 2018). The study on factors affecting the purchase intention and purchase behaviour of green products found that study based on specific kind of green product will yield beneficial research outcome((Ansu-Mensah, 2021).

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The researcher is focusing on finding the awareness level of green beauty products. The present young generations are more conscious towards natural because they are rising in the period of many catastrophic incidents happened in front of their eyes and rising global warming and pollution etc., The present study is focusing on finding the awareness of green beauty product among young generation. The study is designed to addressing the following objectives:

1. The awareness level and the preference of green beauty product brands
2. The primary source of rely for consumers in green beauty product purchase decision
3. The perceived benefits and environmental impact awareness of green beauty products
4. Perceived knowledge and identification clarity on purchasing of green beauty products
5. Qualitative insights from open-ended responses

## LITERATURE REVIEW

Sustainable development is primarily promoted by eco-innovation and eco-friendly consumption (Wijekoon & Sabri, 2021). The environmentally friendly purchases are need of hour in order to protect the environment from the harmful effect from overuse of resources. The increased ecological consciousness and the favourable action from the individual point of view does not bring the effective in global market. The green products are falls under 7-8% of global market (Transparency Market Research, 2021). The eco-friendly products are demonstrated to have reduced negative effects while comparing with conventional goods, also it is opting for sustainable items serves as a means to encourage environmentally responsible development (Kerber et al., 2023). Green products are come with an due and proper consideration from sourcing till post-selling scenario without having negative impact on the environment. In the green product context, there are more concentration on sustainability usage of resource, decreasing wastage output and hazardous waste, and limiting environmental pollution in production (Sana, 2020) and during the whole lifecycle of product from the production point till dispatching the product there have been an separate focus is given to the sustainable part (Wayan Ekawati et al., 2019). Green awareness, as seen through the lens of consumer behaviour, is a behaviour associated with the use of environmentally friendly products. And understanding how a product affects the environment is a component of green awareness (Alamsyah, 2020). Environmental awareness is essential in shaping human behavior and habits, as it reflects an individual's ability to understand the link between human activities and environmental quality, as well as their readiness to actively engage in environmental initiatives (Mahmoud et al., 2022). Consumer awareness is the initial phase in understanding the environmental context. This awareness will lead the individual to gather information and enhancing the knowledge towards understanding the impact or effect of their consumption on the environment (Alamsyah, 2020). It has been stated that awareness of environment has impact in green product purchase decision (Kerber et al., 2023). The environmental awareness has been affecting the consumer behaviour in many ways like making changes in their way of life, increasing the interest towards eco-friendly products, developing the conscious towards environmental deterioration (Lestri et al., 2021). It is founded that even there is an development in green beauty products sector, the awareness level is minimal in developing markets (AI-Haddad et al.,2020; Shimul et al.,2022). Previous study have stated that the research study on green product purchase behaviour mainly concentrate on electronics, clothing, food, energy systems and very less number of studies are concentrated on green cosmetics and beauty products (EIHaffar et al.,2020). The purpose of the research is to identify the awareness levels of green beauty product among young generation.

## RESEARCH METHODOLOGY

This study adopts a quantitative research approach to explore the awareness, preference, and behavioral patterns of consumers toward green beauty products. The data was collected through a structured online questionnaire using Google Forms. The survey was conducted over a period of two months, from March to April 2025. A total of 120 valid responses were collected from individuals aged between 18 and 30+ years in Coimbatore. The sampling method employed was non-probability convenience sampling, chosen for its practicality and ease of access to the target group. The questionnaire included both close-ended and open-ended questions, allowing for a combination of statistical analysis and qualitative insights related to green beauty product usage.

## DATA ANALYSIS AND FINDINGS

**4.1 Characteristics of respondents**

This section provides an overview of the data gathered on various general variables, including age, gender, educational attainment, and whether the respondent have used green beauty product or not and the frequency of using green beauty products.

**Table 4.1.1 Demographic details of the respondents**

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| | Frequency | Percent (%) |
|---|---|---|
| **Gender** | | |
| Male | 48 | 40% |
| Female | 72 | 60% |
| Total | 120 | 100% |
| **Age** | | |
| 18-21 | 41 | 34.2% |
| 22-25 | 55 | 45.8% |
| 26-30 | 12 | 10% |
| 30+ | 12 | 10% |
| Total | 120 | 100% |
| **Education** | | |
| UG | 5 | 4.2% |
| PG | 104 | 86.7% |
| PhD scholar | 11 | 9.2% |
| Total | 120 | 100% |
| **Have used green beauty products** | | |
| Yes | 65 | 54.2% |
| No | 55 | 45.8% |
| Total | 120 | 100% |
| **Frequency of using green beauty products** | | |
| Less than 6 months | 35 | 29.2% |
| 6 month – 1 year | 14 | 11.7% |
| 1 year – 2 years | 12 | 10% |
| More than 2 years | 17 | 14.2% |
| Not at all | 42 | 35% |
| Total | 120 | 100% |

From the table 1.1, 48% of the respondents are male and 72% of the respondents are female. When we look into the age category of the respondents, 41% of the respondents are falls under the age category of 18 to 21. 55% of the respondents are comes under the age category of 22 to 25. 10% of the respondents are fall between the age category of 26-30. The education data about the respondents revealed that 4.2% of them are pursuing UG level degree, 86.7% of them are pursuing PG level degree and 11% of the respondents are doing their PhD degree. Among the respondents 65% are responding that they have been used green beauty products earlier. 55% of the respondents are said that they are not used green beauty products. While we look into the details of the respondent's frequency of using green beauty product, 29.2% of the respondents are using the green beauty product for 'less than 6 month', which indicates that the respondents have recently adopted the usage of green beauty products. It shows their recent inclination towards sustainable consumption. 11.7% of the segment of the samples are using green beauty products for a moderate usage of '6 month – 1 year'. The respondents falls under this bracket are representing an early but somewhat consistent user base. A category of 10% of the respondents have engaged with green beauty products for the duration ranging between '1 year – 2 year'. It reveals that the participants fall under this bracket are developing habit toward sustainable consumption over the past one to two years. A considerable proportion of 14.2% of the participants reported long-term usage which exceeding 'more than two years'. It exhibits their sustained commitment to green beauty product consumption. Finally, 35% of participants are not yet adopted green beauty products. This considerable proportion of respondents are never engaged in using green beauty products. Thus, they are highlighting the potential target for awareness effort.

**4.2 Respondents' Awareness of Green Beauty Product Brands**

**Table 4.2.1 Respondents' Awareness of Green Beauty Product Brands**

| Brand awareness | Respondent's Count | Percentage (%) |
|---|---|---|
| Khadi naturals | 50 | 42 |
| Biotique | 25 | 21 |
| Forest Essentials | 3 | 3 |
| Soultree | 0 | 0 |
| Lotus herbals | 3 | 3 |
| Kama Ayurveda | 0 | 0 |
| Vilvah | 3 | 3 |
| Juicy chemistry | 1 | 1 |
| Just herbs | 5 | 4 |
| Himalaya herbals | 25 | 21 |

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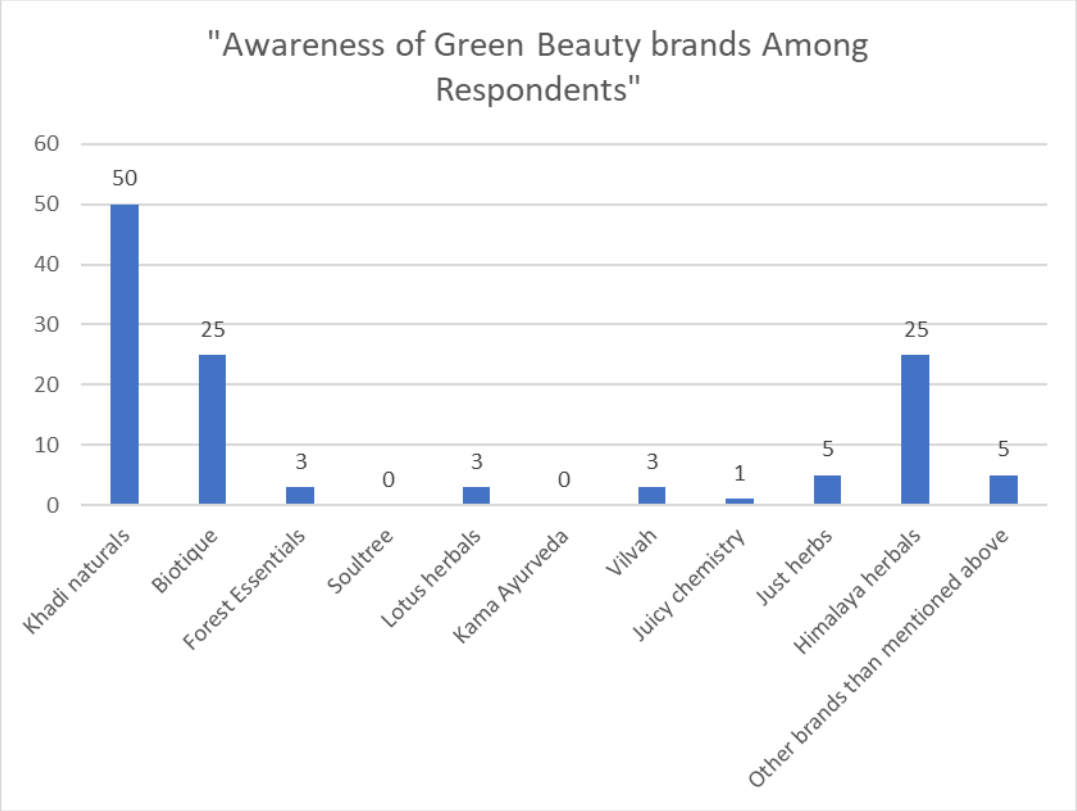
| | | |
|---|---|---|
| Other than the mentioned above | 5 | 4 |

**Bar chart 4.2.1 Respondents' Awareness of Green Beauty Product Brands**




The varied percentage of awareness level of a green beauty product brands among the respondents can be seen from the above bar chart. Notably, Khadi naturals emerged as the most recognized brand, with 50 respondents, accounting approximately 42% of the total respondents. This high level of awareness of this particular brand among the stated brands for this research may be attributed to its affordability, availability, and strong brand positioning in the green beauty product market. Following this, Himalaya herbals and biotique equally was identified by 25 (21%) respondents, suggesting its continued popularity due to its wide distribution and long-standing presence in Indian households. 5% of the responded that they are aware of other brands than the brands listed for the research such as Oxi9, Jovees shampoo, Deyga, Pilgrim, Lakshmi krishna naturals, Aayush, Vinolaya. Other brands listed for this research, such as Forest essentials, Vilvah and Lotus herbals are received 3 mentions (3%) respectively, while Just herbs and Juicy chemistry had 5(4%) and 1(1%) respectively. The brands that come under unaware categories are Soultree, Kama Ayurveda, and Ruby's organics. These brands are recorded as no awareness among respondents.

**4.3 Preferred brand of Green Beauty Product**

**Table 4.3.1 Preferred brand of Green Beauty Product**

| Brand prefer to buy | Respondent's Count | Percentage |
|---|---|---|
| Khadi naturals | 28 | 23 |
| Biotique | 27 | 23 |
| Forest Essentials | 6 | 5 |
| Soultree | 0 | 0 |
| Lotus herbals | 5 | 4 |
| Kama Ayurveda | 1 | 1 |
| Ruby's organics | 0 | 0 |
| Vilvah | 11 | 9 |
| Juicy chemistry | 0 | 0 |
| Just herbs | 11 | 9 |

**Bar chart 4.3.2 Preferred brand of Green Beauty Product**

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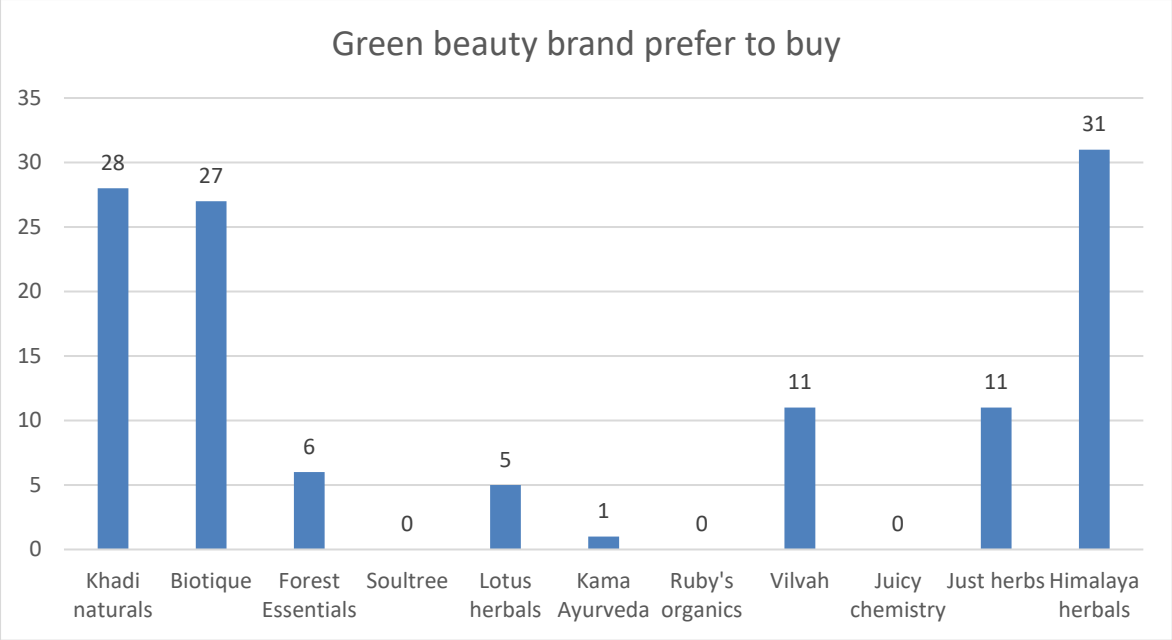


The data gathered on consumer brand preferences in the herbal and organic personal care segment reveals significant trends in brand preference of green beauty products among young generation. A total of 120 responses were analyzed, reflecting the frequency and percentage distribution of preferred brands among consumers. Himalaya Herbals emerged as the most preferred brand, accounting for 31 of total responses (26%). This suggests that the brand has established a strong presence in the market. Khadi Naturals and Biotique followed closely, with 28(23%) and 27(23%) of the responses respectively. Both brands are known for their natural formulations and alignment with Ayurvedic principles, which may contribute to their popularity among health-conscious consumers. Brands such as Just Herbs and Vilvah each received 11 (9%) of the responses, indicating a moderate level of consumer preference. These relatively niche brands may appeal to a more specific segment of consumers who prioritize organic ingredients and ethical sourcing, though their limited market penetration could be a constraint to wider adoption. In contrast, brands like Forest Essentials (n=6, 5%), Lotus Herbals (n=5, 4%), and Kama Ayurveda (n=1, 1%) reflected lower levels of preference. This may be attributed to higher price points, limited accessibility, or lesser-known brand recognition in the broader market. Interestingly, Soultree, Ruby's Organics, and Juicy Chemistry received no responses (0%), suggesting either low brand awareness or minimal market reach within the sample population.

**4.4 Primary source of rely for consumers in green beauty product purchase decision**

The data collected provides insight into the primary sources that consumers rely on before making a purchase decision.

**Table 4.4.1 Primary source of rely for consumers in green beauty product purchase decision**

| Sources | Respondent's Count | Percentage |
|---|---|---|
| Youtube influencer | 8 | 6.7 |
| Youtube video comments | 5 | 4.2 |
| Instagram influencer | 7 | 5.8 |
| Friends and colleagues | 36 | 30 |
| Family and relatives | 23 | 18.3 |
| Own research | 39 | 32.5 |
| Ayurveda doctor | 1 | 0.8 |
| Non of the above | 1 | 0.8 |
| Total | 120 | 100 |

**Bar chart 4.4.1 Primary source of rely for consumers in green beauty product purchase decision**

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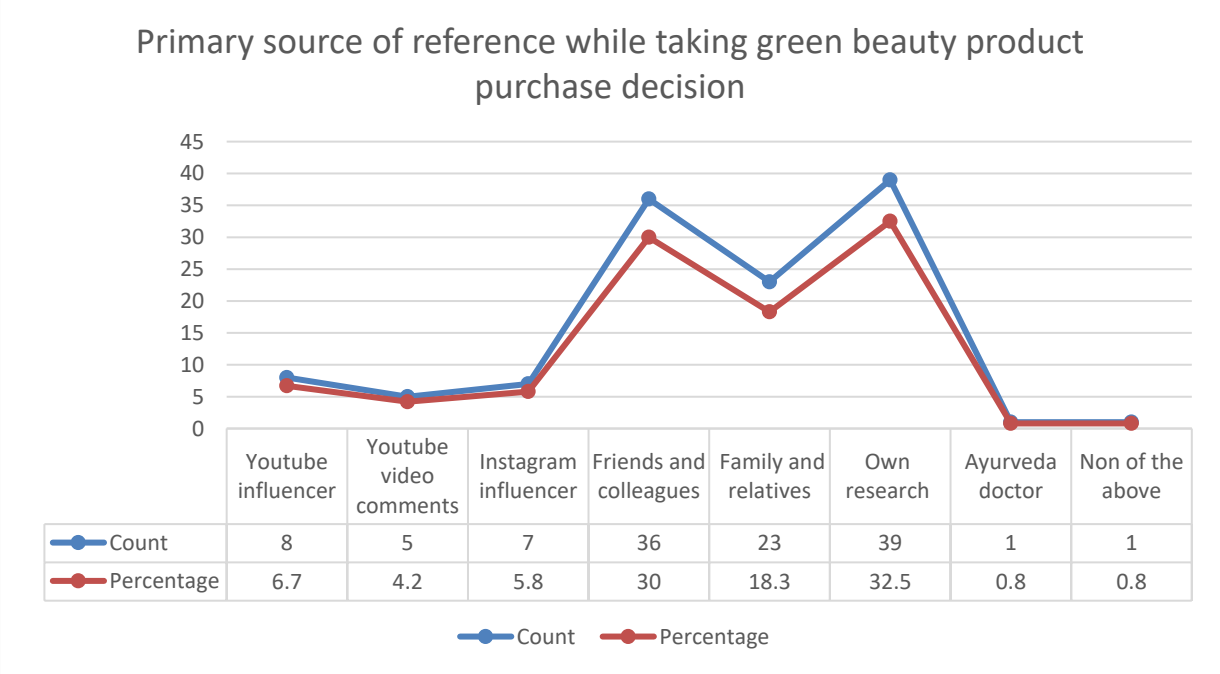


The findings indicate that individual research is the most preferred decision-making source, cited by 32.5% (n=39) of respondents. This highlights a growing trend of consumers taking a proactive approach to information gathering, relying on online content such as reviews, blogs, product websites, and ingredient research to guide their purchases. This preference may be driven by the desire for authenticity, transparency, and a deeper understanding of product efficacy, especially in the health and wellness category. Friends and colleagues represent the second most influential source, with 30.0% (n=36) of participants indicating reliance on personal networks. This underlines the role of word-of-mouth communication and social proof in shaping consumer behavior, particularly in trust-driven markets like personal care. Family and relatives were the third most cited source at 18.3% (n=22), suggesting that traditional interpersonal influence remains relevant, especially in culturally sensitive segments like Ayurveda and natural wellness. These close-knit influences reflect long-standing trust and generational knowledge that can significantly affect consumer choices. Influence from social media platforms, including Instagram influencers (5.8%, n=7) and YouTube influencers (6.7%, n=8), appears to be less dominant but still noteworthy. This indicates a moderate impact of digital personalities in shaping opinions, particularly among younger demographics. YouTube video comments (4.2%, n=5) reflect an additional layer of peer-generated content influencing decisions, though to a lesser extent. Meanwhile, consultation with an Ayurveda doctor (0.8%, n=1) and none of the above (0.8%, n=1) were the least cited sources, suggesting that formal expert opinions or alternate decision paths are not commonly pursued within this sample.

**4.5 Perceived benefits and Environmental impact awareness of green beauty products**

**Table 4.5.1 Perceived benefits and Environmental impact awareness of green beauty products**

| Item No. | Survey Question | Yes (%) | No (%) |
|---|---|---|---|
| Q1 | Do you really think the green beauty products will be beneficial for you more than conventional products? | 96 (80.0%) | 24 (20.0%) |
| Q2 | Do you think green beauty products will have a positive effect on the environment? | 103 (85.8%) | 17 (14.2%) |
| Q3 | Do you believe that by using green beauty products you can contribute to environmental sustainability? | 93 (77.5%) | 27 (22.5% |

The responses presented under the theme Perceived Benefits and Environmental Impact Awareness of Green Beauty Products indicate a strong positive attitude among the young generation toward the potential advantages of green beauty products, both at an individual and environmental level. A significant majority of respondents (80.0%) believe that green beauty products are more beneficial for them compared to conventional products. This suggests a growing trust in the safety, skin compatibility, and health benefits of naturally derived formulations. Furthermore, 85.8% of participants agree that green beauty products can have a positive impact on the environment. This reflects a strong awareness of the eco-conscious philosophy behind such products and indicates that environmental considerations play an influential role in consumer perception.

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Additionally, 77.5% of the respondents believe that by choosing green beauty products, they are actively contributing to environmental sustainability. This reinforces the notion that a large portion of young consumers associate their purchasing behavior with broader ecological responsibility.

**4.6 Perceived knowledge and identification clarity on purchasing of green beauty products**

**Table 4.6.1 Perceived knowledge and identification clarity on purchasing of green beauty products**

| Item No. | Survey Question | Yes (%) | No (%) |
|---|---|---|---|
| Q1 | Do you feel you have enough knowledge of the ingredients to make informative decisions? | 58 (48.3%) | 62 (51.7%) |
| Q2 | Can you identify green beauty products 100% without any doubt? | 30 (25.0%) | 90 (75.0%) |
| Q3 | Do you have confusions in choosing suitable natural ingredients for your skin? | 92 (76.7%) | 28 (23.3%) |
| Q4 | Do you feel doubtful about the product process and sources of ingredients? | 71 (59.2%) | 49 (40.8%) |

The analysis of the responses under the theme Perceived Knowledge and Identification Clarity of Green Beauty Products reveals a complex picture of the young generation's self-assessed understanding and confidence in engaging with green beauty products. From the above table, 48.3% of respondents believe they have sufficient knowledge of the ingredients used in green beauty products to make informed decisions, while 51.7% feel they do not. This nearly even split suggests a moderate level of awareness, yet a significant portion of consumers remains unsure about their decision-making capability. A more pronounced gap is observed in terms of product identification, where only 25% of participants report being able to identify green beauty products without any doubt, and a large 75% express uncertainty. This indicates a lack of clarity and possibly confusion surrounding the authenticity and labeling of green products. Furthermore, 76.7% of the respondents report confusion in selecting natural ingredients suitable for their skin type. This highlights a gap in practical knowledge regarding ingredient compatibility and personal skin needs, which may impede confident product choice. Similarly, 59.2% of respondents expressed doubt about the product development process and the source of ingredients used in green beauty products. This suggests ongoing skepticism about the transparency and credibility of green beauty claims, potentially driven by concerns over greenwashing or vague labeling.

**4.7 Qualitative Insights from Open-Ended Responses**

**Table 4.7.1 Qualitative Insights from Open-Ended Responses**

| Theme | Description | Example Responses |
|---|---|---|
| Skin Safety & Gentle Nature | Most respondents highlighted safety, skin-friendliness, and suitability for sensitive skin. | "No fear of skin damage," "Soft and smooth for skin," "Well suited for sensitive skin," "Gentler on skin" |
| Natural Ingredients & Chemical-Free | Preference for chemical-free and plant-based products, often seen as more "pure" and natural. | "No chemical ingredients," "Natural way of process," "God's gift," "Choosing the right plant or fruit extract" |
| Environmental Friendliness | Emphasis on eco-conscious practices, such as biodegradable packaging, minimal preservatives, etc. | "Eco-friendly and no side effects," "No harmful for environment," "Sustainable and holistic approach" |
| Product Effectiveness | Seen as offering slow but long-term results that are beneficial for skin and health. | "Improves the skin glow," "Reduce dark circles and pimples," "Slow process and cannot be skipped" |
| Skepticism & Lack of Trust | Some respondents questioned authenticity and doubted brand claims about being truly green. | "Have doubtness about its richness," "Belief is low," "Need to know better before purchase," "Excessive claims make it difficult to trust" |

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| | | |
|---|---|---|
| Affordability & Accessibility | Price and limited availability were reported as barriers to regular use. | "Natural products are costly," "Not easily available," "Need more availability," "Reasonable pricing builds trust" |
| Awareness & Knowledge Gaps | A few admitted they are not fully aware of green beauty products or their benefits. | "I don't have much knowledge," "I am not aware of it," "Need to know it better before purchase" |
| Lifestyle & Holistic Benefits | Some view green beauty as part of a broader wellness or health-oriented lifestyle. | "Improves lifestyle," "Natural and immediate result," "Prevention is better than cure," "Anti-aging" |
| Product Effectiveness & Long-Term Results | Seen as producing slower results, but longer lasting and less harmful compared to chemical products. | "Slow changes but last for long term," "Improves the skin glow," "Results are too late," "Lasting long period" |

The open-ended responses collected from young consumers shed light on a wide range of perceptions regarding green beauty products. The dominant narrative reflects a high level of appreciation for the gentle, non-toxic, and skin-safe nature of these products. Many emphasized their suitability for sensitive skin and their ability to reduce common concerns such as breakouts or irritation. Respondents also showed strong support for natural and chemical-free formulations, often equating green beauty products with purity, health benefits, and long-term skin wellness. A parallel emphasis on environmental sustainability emerged, with several participants appreciating eco-friendly packaging, biodegradable materials, and the overall reduction of environmental impact. Despite these positive associations, certain practical and perceptual challenges surfaced. Cost and availability were recurring concerns, with many noting that green products are often expensive or difficult to find in the market. Moreover, skepticism around brand claims, ingredient transparency, and the authenticity of products highlighted ongoing trust issues, especially around "greenwashing." Additionally, a portion of respondents indicated low awareness or confusion regarding green beauty ingredients or product differentiation, signalling a need for better consumer education. Interestingly, some also saw green beauty not just as skincare, but as part of a broader lifestyle or wellness practice, viewing it as a long-term investment in both personal and environmental health. Overall, the qualitative responses reveal a nuanced blend of enthusiasm, trust gaps, and practical barriers. These insights can guide brands, educators, and policymakers in improving transparency, accessibility, and consumer confidence in the green beauty space.

## DISCUSSION

Most respondents are postgraduate students from the age groups 18–25, with a higher participation from females. This indicates that young, educated women are a key segment for green beauty product research. This could be evident from the previous study (Tyagi, 2024) that awareness level about the green products were considerably high among the female and their willingness to pay for sustainable products also high. Respondents are most familiar with mainstream and widely available brands like Khadi Naturals, Himalaya Herbals, and Biotique. There's low awareness of premium or niche green beauty brands such as Forest Essentials, Kama Ayurveda, and Juicy Chemistry. While concentrated on the most preferred brands, it align with those that are well-known and budget-friendly. Emerging or premium brands are less preferred, showing a need for better visibility and affordability. While brands with lower awareness levels frequently struggle to establish recognition in the marketplace, customers with higher brand awareness tend to develop stronger trust in and commitment towards that brand(Keller, 1993). The green beauty brand awareness are plays a vital role in influencing the purchase intention of green beauty products(Lala et al., 2024). Customers alter the availability of information about goods and services, and conventional methods of shopping change quickly (Devereux et al., 2020). The source where the individuals are getting information and thereby processing the data to make green purchase decision is inevitable to understand. People can now create and share information in a variety of formats, including text, photos, audio data, footage, and networks, thanks to social networks like Facebook, blogs and microblogs like Twitter, and online communities like YouTube (Berthon et al., 2012; Ngai et al., 2015). The known circles and unknown circles influencing the individual while making green product decision making. On the part of influencing factors in purchasing green beauty products, 'the own research', 'peer recommendations', and 'family influence' play the biggest role in product choices. Digital influencers and online content have a moderate impact, while professional or medical advice plays a minimal role. This is contrary to the results of the previous study showed that social elements have a favourable impact on consumers' decisions to buy green, eco-friendly products(AL-Ghaswyneh, 2019). Respondents generally view green cosmetics as healthier for skin and believe they contribute to environmental sustainability. There is a

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positive association between personal well-being and eco-friendly choices. Customers may optimize the eco-social advantages because of concern for the environment (Barbu et al., 2022). They experience greater psychological advantages from purchasing eco-friendly goods, and they believe that consuming green products improves their quality of life(Cheung & To, 2019). This concern will reflect in their purchase decision and consumption. While some feel informed about product ingredients, most face confusion in identifying genuine green beauty products. A number of businesses are participating in a practice known as "greenwashing," in which they overestimates the environmental advantages or functionality of their goods or services(Soderlund and Mattsson, 2020). This would lead them to get clarity and trust on the product they purchase. Many are unsure about which ingredients suit their skin and lack trust in the sourcing and production processes. Greenwashing leads the consumer not to trust again any green products. The practice of falsely portraying a good or service as greener than it is is known as "greenwashing" (Bhaduri and Copeland, 2020). Customers become skeptical of companies' claims regarding the environment as a result of misleading consumers (Silva et al., 2019). Necessary steps to reducing the perceived risk associated with green products by giving them legitimacy and authenticity in the way of introducing trusted communication in authentic way. This can reduce customer green skepticism and boost their inclination to make green purchases. It would be advisable for marketers to incorporate celebrity or well-known trusted third-party endorsements into their green product advertising and communication campaigns(Sivapalan et al., 2024). This will decrease the skepticism and add more value to the purchase decision. Open-ended responses reflect positive perceptions of green beauty products as safe and skin-friendly. The respondents are ready to pay more price for the high-quality green beauty products. However, barriers like limited access, and doubts about authenticity, high cost persist for some respondents. For many, green beauty is part of a broader wellness lifestyle, yet they seek clearer guidance and transparency.

## LIMITATION

This study primarily focuses on understanding the basic level of awareness of green beauty products among the younger population. The sample size is limited to 120 respondents, which may restrict the generalizability of the findings. A larger sample size in future studies could offer deeper and more diverse insights. Additionally, the number of green beauty product brands included to assess awareness is minimal compared to the wide range available in the market. Future research can expand the brand list to capture broader consumer perceptions. Lastly, the current study includes mostly general questions. Incorporating variables measured through Likert scale in future studies may provide more accurate and quantifiable data for analysis.

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