

Customer Satisfaction In Green Cosmetics: A Study In Coimbatore City

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Abstract- *In recent years, consumer preference has increasingly shifted toward cosmetics that are both safe for the skin and environmentally sustainable. Referred to as green cosmetics, these products emphasize the use of natural ingredients and adherence to eco-friendly practices. This study examines customer satisfaction with green cosmetics in Tamil Nadu, aiming to identify the factors that influence consumer perceptions, including product quality, pricing, availability, and brand trust. Data were collected through a survey conducted among diverse consumer groups to capture their experiences and opinions. The findings indicate that while the majority of consumers are drawn to green cosmetics due to perceived health and safety benefits, overall satisfaction is significantly influenced by product effectiveness, affordability, and market accessibility. The insights from this research provide valuable guidance for companies seeking to enhance product offerings and marketing strategies to better address consumer expectations and foster long-term brand loyalty.*

Keywords- Green cosmetics, customer satisfaction, consumer perception, eco-friendly products, sustainable beauty, brand preference, Coimbatore, purchase behavior, natural ingredients, Ayurvedic products.

I. INTRODUCTION

This study investigates customer satisfaction with green cosmetics in Coimbatore, with the objective of understanding consumer perceptions, preferences, and satisfaction levels. By examining these factors, the research aims to provide insights into how effectively green cosmetic brands meet consumer expectations and identify areas for improvement to enhance overall satisfaction. In India, and particularly in Tamil Nadu, awareness of the benefits of eco-friendly and herbal-based cosmetic products has been steadily increasing. Changing lifestyles, coupled with the influence of social media, have shifted consumer preferences toward safer and more sustainable beauty choices. Globally, growing concern for environmental sustainability and personal health has driven a rising demand for green cosmetics. These products, formulated from natural, organic, and eco-friendly

ingredients, are considered safe for both consumers and the environment. Unlike conventional cosmetics, green products minimize the use of harmful chemicals, reduce ecological impact, and promote sustainable lifestyles. Consequently, many cosmetic companies have adopted green practices, introducing herbal, organic, and cruelty-free product lines. In India, several prominent green cosmetic brands—including Vilvah, Plum Goodness, Minimalist, Mama Earth, Biotique, Khadi Natural, Patanjali, Forest Essentials, Soul Tree, The Moms Co, Just Herbs, Ancient Living, Dot & Key, Cetaphil, Plix, Aqualogica, and Derma Co—have established a significant presence in the market.

1.1. Overview of Prominent Green Cosmetic Brands in India

Several green and natural cosmetic brands have gained prominence in India, each emphasizing unique approaches to sustainability, safety, and efficacy. Vilvah is recognized for its natural skincare products formulated with fresh, farm-sourced ingredients. Plum holds the distinction of being India's first entirely vegan beauty brand, while Minimalist emphasizes clean, transparent, and evidence-based formulations. Mama Earth focuses on producing toxin-free, safe, and natural personal care products for diverse consumer needs. Biotique integrates traditional Ayurvedic practices with contemporary scientific knowledge, whereas Khadi Natural builds on India's heritage of herbal and chemical-free cosmetics. Patanjali stands out as a leading Ayurvedic and herbal brand in the Indian market, while Forest Essentials represents a luxury Ayurvedic brand that combines authentic recipes with modern beauty standards. Soul Tree is noted as India's first certified natural personal care brand. The Moms Co. prioritizes toxin-free and natural products designed specifically for mothers, babies, and families. Just Herbs delivers Ayurvedic skincare and makeup products that are pure, natural, and cruelty-free. Ancient Living promotes eco-friendly and holistic wellness solutions inspired by Ayurveda. Dot & Key integrates natural botanicals with dermatologically tested modern formulations. Cetaphil is a globally recognized, dermatologist-recommended skincare brand. Plix offers plant-based wellness and nutrition products, while Aqualogica

focuses on hydration-oriented skincare by combining scientific research with tropical fruit extracts. Derma Co provides dermatologist-approved skincare solutions catering to a range of consumer needs.

II. LITERATURE REVIEW

Kumar and Ghodeswar (2015) examined consumer behavior among Indian buyers and identified product quality, eco-labels, and health benefits as the primary factors influencing the purchase of green cosmetics. Their findings highlighted that women, particularly those aged 20 to 40, show a higher propensity to select green products due to perceptions of enhanced safety for the skin. The study emphasized that companies should balance affordability with product authenticity to meet consumer expectations.

Sharma and Trivedi (2016) investigated consumer preferences in North India, revealing that eco-friendly certifications, sustainable packaging, and a strong brand reputation significantly impact customer satisfaction. The research noted that younger consumers demonstrated greater environmental concern compared to older cohorts. Additionally, the study cautioned that misleading eco-claims could rapidly erode customer trust, underscoring the importance of transparency and honesty in brand communication regarding green practices.

Raghavan and Venkatesh (2019) focused on consumers in South India, particularly in Tamil Nadu, and observed that customer satisfaction with green cosmetics is strongly influenced by affordability, product efficacy, and the use of natural ingredients. The study also highlighted a culturally rooted preference for herbal and Ayurvedic products, suggesting that brands aligning their offerings with traditional practices can foster stronger customer loyalty in this region.

Gupta and Singh (2021) conducted a comprehensive review of existing research and concluded that certifications such as “Cruelty-Free” or “Organic” enhance consumer trust in a brand. Certified products are perceived as more reliable, safer, and of higher quality. In the Indian context, consumers often prefer certified products over uncertified alternatives, making certifications a crucial strategy for cultivating long-term customer satisfaction.

III. STATEMENT OF THE PROBLEM

The cosmetics industry is increasingly shifting toward eco-friendly and sustainable products in response to rising consumer awareness of health and environmental

concerns. Green cosmetics, which are promoted as safe, natural, and environmentally responsible, have gained significant attention. Nevertheless, many consumers remain skeptical about the authenticity and effectiveness of these products. Factors such as high pricing and limited market availability further influence customer satisfaction, while elements like packaging appeal and brand image affect purchasing behavior. A notable gap persists between consumer expectations and the actual performance of green cosmetics. In Coimbatore, awareness of such products is still developing, and it remains uncertain whether consumers are fully satisfied with their experiences. This study aims to investigate customer satisfaction with green cosmetics and identify the key factors that influence consumer perceptions and preferences in this emerging market.

IV. RESEARCH OBJECTIVE

- To assess the overall level of customer satisfaction with green cosmetics.
- To determine the most preferred green cosmetic brands among consumers.
- To examine consumer expectations regarding green cosmetic products.
- To analyze the extent of satisfaction experienced by customers with respect to various aspects of green cosmetics.

V. RESEARCH METHODOLOGY

5.1. Research Design

The present study employed a **descriptive research design** with the intention of capturing consumer perceptions, preferences, and satisfaction levels regarding green cosmetics. This approach was chosen because it enables systematic observation, classification, and presentation of consumer responses without manipulating any variables.

5.2. Sampling Technique and Size

A **convenience sampling method** was adopted to collect responses from consumers within Coimbatore. The choice of this technique was guided by accessibility, feasibility, and the exploratory nature of the study. In total, **50 respondents** participated in the survey, representing a cross-section of consumers from different age groups, occupations, and residential areas (urban and rural). While the sample size is relatively modest, it provides indicative insights into the market dynamics of green cosmetics in the region.

5.3. Data Collection

Primary data was collected through a **structured questionnaire**, consisting of both closed-ended and scaled questions. The questionnaire covered demographic information, product usage patterns, brand preferences, purchase behavior, satisfaction levels, side effects, and expectations for improvement. The survey was administered directly to respondents, ensuring clarity of questions and reliable data capture. Secondary data was also consulted from academic articles, industry reports, and brand publications to frame the study and interpret results in context.

5.4. Tools of Analysis

Data collected from the survey was analyzed using **percentage analysis**, which enabled the researcher to convert raw responses into meaningful proportions. Tables were constructed to present the distribution of responses for each variable, making patterns and trends easier to interpret. Each table was followed by an in-depth interpretation to draw conclusions relevant to the research objectives.

5.5. Scope of the Study

The study was geographically confined to **Coimbatore**, making the findings particularly relevant to consumer behavior within this city. The scope is limited to customer satisfaction and does not extend to supply chain or manufacturing perspectives of green cosmetics.

5.6. Limitations

1. Sample size was limited to 50 respondents, which may not comprehensively represent the broader population.
2. Convenience sampling may introduce bias, as the respondents were chosen based on availability rather than random selection.
3. Responses were self-reported, which can be subject to exaggeration, recall error, or social desirability bias.
4. Findings are context-specific to Coimbatore and may not generalize to other regions without further study.

VI. ANALYSIS AND INTERPRETATION

6.1. Demographic Profile:

6.1.1. Age: The majority of respondents were below 20 years (65.4%), followed by 20–35 years (32.7%). Very few respondents were aged 35–50, and none were above 50. This

indicates that green cosmetics are primarily favored by younger consumers, particularly students.

6.1.2. Place: Most respondents were from rural areas, with fewer from urban regions, suggesting a growing penetration of green cosmetic awareness in semi-urban and rural areas.

6.1.3. Gender: Females represented the majority (majority), highlighting a gendered preference for green cosmetic products. No respondents identified with other genders.

6.1.4. Profession: Students formed the largest group (88.5%), followed by working professionals (9.6%), and a small number of homemakers. No retirees participated. This further emphasizes the youth-centric usage trend of green cosmetics.

6.2. Awareness & Usage

Usage Frequency	Percentage (%)
Never	26.9
Rarely	26.9
Occasionally	23.1
Weekly	13.5
Daily	9.6

Interpretation: The data shows that although awareness about green cosmetics exists, regular and consistent usage is limited. A considerable portion of respondents either do not use such products or use them infrequently. This highlights a gap between awareness and habitual consumption, which could be attributed to factors such as pricing, availability, or limited trust in claims. Theoretical perspectives on consumer behavior indicate that awareness does not always translate into behavioral adoption unless reinforced by consistent value perception.

6.3. Product Type & Brand Preference

6.3.1. Product Type Usage

Product Type	Percentage (%)
Face Wash	57.7
Lip Balm	36.5
Moisturizer	25
Sunscreen	21.2
Face Serum	17.3

6.3.2. Brand Preference

Brand	Percentage (%)
Mama Earth	40.4
Dot & Key	19.2
Minimalist	13.5
Vilvah	11.5
Aqualogica	5
Cetaphil	5
Khadi Natural	0
Forest Essentials	0
The Moms Co.	0

Interpretation: Face wash and lip balm emerged as the most frequently used products, which corresponds with consumer trends favoring everyday essentials in the cosmetic category. Mama Earth’s dominance as the preferred brand reflects its strong market positioning, brand communication, and affordability relative to competitors. The concentration of preference among a few brands suggests oligopolistic tendencies in the green cosmetic segment, where brand loyalty is influenced by trust and accessibility rather than extensive brand variety.

6.4. Purchase Behavior

Purchase Channel	Percentage (%)
Online Platforms	65.4
Department Stores	25
Organic Shops	9.6

Interpretation: The prominence of online platforms as the primary purchase channel illustrates the increasing role of digitalization in cosmetic retailing. This also aligns with broader e-commerce adoption patterns in India, particularly among younger consumers who prefer convenience and access to discounts. The lesser reliance on organic stores indicates that green cosmetics have transitioned from niche to mainstream, being integrated into general retail platforms.

6.5. Customer Satisfaction

6.5.1. Effectiveness

Satisfaction Level	Percentage (%)
Very Satisfied	15.4
Satisfied	55.8

Satisfaction Level	Percentage (%)
Neutral	13.5
Dissatisfied	13.5
Very Dissatisfied	1.9

6.5.2. Product Quality

Quality Rating	Percentage (%)
Excellent	9.6
Very Good	17.3
Good	71.2

6.5.3. Availability

Availability Satisfaction	Percentage (%)
Satisfied	90.4
Neutral	Small
Dissatisfied	Small

6.5.4. Eco-Friendly & Cruelty-Free Verification

Verification Frequency	Percentage (%)
Always	23.1
Sometimes	44.2
Rarely	23.1
Never	9.6

6.5.5. Trust in Brand Claims

Trust Level	Percentage (%)
Strongly Agree	9.6
Agree	55.8
Neutral	28.8
Disagree	Small

Interpretation: Most respondents reported satisfaction with product effectiveness and quality, suggesting that green cosmetics generally meet consumer expectations. However, mixed responses regarding price-value perception indicate that while the products are perceived as effective, affordability remains a concern. Satisfaction with availability reflects strong distribution networks, yet only moderate trust in brand claims suggests that transparency and certification practices could be further enhanced.

6.6. Side Effects & Allergic Reactions

Response	Percentage (%)
No Side Effects	78.8
Minor Reactions	19.2
Severe Reactions	2

Breakdown (among those with minor reactions): pimples (50%), rashes (17.9%), itching/irritation (14.3%).

Interpretation: The majority of respondents reported no adverse reactions, supporting the perception of green cosmetics as safer alternatives to conventional products. However, the presence of minor side effects for a small proportion of consumers indicates the need for cautious product formulation and transparent labelling, particularly for sensitive skin categories.

6.7. Customer Service & Support

Satisfaction Level	Percentage (%)
Satisfied	61.6
Neutral	32.7
Dissatisfied	5.7

Interpretation: Consumer responses indicated adequate satisfaction with customer service but also highlighted neutrality among a considerable share, suggesting inconsistency in experiences. From a theoretical perspective, customer service plays a crucial role in post-purchase satisfaction and brand loyalty, and gaps in this area could influence switching behavior.

6.8. Spending Patterns & Price Perception

Monthly Spending	Percentage (%)
< ₹500	59.6
₹500–1000	28.8
₹1000–2000	9.6
> ₹2000	2

Price vs Quality Perception	Percentage (%)
Always matches	34.6
Sometimes matches	55.8
Rarely/Never matches	5.8

Interpretation: The analysis revealed that most consumers spend modest amounts on green cosmetics, generally less than ₹500 monthly. This reflects the price-sensitive nature of the target market, which largely comprises students and young adults. The mixed perceptions regarding price-value alignment indicate that consumers are cautious in evaluating whether the cost justifies the quality, underscoring the importance of balancing affordability with performance.

6.9. Brand Loyalty & Switching Behavior

Switching Behavior	Percentage (%)
Always Switch	11.5
Likely to Switch	32.7
Neutral	44.2
Unlikely to Switch	11.5
Very Unlikely	1.9

Interpretation: Neutrality toward brand switching suggests weak loyalty and reflects a market where consumers are open to exploring alternatives. Theoretical models of consumer behavior suggest that loyalty develops over time through consistent satisfaction, transparent communication, and trust. The tendency to switch due to dissatisfaction implies that maintaining quality and customer engagement is critical.

VII. FINDINGS

- Demographics:** Majority of consumers were below 20 years (65.4%) and students (88.5%), indicating a strong youth orientation. Female respondents dominated the survey. Rural and semi-urban participation was higher than expected, showing increasing awareness outside urban hubs.
- Awareness & Usage:** Although awareness of green cosmetics is notable, regular usage is still limited. More than half reported never or rarely using such products.
- Product Preferences:** Face wash and lip balm were the most popular products. Mama Earth emerged as the leading brand, followed by Dot & Key and Minimalist.
- Purchase Behavior:** E-commerce dominated as the primary purchase channel (65.4%), supported by department stores and organic shops.
- Customer Satisfaction:** Respondents generally expressed satisfaction with effectiveness, quality, and availability. However, concerns persisted around price-value perception and occasional allergic reactions.

6. **Side Effects:** About 19.2% reported minor side effects like pimples or rashes, though most did not experience any adverse effects.
7. **Customer Service:** Majority were satisfied with service quality, but a significant neutral share pointed to inconsistent experiences.
8. **Spending & Price Perception:** Most respondents spent less than ₹500 monthly. Price-quality alignment was perceived as “sometimes” satisfactory by over half of respondents.
9. **Brand Loyalty:** Loyalty levels were moderate. Many consumers were neutral or open to switching brands if dissatisfied.
10. **Expectations:** Consumers sought transparency, affordability, better suitability for different skin types, sustainable packaging, and improved eco-friendly practices.

VIII. SUGGESTIONS

To enhance market engagement and consumer satisfaction, green cosmetic brands should focus on youth-oriented strategies with affordable, trial-friendly products and loyalty initiatives. Bridging awareness and consistent usage can be achieved through educational campaigns and subscription models. Product diversification should target both popular and innovative segments, supported by a robust digital presence. Ensuring safety and transparency through clear labeling, certifications, and sensitive-skin variants will strengthen trust. Customer service improvements, transparent pricing, and retention-focused programs, along with eco-friendly packaging and sustainable marketing, will consolidate brand loyalty and align with consumer expectations.

IX. CONCLUSION

The study concludes that the green cosmetics market in Coimbatore is youth-driven, female-dominated, and expanding into rural and semi-urban areas. Face wash and lip balm are the most widely used products, with Mama Earth being the leading brand of choice. Online platforms serve as the primary distribution channel. Overall customer satisfaction is positive regarding product effectiveness, quality, and availability. However, gaps remain in price-value perception, side effects, and transparency of eco-friendly claims.

By addressing these concerns — particularly through affordability, transparency, improved customer service, and eco-conscious practices — green cosmetic brands can strengthen their market presence and build deeper loyalty among consumers. This research highlights that while green cosmetics enjoy growing popularity, sustained consumer trust

and repeat purchase will depend on how well brands can balance quality, affordability, and ethical commitments.

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