Anusandhanvallari
Vol 2026, No.1
November 2026
ISSN 2229-3388

An Empirical Study on Customer Perceptions and Attitudes Towards Green Marketing of Personal Care Products

[1]Mrs. M. Parimala, [2]Dr. I. Nagarajan, [3]Dr.S Meenakumari,

[1]Associate Professor, Part-time Scholar, Department of Commerce, Lady Doak College, Madurai, Tamil Nadu, India.

[2]Research Supervisor and Guide, Head and Associate Professor (Retd.,) Post Graduate and Research Department of Commerce, Thiagarajar College, Madurai, Tamil Nadu, India.

[3]Head and Assistant Professor, Research Supervisor and Co-guide, Post Graduate and Research Department of Commerce, Thiagarajar College, Madurai, Tamil Nadu, India.

Abstract: Green marketing is a strategy that promotes the products and services based on customer demand and societal environmental benefits. The purpose of this study is to examine how customers perceive and respond to green marketing products in the personal care industry. The primary objectives of the study are to analyze the influence of demographic factors on customer perceptions and attitudes towards green marketing and to assess customer perceptions in relation to eco-friendliness, effectiveness and authenticity of green marketing practices adopted by personal care brands. The research is based on primary data collected through a structured questionnaire from 116 respondents from Kalavasal, Othakadai, Thirunagar and Vandiyur in Madurai city. through convenience sampling techniques. The collected data are analyzed through Percentage Analysis, Weighted Mean Ranking Method, Garrett Ranking Method, Cronbach's Alpha, One-way ANOVA, Chi-Square Test, and Multiple Correlation to examine the relationship between customer perceptions and attitudes. The study reveals that consumers in Madurai city show increasing awareness and positive attitudes toward green marketing in personal care products. Eco-friendly brands namely Himalaya influence consumer perception and purchasing behaviour through effective marketing communication and digital media. However, concerns regarding product price, authenticity of green claims, and effectiveness still exist among some consumers. The findings suggest that transparent communication and credible sustainability practices are essential for building consumer trust and strengthening the growth of green marketing in the personal care industry.

Keywords*:* Attitudes, Perceptions, Green Marketing, Himalaya, Personal Care Products.

1. Introduction:

Green marketing is a modern approach where companies focus to promote the products and services that are environment friendly, safe and sustainable. It not only highlights the quality of the product but also emphasizes the responsibility to protect the environment. In today's world, where pollution, climate change and health concerns increase, green marketing has gained importance as customers are more conscious about their choice of products. In the personal care industry, green marketing plays a major role as customers show interest in natural, organic, and chemical-free products that cause less harm to both the body and the environment. To understand the customer perceptions and attitudes towards green marketing in personal care products is essential and to identify the how people view these products and what factors influence their purchase decisions. So the present study helps to identify whether customers are truly aware of green products, how their perceptions affect their purchase behavior, and whether they trust the claims made by companies.

2. Objectives:

- To analyze the influence of demographic factors (Age, Gender, Income, and Marital Status) on customer perceptions and attitudes towards green marketing of Himalaya Products.

- To study customer perceptions regarding the eco-friendliness, effectiveness, and authenticity of green marketing practices adopted by Himalaya.
- To examine customer attitudes towards purchasing and usage of Himalaya Products.
- To identify the relationship between customer perceptions and customer attitudes towards Himalaya Products.

3. Scope And Methodology:

Customers became more aware of environmental issues and expected companies to adopt sustainable and eco-friendly practices. The rise in awareness has increased the demand for safe and eco-friendly personal care products. The study covered selected personal care products such as Face Wash, Moisturizer, Hair Oil and Shampoo. Himalaya Products is selected as leading brands known for natural and chemical-free products. Himalaya represented a traditional approach. The study examined the influence of demographic factors on customer behavior and perception of green marketing practices. The study also analyzed the relationship between customer perception and attitude to support improved green marketing strategies and customer trust.

Both Primary & Secondary data are used, by adopting the convenient sampling technique data was collected from 116 respondents from the areas in around Madurai namely Kalavasal, Othakadai, Thirunagar and Vandiyur. Statistical tools like Percentage analysis, Weighted mean ranking method, Garrett Ranking Method, Cronbach's Alpha, One-way ANOVA, Chi-square test and Multiple correlation were applied.

4. Literature Review:

Dwivedi et al. (2025)[1] analyzes how consumer perceptions and purchase intentions toward green cosmetics have evolved over the past decade. It identifies a persistent "green purchasing gap," where positive attitudes toward eco-friendly beauty products do not consistently lead to actual purchases due to price, packaging, and availability barriers. The study highlights the dominance of the "Theory of Planned Behavior" and calls for unified digital trust, social media influence, and value-based models to explain consumer behavior. The researchers concluded that transparency, influencer marketing, and interdisciplinary research are key to bridge the gap between awareness and sustainable cosmetic consumption.

Nisha L & Sumithra K (2025)[2] examined how green marketing initiatives shape consumer perceptions of green values and influence their purchase behaviour toward eco-friendly products in Tiruchirappalli. Applied Pearson Correlation to find the relationship between purchase intention and purchase behaviour with responses from 432 participants. The study found a strong positive link between purchase intention and purchase behaviour, which indicates that while consumers are motivated to choose green products, their actual purchases are influenced by situational factors. The authors also highlighted that the economic incentives offered could help reduce the perceived high cost of green products and encourage wider consumer adoption.

Dinesh G & Geetha P (2025)[3]examined and clarified the notion of green marketing in India. The researchers analyzed earlier studies on green-product attributes, price, promotion, and distribution, which highlights how environmental concern and perceived consumer benefits shape green purchase behaviour. The researchers

[1]Dwivedi et al. (2025) "Evolution of Consumer Perceptions and Intentions in the green cosmetics market: a thematic and trend analysis" Frontiers in Sustainability, August 2025, Vol 1 (1), pp 1-13.
[2]Nisha L & Sumithra K (2025) "An Empirical Study on Impact of Green Marketing on Consumer Behaviour in Tiruchurappalli" Journal of Modern Management & Entrepreneurship (JMME), April 2025, Vol 15(2), pp 169-176.
[3]Dinesh G & Geetha P (2025) "A Study On Concept Of Green Marketing In India" Academicia, March 2025, Vol 15(3), pp 11-19.

presented definitions of different authors, green-mix components, and documented advantages and challenges of green marketing. Effective green marketing hinges on combined environmental credibility, product benefits, and transparent communication. But the literature remains fragmented across different product categories and marketing instruments, which underscores the need for a more integrated framework.

5. Result And Discussion

Respondents who belong to the age of 20-40 prefer to buy green products which revealed those youngsters are much conscious about their health. Female respondents are above 87 in number and out of 116 respondents 92 respondents are married person and the annual income of the family is above Rs.8,00,000/- so based on the demographic profile of the respondents it was revealed that female and employed category respondents willing to buy green product even though it is costlier one. While buying the products the respondents will check the Ingredients, Expiry Date and Eco-friendly Symbols and they check whether the company adopts eco friendly packaging and sustainability practice. Respondents buy such products because they have some issues like to control the dandruff**,** support hair growth, smell good, strengthen roots and reduces hair fall. Related to moistures cream help the respondents to reduces skin dryness, rough patches and to Prevents pimples. Due to changes in the climatic and environmental many of them facing challenging personal, so to overcome such challenging green products are the best solution. There are various factors are considered by the respondents to buy the green products in the market namely Ingredients, Chemical free products, Certifications, availability, price, brand, packing, quality and suggested by the Doctors among all Quality of the product considered as main one which said that respondents are ready to spent more money to take care of physical appearances . Products with eco friendly and companies concerns about environment brand are had high perception among the respondents. Users are felt satisfied when they use the green personal care product of Himalaya.

6. Findings:

- 21% of the respondents belonged to the 41 – 60 Age group, while 16% of the respondents were in the below 20 Age group category.
- 28% of the respondents resided in the Madurai North, while 22% of the respondents resided in the Madurai West.
- 27% of the respondents worked in a Private Company, 17% of the respondents were Self-employed and 10% of the respondents were Homemakers.
- 35% of the respondents completed their Post Graduate education, 7% of the respondents completed the Higher Secondary Certificate and 3% have completed their Professional Degree.
- 25% of respondents belonged to Families with 5 – 6 members, while 16% belonged to Families with 1 – 2 members.
- 29% of the respondents had an Annual Family Income of ₹3,60,000 – ₹7,20,000, while 22% of the respondents had an Annual Family Income Below ₹3,60,000.
- 23% of the respondents earned an Annual Income of ₹3,60,000 – 5,40,000.
- 28% of the respondents have been using Himalaya personal care products for 3 – 4 years, while 23% of the respondents have been using the products for more than 4 years.
- 36% of the respondents became aware of Himalaya through Social Media.
- 10% of the respondents purchased quantities in the Above 500 ml range of Himalaya Hair Oil, Shampoo and Moisturizer, while 4% of the respondents purchased quantities in the Above 500 ml range of Himalaya Face Wash.

- 24% of the respondents purchased Himalaya personal care products through Online.
- 37% of the respondents checked Ingredients, Expiry Date, and Eco-friendly Symbols mentioned in the pack of the product, while 5% of the respondents checked only the ingredients.
- 29% of the respondents spent ₹4801 – ₹7200 for purchase of Himalaya personal care products in a year, while 24% of the respondents spent Above ₹7200 in a year.
- 23% of the respondents purchased Himalaya products Quarterly, while 13% of the respondents purchased Once in a week.
- 7% of the respondents purchased in both quantities of 251 – 500 ml and Above 500 ml regularly during normal days regardless of offers. 14% of the respondents purchased in the quantities of 251 – 500 ml during discounts or offer days. 13% of the respondents purchased both quantities of Below 100 ml and 101 – 250 ml. 17% of the respondents purchased in the quantities of 251 – 500 ml during seasonal sales.
- 36% of the respondents felt that Himalaya brands always used Eco-friendly packaging, while 10% of the respondents felt that brands rarely used Eco-friendly packaging.
- 36% of the respondents felt that Himalaya to some extent follows sustainability practices.
- 14% of the respondents stated that the expiry date was pasted as a sticker which indicated that they did not trust Himalaya personal care products, while 11% of the respondents stated that the expiry date was stamped using a machine, which indicated that they trusted the brands.
- 35% of the respondents said that they are not sure about the future Green Practices of Himalaya brands.
- 10% of the respondents used the Nivea Hair Oil, 4% of the respondents used Garnier Shampoo, 8% of the respondents used the Dove Face Wash, and 12% of the respondents used Dove Moisturizer, Nivea Moisturizer, and Garnier Moisturizer before switching to Himalaya products.
- 35% of the respondents switched to Himalaya for Natural or Herbal Ingredients and Eco-friendly Packaging.
- 33% of the respondents indicated that Himalaya hair care products were Non-sticky and Light hair oil and Makes hair Soft and Silky.
- 33% of the respondents indicated that Himalaya skin care products Prevents Pimples and Rough patches and 12% said products Kept skin Fresh throughout the day.
- 41% of the respondents felt that the price of the Himalaya personal care products is reasonable.
- 31% of the respondents said that they would continue to buy Himalaya personal care products even if there is an increase in price.
- 33% of the respondents reused the Himalaya product bottles to do Craft works.
- Chemical-free and Natural formulations ranked Second with an average Garrett score of 58.65, while Biodegradable or Recyclable packaging ranked Third with an average Garrett score of 43.41.
- For Hair Oil purchases, Ingredients secured the Second rank with an average Garrett score of 57, followed by Price in Third place with 56.32. Brand reputation ranked Fourth with 52.48, Chemical-Free Products ranked Fifth with 51.80, and Availability ranked Sixth with 51.56. Certifications ranked Seventh with 51.13, Recommendations by Doctors ranked Eighth with 48.99, and Environmental Impact ranked Ninth with 39.09.
- For Shampoo purchases, Ingredients secured the Second rank with an average Garrett score of 58.30,

followed by Price in Third place with 56.83. Chemical-Free Products ranked Fourth with 54.72, Certifications ranked Fifth with 53.58, and Brand reputation ranked Sixth with 52.99. Recommendations by Doctors ranked Seventh with 52.13, Availability ranked Eighth with 51.07, and Environmental Impact ranked Ninth with 43.11.

- For Face Wash purchases, Ingredients secured the Second rank with an average Garrett score of 57.94, followed by Chemical-Free Products in Third place with 57.56. Price ranked Fourth with 56.42, Brand reputation ranked Fifth with 53.25, and Availability ranked Sixth with 53.49. Certifications ranked Seventh with 52.43, Recommendations by Doctors ranked Eighth with 51.49, and Environmental Impact ranked Ninth with 44.80.
- For Moisturizer purchases, Ingredients secured the Second rank with an average Garrett score of 57.17, followed by Price in Third place with 57. Chemical-Free Products ranked Fourth with 55.18, Availability ranked Fifth with 53.66, Certifications ranked Sixth with 53.52, Brand reputation ranked Seventh with 53.43, Recommendations by Doctors ranked Eighth with 52.90, and Environmental Impact ranked Ninth with 42.43.
- The perception statements were analyzed using mean scores and ranking. All the mean scores are above 3.5, indicating that respondents have an overall positive perception towards green personal care products. The statement that green products are safer for skin secured the second rank with a mean score of 4.03.
- The belief that green products are safe and beneficial in the long term secured the third rank with a mean score of 3.97, followed by the statement that positive perception increases purchase intention, which secured the fourth rank with a mean score of 3.93. The statement that green brands provide transparent information about their ingredients secured the fifth rank with a mean score of 3.87.
- The statement related to noticing and remembering green marketing campaigns secured the sixth rank with a mean score of 3.60, suggesting that promotional strategies need improvement, although the overall perception remains favorable.
- The attitude statements were analyzed using mean scores and ranking. All the mean scores are above 3.5, indicating that respondents have a positive attitude towards green personal care products. The statement that green products are effective in their performance secured the second rank with a mean score of 4.08.
- Encouraging others to use green products secured the third rank with a mean score of 4.03, while intention to continue using them in the future secured the fourth rank with a mean score of 3.94, showing supportive and consistent attitudes.
- Motivation to try new green products secured the fifth rank with a mean score of 3.92, and willingness to switch brands based on environmental responsibility secured the sixth rank with a mean score of 3.67, indicating a positive but comparatively moderate attitude.

7. Limitations

- The study is limited to Kalavasal, Othakadai, Thirunagar and Vandiyur in Madurai city.
- The study focused only one personal care brands which is Himalaya.
- The study focused only on selected personal care brands such as Face Wash, Moisturizer, Hair Oil and Shampoo.
- The limited number of respondents may not fully represent the overall customer's perceptions and attitudes.

- Customer perceptions may shift with the entry of new green marketing companies in the personal care industry.
- Rapid changes in customer trends and marketing practices may reduce the long-term applicability of the findings.

8. Conclusion:

The study concludes that consumers in Madurai city demonstrate increasing awareness and positive attitudes toward green marketing in personal care products. The Himalaya brand products have successfully positioned themselves as eco-friendly brands, positively influencing consumer perception and purchasing behaviour. The findings indicate that education level, income, and marketing communication play an important role in shaping consumer attitudes toward green products. Social media and digital marketing have become major sources of awareness, particularly among younger consumers. However, some consumers still have concerns about product price, authenticity of green claims, and product effectiveness. Therefore, companies need transparent communication, reasonable pricing, and credible sustainability initiatives to strengthen consumer trust. Overall, the study highlights that green marketing has strong potential in the personal care industry and can create competitive advantage when combined with environmental responsibility and product quality.

References

[1] https://himalayawellness.com/

[2] https://himalayaglobalholdings.com/

[3] https://www.rediff.com/business/report/how-himalaya-made-ancient-ayurveda-popular-across-the-globe/20150119.htm

[4] https://www.slideshare.net/slideshow/himalayaa-wellness-details-analysispptx/265446434#9

[5] https://www.financialexpress.com/business/industry-himalaya-drug-company-eyes-1-bn-turnover-honcho-reveals-what-its-biggest-advantage-is-445759/

[6] https://tecomgroup.ae/press-release/mansoor-bin-mohammed-inaugurates-himalaya-wellness

[7] https://emiratitimes.com/himalaya-wellness-expands-in-dubai-with-edbs-support/

[8] https://himalayawellness.in/?srsltid=AfmBOopt8KQHkvcReS9BRHd9x526atBIiSCgfs1qMwAFtRHK19iuiXEU

[9] https://www.thehindu.com/news/national/tamil-nadu/tn-to-set-up-facility-to-address-health-challenges-in-the-face-of-climate-change/article68898844.ece/amp/

[10] https://www.taxmann.com/research/company-and-sebi/top-story/105010000000024532/green-banking-a-comprehensive-overview-experts-opinion

[11] https://www.goodhousekeeping.com/author/219970/amina-abdelrahman/

[12] https://ffservices.co.in/blog/sustainable-food-service-industry-india.php

[13] https://proindia.net/driving-ahead-unraveling-indias-dynamic-automotive-sector/

[14] https://worldgbc.org/article/global-status-report-2017/