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Green Marketing in Personal Care: Consumer Preference in Delhi NCR

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Abstract:

In the personal care industry, green branding is reshaping how companies approach marketing by highlighting elements such as natural ingredients, sustainable packaging, and ethical sourcing. This study explores how consumers in the Delhi NCR region interact with green marketing efforts specifically within the personal care sector. As environmental awareness continues to grow, especially in urban areas like Delhi NCR, there is a noticeable shift in consumer interest toward products that align with sustainable values. This regional focus was selected to understand how eco-conscious trends are influencing consumer preferences in a densely populated and environmentally aware market. The research examines key components of green marketing, including the use of natural and responsibly sourced materials, recyclable packaging, cruelty-free testing, recognizable eco-labels, and transparent product information. A mixed-methods approach was used to gather insights—combining consumer surveys, interviews, and case studies of leading personal care brands. Findings suggest a strong inclination toward eco-friendly products, particularly among younger consumers aged 18 to 35, who are increasingly prioritizing sustainability in their purchasing decisions.

Introduction

In the last few years, sustainability has evolved from the latest corporate marketing strategy to a veritable concern for society—especially in the personal care products industry. Considering the changing climate, pollution, and the damaging nature of synthetic products, customers are becoming more aware of the consequences of their choices. This shift has markedly changed the way people think about and shop for personal care products, which has brought about the notion of green marketing. Green marketing is the marketing of products and practices considered eco-friendly, socially responsible, and ethically sourced. In personal care, it can involve using natural constituents, cruelty-free testing, biodegradable containers, and eco-friendly ways of manufacturing. For businesses, the shift is not only an ethical one, but also a means to gain competitive advantage in an overcrowded market.

Key Principles of Green Marketing

1.Environmental Responsibility:Businesses committed to green marketing take full accountability for the environmental impact of their products and operations. Rather than treating sustainability as a trend, they embed it into their core strategies. This includes adopting eco-conscious practices such as reducing carbon emissions, minimizing waste, conserving resources, and making responsible choices at every stage of the supply chain—from sourcing raw materials to final delivery.

2. Sustainable Product Development

Unlike conventional marketing that often prioritizes cost and convenience, green marketing places emphasis on developing products that are both consumer-friendly and environmentally safe. These products are created using materials that do not pollute, consume less energy during manufacturing, and are designed to be either recyclable or long-lasting. The focus is on reducing harm while delivering quality and value to environmentally aware consumers.

3.Transparent Communication:A critical pillar of green marketing is honest and open communication with consumers. Brands must provide clear, verifiable information about their sustainability efforts whether it's about sourcing, packaging, or environmental impact.

Consumer Perception and Behavior

The awareness of concern about the environment has drawn attention from consumers to consider buying products that suit their environmental value. Green marketing capitalizes on this change by providing eco-friendly solutions through products and services which add value to the untapped market segment seeking sustainable options. Regardless of the positive trend, gaps that prevent enhanced adoption of eco-friendly products remain. Other factors include perceived eco-friendly products being expensive, doubts about environmental credibility, and low awareness levels.Green marketing approaches often focus on closing such gaps through education and innovative pricing that requires changing the product during the sale period. Furthermore, these gaps are changing consumer's attitudes towards purchasing sustainable products.

LITERATURE SURVEY

The literature review serves as the backbone of this study, helping to build a strong theoretical understanding of how green marketing influences consumer behavior—specifically in the context of Delhi NCR’s personal care market. It explores key ideas, evolving trends, psychological influences, and the barriers that consumers often face when adopting eco-friendly choices.

1. Understanding the Concept of Green Marketing: Green marketing refers to the ethical promotion of products that are environmentally responsible. This includes the use of natural ingredients, recyclable or biodegradable packaging, and cruelty-free certifications. Companies adopt these practices not just to protect the environment but also to meet the growing demand from consumers who are concerned about sustainability. For instance, Hindustan Unilever’s brand Love Beauty and Planet is known for using only plant-based ingredients and packaging made from 100% recycled plastic—making it a popular choice among eco-conscious buyers.

2. The Evolution of Green Consumerism ;Green consumerism didn’t emerge overnight. It began in the 1970s with grassroots environmental movements that focused on raising awareness. By the 1980s and 1990s, early consumer demand started to grow as people became more mindful of their purchasing habits.

Data, Methodology and Sample

The study uses both primary and secondary data and is quantitative in nature. The study used the survey method to administer a questionnaire to 50 respondents in the Delhi NCR region in order to investigate consumer awareness and purchase behavior for green marketing products. Convenience sampling was used in the study, and the survey was carried out between April and May of 2025. In order to accomplish its goals, the study analyzes primary data obtained offline using a self-structured questionnaire with ten questions. Ultimately, 40 consumer responses were gathered through questionnaires. In a constrained amount of time, the researcher has attempted to cover as many categories of respondents as possible.

Conclusion and Recommendations

The study comes to the conclusion that although consumers in Delhi NCR are highly aware of green marketing in personal care, factors like availability, price, and product performance continue to have an impact on actual purchasing behavior. For brands to be successful, they must provide genuine, reasonably priced, and efficient green products and interact with customers via open channels of communication and online channels. According to the survey, there is a high level of awareness regarding green personal care products, but regular use is still growing. Many respondents stated that while they have occasionally tried green products, they have not yet made the complete switch. This implies a positive outlook but inconsistent behavior, which is frequently the case when novel concepts are still developing into habits.

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