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Adoption of Eco-Friendly Personal Care Brands: A Regional Study of Delhi (NCR)

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ABSTRACT

With increasing environmental and health issues worldwide, green personal care products are becoming increasingly popular. This study investigates the awareness, attitudes, and consumption behaviours of consumers of Delhi NCR towards green personal care brands. Empirical data is gathered using a structured questionnaire with 200 respondents and supplemented by literature and case studies. The findings suggest that health awareness, concern for the environment, and social opinion are the most important motives for adopting green products. Yet, price sensitivity, restricted availability, and green claim skepticism are major impediments. The study indicates that awareness-building initiatives, trust gained through transparency, and improved distribution can catalyse environmentally friendly consumption in the personal care category.

INTRODUCTION

The move towards sustainability has penetrated into consumer markets far and wide, particularly in personal care products. Environmentally friendly personal care products contain natural, biodegradable components, do not involve animal testing, and have sustainable packaging. In Delhi NCR, where there is fast urbanisation along with heightened environmental consciousness, it is important to know what drives consumers to select these products.

This research focuses on how the consumers in the region view, take up, and assess green personal care brands. It analyses how age, income, education, and exposure influence their choices. The paper also focuses on how consumer cynicism regarding greenwashing influences trust in such brands.

LITERATURE REVIEW

Studies have established that environmental awareness, consumer trust, and green marketing play important roles in influencing personal care product decisions. Peat-tie & Crane (2005) and Leonidou et al. (2010) highlight the importance of knowledge and moral congruence in adoption. Ajzen's Theory of Planned Behaviour (1991) and Stern's Value-Belief-Norm theory (1999) offer models explaining how personal values contribute to environmentally friendly behaviour. Studies also identify high costs, lack of accessibility, and greenwashing issues as factors limiting increased adoption.

RESEARCH METHODOLOGY

Descriptive, quantitative research design was adopted for this study. Primary data were gathered through a standardised questionnaire administered online among 200 consumers in Delhi NCR. Convenience sampling was adopted. Respondents were adults aged 18 years and older, with diverse income, gender, and educational backgrounds. Secondary data comprising academic journals, government reports, and market research reports were also adopted to place findings in context. Basic descriptive statistics, frequency distribution, and cross-tabulation were used for analyzing data.

KEY FINDINGS

- 78% know about environmentally friendly personal care products, but a mere 30% of them use them frequently.
- Primary drivers of adoption: Health and safety (65%), environmental awareness (58%), and brand influence.
- Barriers: Excessive cost (60%), unavailable (45%), and skepticism of green claims (35%).
- Adoption is more prevalent among the younger, educated, and high-income groups.
- Peer social influence and online platforms have a significant role in determining awareness and buying intention.

CASE HIGHLIGHTS

1.MAMAEARTH

Mamaearth is one of the top eco-friendly personal care brands in India. It is successful in Delhi NCR because of aggressive influencer marketing, clear product labeling, and a strong online presence. The brand has biodegradable packaging and natural ingredients to appeal to urban youth and green-conscious consumers.

2.FOREST ESSENTIALS

Forest Essentials is positioned to attract high-end customers seeking classic Ayurvedic preparations and upscale experiences. Its sustainability approach intertwines minimal processing, recyclable packaging, and retail narratives. It attracts heritage-seeking shoppers in Delhi NCR's upscale regions.

CONCLUSION AND RECOMMENDATIONS

Green personal care is now a mainstream phenomenon in Delhi NCR. Increased awareness, particularly among young consumers, indicates a transition toward sustainable consumption. Adoption is, however, constrained by structural factors. To accelerate growth:

1. Brands should launch cost-effective alternatives to minimise price resistance.
2. Transparency and certifications must be emphasized to combat greenwashing.
3. Digital campaigning and influencer marketing need to continue expanding reach and education.
4. Better offline access in Tier-2 urban areas is essential.

With concerted efforts, green consumerism can be a reality and not an exception in Delhi NCR.

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