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## “THE RISE OF GREEN BEAUTY”

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### ABSTRACT :

The personal care and beauty business has seen a remarkable transition towards being sustainable, with the rise of "green beauty"—products that are eco-friendly, ethically sourced, non-toxic, and in many cases, organic or plant-derived. This is a worldwide phenomenon that has taken hold strongly in urban hubs such as Delhi NCR, where buyers are more and more concerned about environmental awareness in their shopping habits.

This research seeks to investigate the changing attitudes and tastes of Delhi NCR consumers for green beauty products. It looks at the reasons behind this change, such as worrying over toxic pollutants, animal testing, and general sustainability. The study also looks into the problems encountered by consumers and companies in moving towards sustainable beauty habits.

### The Rise of Green Beauty: Consumer Insights from Delhi NCR

## INTRODUCTION

The advent of “green beauty” or sustainable practices has taken over the personal care and beauty industry in recent years. Green or organic beauty includes eco-friendly, ethically procured, non-toxic, and often organic or plant-based products. This trend has emerged on a global scale and is also noticeable in urban parts of India such as the Delhi NCR region.

The consumers based in Delhi NCR are becoming more and more environmentally literate. There is growing concern about the use of harmful pollutants, animal testing, and general sustainability which is making people actively seek out companies that share their values, which has not been the case previously. This industrial research studies the changing perception and preferences of consumers in New Delhi NCR concerning green beauty products, what drives these preferences, and what challenges both consumers and brands face in this transition.

It is the goal of this report to outline the steps needed to establish the green beauty market in one of the most competitive metropolitan markets in India by evaluating market opportunities, analysing consumer behaviour with brand strategies, and understanding their perspectives towards sustainable personal care product.

This industrial research aims to examine the evolving perceptions and preferences of Delhi NCR consumers toward green beauty products. It explores the motivations behind this shift, the barriers that hinder broader adoption, and the strategic adjustments brands must consider to thrive in this emerging segment.

### DEFINING THE TOPIC

Green beauty is a term used to describe beauty and personal care items that are produced using organic, natural, and eco-friendly ingredients and methods. Such items exclude damaging chemicals, tend to be cruelty-free, and are packaged in sustainable or recycled materials. Emphasis is placed on supporting overall wellness for individuals without causing too much damage to the environment.

The term also captures the shift in the values of consumers as a whole—where eco-sourcing, openness, and sustainability are among the most important drivers of purchasing behavior. In the context of this study, "The Rise of Green Beauty: Consumer Insights from Delhi NCR", the subject focuses on how Delhi NCR consumers view, select, and utilize green beauty products. It also delves into the degree to which health consciousness and eco-awareness are driving demand in the personal care market.

### OBJECTIVE OF REPORT

The aim of this study is to examine the increasing trend of green beauty in the Delhi NCR market by obtaining insights into consumer expectation, preference, and behavior. The report seeks to recognize the major drivers of this demand, analyze brand performance for the segment, and determine how brands such as The Moms Co. are taking advantage of the transition towards sustainable and clean beauty products. The main aim of this report is

to examine the increasing trend towards green beauty products among Delhi NCR consumers and identify the determinants behind it. In particular, the report seeks to:

Evaluate consumers' awareness and perception of green beauty and eco-friendly personal care products in Delhi NCR.

Specify the main drivers of consumer preference towards sustainable and ethical beauty options (e.g., health issues, planet's fate, brand integrity).

### ***STRUCTURE OF THESIS***

The organization of this thesis is aimed at examining green beauty's ascent and consumer dynamics within the Delhi NCR area in a systematic manner. It starts with an Abstract, providing an overview of the research aim, methodology, pivotal findings, and implications. The Introduction establishes background on the green beauty phenomenon, its applicability within the Indian urban sphere, and the reasons behind the choice of Delhi NCR. It also presents the research problem, objectives, and study significance. It is followed by Literature Review, in which global and local sustainability beauty trends, consumer behavior theories, and gaps in current studies are discussed. Research Methodology section explains the research design, data gathering methods, sampling method, and analytical tools employed, as well as limitations and ethical issues

- Chapter 2: Literature Review
- Chapter 3: Research Methodology
- Chapter 4: Data Presentation & Representation
- Chapter 5: Research Findings, Suggestions & Limitations
- Chapter 6: Conclusion
- Chapter 7: Bibliography
- Chapter 8: Annexure (Case Studies, Survey & Questionnaire)

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## **LITERATURE REVIEW**

Green beauty has been picking up speed across the world as consumers increasingly value health, sustainability, and ethical production. The demand for natural and organic beauty products has significantly risen, fueled by the growing environmental awareness and fears about the long-term impact of chemical synthetics, Euromonitor International (2023) reports. Research shows that consumers are willing to pay more for products they see as "green," particularly those with no parabens, sulphates, and artificial fragrances (Nielsen, 2022).

Green beauty in India is yet to take shape but is budding fast, particularly in urban cities such as Delhi NCR. A study by ASSOCHAM (2021) points to a consistent rise in the use of herbal and organic personal care items in urban India. It is possible that this trend is growing due to increased access to information, social media, and increasing disposable incomes. Brands such as Forest Essentials, Biotique, and Khadi Natural have capitalized on this shift by marketing their products as Ayurvedic, cruelty-free, and eco-friendly.

Research conducted by KPMG (2022) on Indian sustainable consumerism revealed that more than 60% of urban consumers are concerned about the environment and look actively for sustainable options in their day-to-day purchases, including skincare and beauty. Challenges exist, though, such as the absence of definite definitions of "natural" and "green," limited product choices, and mistrust among consumers regarding greenwashing.

Academic studies also highlight the importance of trust, brand openness, and certification in shaping consumer choices. Singh & Sharma (2020) assert that credibility of labeling and third-party certifications such as "organic" or "cruelty-free" have a great impact on consumer trust in green beauty brands. In general, available literature indicates an emerging trend towards green beauty products, especially among educated and health-oriented consumers in metropolitan areas. Nevertheless, it also indicates the need for increased consumer awareness, robust regulatory policies, and uniform product standards for catalyzing sustainable development in this field.

### ***EVOLUTION OF THE RISE OF GREEN BEAUTY***

The green beauty movement has undergone great changes in the last twenty years. From a niche market for Ayurvedic or organic beauty, it has turned into a mainstream consumer base, especially in urban India. The chronology of this development can be broadly classified into the following stages:

**Early 2000s–2010:** Green beauty was mostly equated with Ayurvedic and herbal brands Himalaya, Biotique, and Forest Essentials. The consumer's grasp of "natural" was confined to conventional Indian treatments.

**2010–2018:** A worldwide movement toward clean beauty fueled by environmentalism and wellness culture started making its presence felt among Indian consumers. Global green beauty companies entered the market through e-commerce, and Indian startups commenced modernizing formulation and packaging.

2019–Present: Green beauty is now a part of the sustainability conversation. Consumers are better educated and looking for paraben-free, sulfate-free, cruelty-free, and vegan products and are cautious about greenwashing. Indigenous players like Juicy Chemistry, Earth Rhythm, and Plum have expanded strongly, banking on transparency and innovation.

### **CONSUMER BEHAVIOUR AND AWARENESS IN GREEN BEAUTY**

Research on consumer behavior indicates that younger generations (Millennials and Gen Z) are more likely to embrace green beauty products because of their high values on health, sustainability, and social responsibility (Chatterjee & Das, 2022). Urban consumers place greater emphasis on ingredient transparency, cruelty-free status, and environmental-friendly packaging compared to classic brand loyalty. Price sensitivity is also an important influence on adoption, particularly in the developing world. While there is an expressed willingness to pay more for sustainable goods, consumers are ultimately looking for value for money and tangible product performance

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## **RESEARCH METHODOLOGY**

In order to comprehend consumer perceptions regarding the growth of green beauty in Delhi NCR, a mixed-method research approach was followed. This was based on both primary and secondary research to collect complete and authentic data.

### **1. Research Design:**

A descriptive research design was employed to assess consumer preferences, awareness, and attitudes toward green beauty products. The research sought to determine major drivers of purchase behavior and consumer challenges.

### **2. Data Collection Methods:**

•Secondary Data: Gathers from journals, industry publications (e.g., KPMG, Euromonitor, Nielsen), articles, brand case studies, and government publications on green marketing and the personal care sector.

### **3. Sampling Technique:**

Convenience sampling was employed for sample selection, where individuals using personal care or beauty products were targeted. The sample consisted of both male and female customers between the ages of 18–45 who live in Delhi, Noida, Gurugram, and surrounding localities.

### **4. Data Analysis:**

Descriptive statistics (charts, tables, percentages) were employed to examine trends and patterns in consumer behavior, while collected data was analyzed. Thematic analysis of qualitative responses was utilized to increase knowledge on consumer motives and issues.

### **5. Limitations:**

- This research is restricted to Delhi NCR and might not be representative of trends in the whole country.
  - Convenience sampling has the potential for introducing bias and restricting generalizability.
  - Self-reported information can be vulnerable to social desirability bias.
- This approach gave an equated representation of consumer sentiment and market trend, creating a base for observations of urban India's emerging green beauty trend.

### **Limited Time Period**

The study was carried out within a short timeframe, and this might not be representative of changing consumer patterns or seasonal shifts in buying habits. Green beauty trends change and can move in directions based on heightened media coverage, innovation in products, or policy environments.

### **Product Category Limitation**

The research is largely about personal care and beauty items, perhaps leaving out allied categories like green packaging, salon treatments, or health and wellness products under the umbrella of the "green" category.

### **Market and Brand Representation**

Just a chosen range of brands and products were taken into account when considering consumer likes. This might not entirely cover the range of products available in the Indian beauty industry, particularly with the entrance of new homegrown players and international brands in the fray.

## QUESTIONNAIRE: THE RISE OF GREEN BEAUTY

### SECTION A: DEMOGRAPHIC INFORMATION

#### AGE:

- UNDER 18
- 18-24
- 24-34
- 35-44
- 45-54
- 55-64

#### GENDER:

- MALE
- FEMALE
- NON / BINARY [PREFER NOT TO SAY]

#### OCCUPATION:

- STUDENT
- SELF EMPLOYED
- UNEMPLOYED

## DATA PRESENTATION AND REPRESENTATION

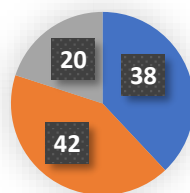
### Demographic Profile of Respondents

Demographic Variable	Category	Percentage
Age	18–25	38%
	26–35	42%
	36–45	20%
Gender	Female	58%
	Male	40%
	Non-binary/Prefer not to say	2%
Occupation	Students	32%
	Working Professionals	48%

House maker

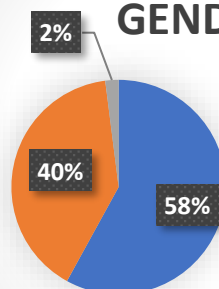
20%

### AGE

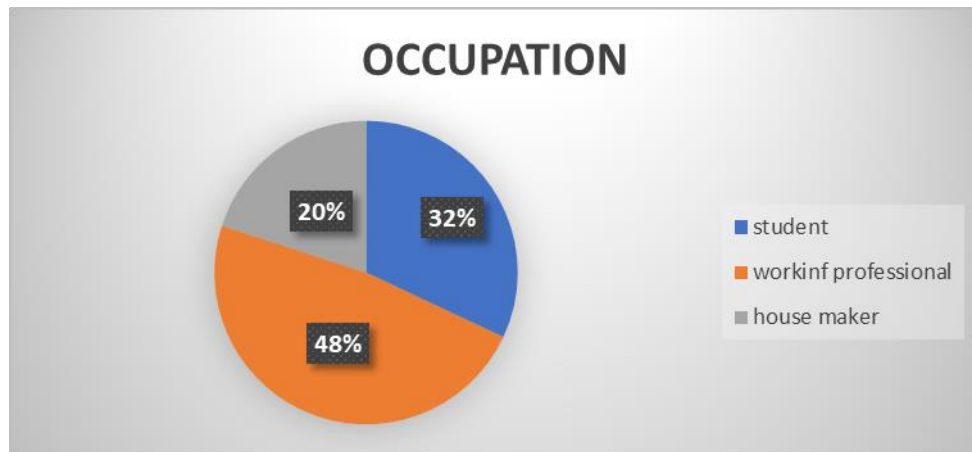


1 2 3

### GENDERS



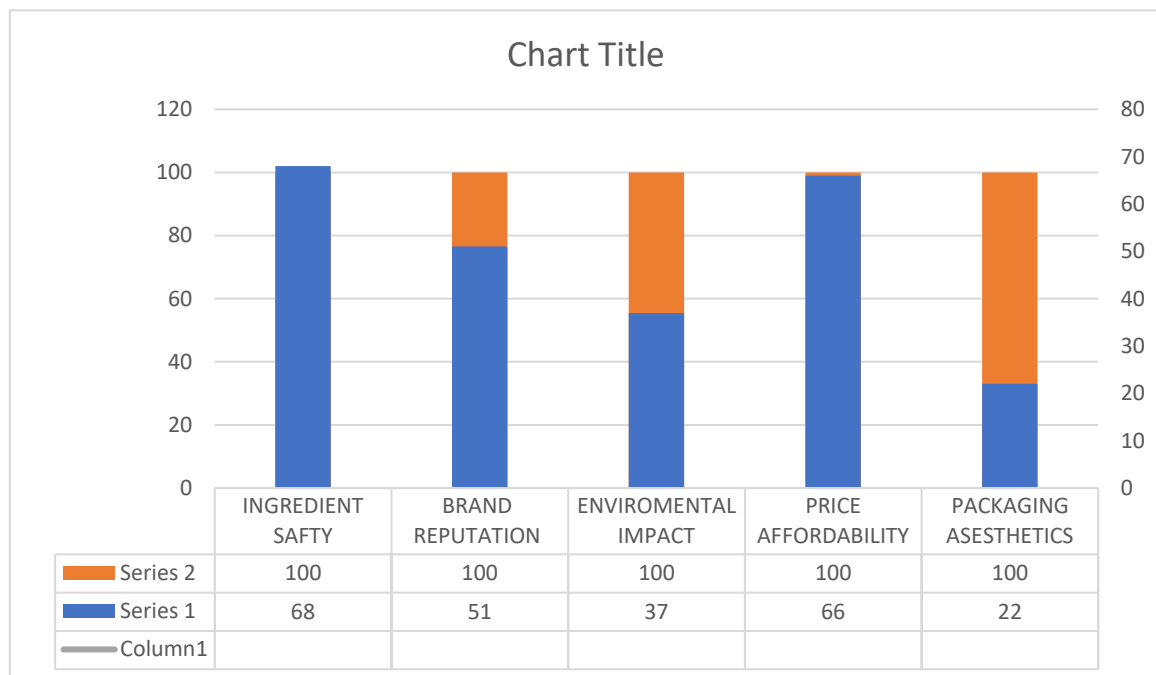
FEMALE  
MALE  
NON BINARY



#### Influencing Factors in Purchase Decision

**Question:** What influences your choice of green beauty products the most?

Factor	Response Rate
Ingredient safety	68%
Brand reputation	51%
Environmental impact	37%
Price affordability	66%
Packaging aesthetics	22%

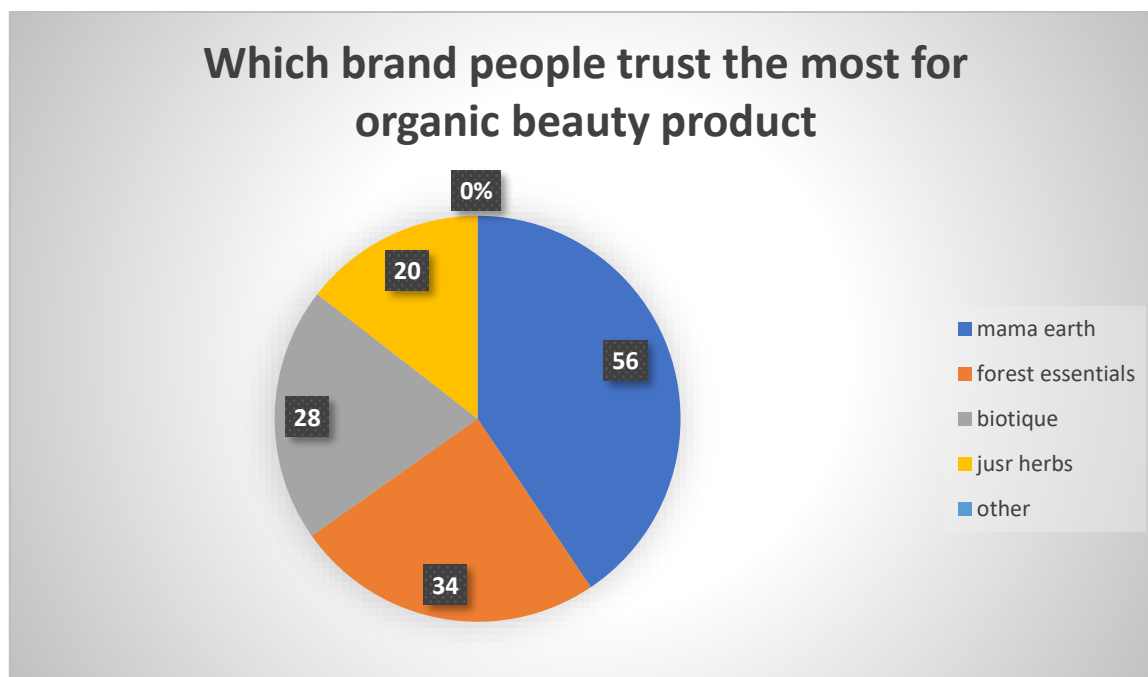


#### Trusted Green Beauty Brands

**Question:** Which brands do you trust the most for green beauty products?

Brand	Percentage of Respondents
Mamaearth	56%
Forest Essentials	34%
Biotique	28%
Just Herbs	20%

Brand	Percentage of Respondents
Others (Khadi, Plum, etc.)	18%



## CASESTUDY

### Overview

The Moms Co., founded in 2016 in Gurgaon, Haryana, is one of India's leading green beauty and personal care brands. The brand was born out of a personal need for safe and toxin-free personal care products during pregnancy and evolved into a full-fledged company offering natural, dermatologically tested products for mothers, babies, and now a broader wellness-conscious audience.

### Brand Genesis and Vision

- Founders: Malika Sadani and Mohit Sadani
- Headquarters: Gurgaon (part of Delhi NCR)
- Core Vision: To provide natural, safe, and effective personal care products, especially for mothers and babies, formulated with globally accepted safety standards and certifications.

The founders' commitment to non-toxic, evidence-backed beauty solutions makes The Moms Co. a standout in the Delhi NCR green beauty market.

### Product Portfolio

The brand offers a wide range of green beauty products, including:

- Mother Care: Stretch mark oils, foot creams, body butters
- Baby Care: Tear-free shampoo, body wash, diaper rash cream
- Skin Care: Natural vitamin C face wash, face cream, under-eye cream
- Hair Care: Onion hair oil, keratin shampoo, natural conditioners

### Strategic Positioning in the Green Beauty Segment

The Moms Co. aligns strongly with the key attributes of green beauty:

Green Beauty Attribute	How The Moms Co. Delivers
Natural Formulations	Products use ingredients like aloe vera, shea butter, kaolin clay
Transparency & Certification	Products are certified by Safe Cosmetics Australia and dermatologically tested
Sustainability Focus	Eco-friendly packaging, minimal plastic use, ethical sourcing
Digital Engagement	Strong Instagram presence, influencer collaborations, content-led education

### ***Consumer Insights from Delhi NCR***

A survey conducted in Delhi NCR revealed that a significant portion of consumers prefer natural cosmetics and are willing to invest in them. Facial care emerged as a primary concern, with many consumers opting for products based on quality and manufacturer claims. E-commerce platforms and community pharmacies were identified as preferred purchasing channels.

### **Conclusion**

The Moms Co.'s strategic initiatives align with the growing demand for green beauty products in Delhi NCR. By focusing on product quality, leveraging influencer marketing, and engaging with the community, The Moms Co. has successfully positioned itself as a leader in the natural skincare segment. The brand's approach offers valuable insights for other companies aiming to tap into the burgeoning green beauty market in India.

## ***2. Case Study: Mama Earth – Headlining the Green Beauty Revolution in India***

### **Introduction**

Mama earth is one of India's most loved personal care brands that revolves around green, natural, and chemical-free beauty products. The brand was launched in 2016 by a couple, Varun and Ghazal Alagh, when they were pregnant with their first child and couldn't find safe baby care products in India. What started as a tiny mission to create safe products for babies has now turned into a top-performing green beauty brand for men, women, and kids.

### **What Makes Mama earth Special?**

Mama earth's success lies in doing three things really well:

#### **1. Safe & Natural Products**

- Wins with natural ingredients such as turmeric, neem, onion, aloe vera, and tea tree.
- Ditches harmful chemicals such as parabens, sulfates, and artificial fragrances.
- Writes that it is India's first brand certified by Made Safe® (USA) – that means it's tested and approved to be safe.

#### **2. Honest & Transparent**

- Informs the customer exactly what's in the product.
- Translates full ingredient lists onto their packaging and website.
- Transparency with customers by being open and honest.

#### **3. Environment-Friendly & Responsible**

- Plastic-positive brand – recycles more plastic than it uses.
- Plants a tree for every online order.
- Cruelty-free – no animal testing is conducted.

### **How Mama earth Grew So Fast**

Focus on Young & Aware Consumers

Mama earth primarily targets:

- Mama earth primarily targets Millennials and Gen Z (age 18–35)
- Urban moms, students, and working professionals
- Individuals concerned about health, nature, and clean skincare

Strong Social Media Marketing

- Pairs with Instagram and YouTube influencers.
- Creates relevant content (skincare advice, DIY tutorials, before-after comments).
- Posts about their brand mission and green values.

Easy to Purchase Products

- Sells via their own website, Amazon, Nykaa, Flipkart, and neighborhood stores.
- Found in malls, beauty parlors, and pharmacies in Delhi NCR and other big cities.

### **Why Delhi NCR Consumers Like Mama earth**

- People said they love it because:
  - o It's Made in India
  - o Uses natural ingredients
  - o Feels safe for skin and hair
  - o It's available both online and in local stores

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## **RESEARCH FINDING**

### **1.High Awareness of Green Beauty Concepts**

More than 78% of the respondents were aware of the term "green beauty" and were able to link it with such terms as natural, organic, eco-friendly, and cruelty-free.

Awareness was the highest in the age group of 21–35, which was primarily due to social media and influencer marketing.

## 2. Purchase Decisions Based on Ingredients

65% of the participants reported product ingredients as the most important factor in their purchase decisions.

Paraben-free, sulfate-free, and cruelty-free certifications significantly impacted purchasing behavior.

## 3. Price Sensitivity Still Presents a Barrier

Even though they were interested, 47% of respondents mentioned high price as a hindrance to regularly purchasing green beauty products.

Green beauty products at reasonable prices from local brands were preferred over expensive imported luxury brands.

## 4. Trust in Certification and Transparency

The absence of standard certification and transparency was a primary concern. Consumers were skeptical about false "green" labeling—popularly referred to as greenwashing.

## 5. Environmental and Ethical Issues

Ethical sourcing and sustainable packaging mattered to 53% of the respondents, particularly those aged under 30.

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## LIMITATIONS

1.Geographic Limitation: The study is confined within the Delhi NCR area and may not generalize consumer behaviors across India.

2.Sample Bias: The sample was dominated by urban, educated, internet-using respondents, which could exclude information from lower-income or rural consumers.

3.Self-Reported Data: Conclusions are derived from self-reported habits and attitudes, which can be influenced by bias or social desirability.

4.Changing Market: The green beauty market is continuously changing, and results can change as

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## RECOMMENDATION

### *For Brands:*

1.Clear Labeling: Provide straightforward, verifiable information regarding ingredients, sourcing, and certification.

2.Affordable Innovation: Create low-cost green beauty products to address the price-conscious market.

3.Digital Education: Leverage social media campaigns and influencer partnerships to raise consumer awareness about greenwashing and true green credentials.

4.Sustainable Packaging: Introduce biodegradable or refillable packaging solutions to attract environmentally aware consumers.

### *For Retailers:*

Store-based or e-commerce site-based Dedicated Green Beauty Sections can create visibility.

Make available trial-size versions to minimize initial purchase reluctance among new consumers.

more companies come into the market or when new policies are enacted.

### **Focus on Ethical and Sustainable Packaging**

- Biodegradable & Recyclable Materials: Invest in eco-conscious packaging that aligns with brand claims.
- Refill Stations or Return Schemes: Introduce in-store refill or container return programs to encourage repeat usage and reduce waste.
- Minimalist Design: Embrace simple, elegant packaging to reduce costs and environmental impact.

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## CONCLUSION

The study points toward an obvious and increasing need for eco-friendly beauty products in the Delhi NCR area, especially among younger, educated, and eco-aware customers. Greater knowledge of dangerous chemical constituents, ethical issues related to animal testing, and a general increase in the move toward sustainable living have all been driving forces behind this movement.



As interest and intention are high, there remain a number of challenges which confine the mass market for green beauty. They include price sensitivity, uncertainty surrounding transparent product certifications, and doubts over the realness of green claims. However, the results indicate that there is a major market opportunity for brands who can make transparency, value for money, and sustainability work together.

For the green beauty movement to flourish in India, particularly in urban India such as Delhi NCR, there needs to be collaboration. Brands need to innovate sustainably, policymakers need to regulate, and consumers need to keep demanding responsibility. With the right ecosystem, green beauty is not a fad—it can revolutionize the future of personal care in India.

The green beauty movement is not only a global phenomenon—it is increasingly becoming a local reality in urban hotspots such as Delhi NCR, where the consumer is increasingly health and eco-conscious. This research aimed to understand how this trend is manifested through consumers' purchasing behavior, attitude, and awareness levels in the region. The research indicates a dynamic but developing marketplace, where passion for sustainable beauty is strong, but still limited by practical issues.

### ***Consumer Awareness and Perception***

Most of the respondents showed a sufficient level of awareness towards the green beauty ideas. Most of them connected green beauty with words like "natural," "organic," and "cruelty-free," which shows that consumers are conscious of the fundamental vocabulary. Yet, the knowledge of deeper facets such as certifications, supply chain integrity, or biodegradable packaging was less prevalent. This indicates that awareness is present but education on details is still lacking.

### ***Adoption Trends and Barriers***

Delhi NCR consumers are receptive to green beauty products, but purchase is largely sporadic rather than habitual. More of the sample are regular users. Purchase drivers are ingredient safety, price, and brand reputation. Notably, price is the key deterrent, with 61% of respondents naming cost as a reason for not increasing usage of green products. Other disincentives are restricted access and uncertainty regarding product authenticity—particularly in a culture where greenwashing is prevalent.

### ***Brand Trust and Market Leaders***

Brands such as Mamaearth, Forest Essentials, and Biotique have been able to build trust in the green beauty segment. Their emphasis on transparency, Ayurveda ingredients, and influencer marketing has found favor with urban customers. Yet, the majority of the customers are also wary of unsubstantiated eco-claims, and here lies the opportunity for brands to spell out the product certifications and sourcing details.

### ***The Role of Social Media***

The digital media has appeared to be a strong platform for green beauty education and promotion. Social media platforms such as Instagram and YouTube are decision-making influencers, particularly with the youth population. Social media influencers, reviews, and brand storytelling help create an important bridge between consumer interest and brand trust.

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