



Barriers towards Non-Usage of Green Cosmetics among Consumers

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Abstract

This study investigates the barriers towards non-usage of green cosmetics among consumers. A survey of 400 respondents was conducted in Elante Mall, Chandigarh, India, to identify the reasons for non-usage of green cosmetics. The demographic variables of the respondents, namely gender, age, monthly income, education qualification, and spending on green cosmetics, were also collected. The study found that the most common reasons for non-usage of green cosmetics are lack of awareness, high price, and lack of variety. Male respondents were more likely than female respondents to agree with all the reasons for non-usage, except for "labels are not fully informative." The age of the respondents had a significant impact on the reasons for the non-use of green cosmetics. Younger respondents were more likely to cite price and availability as reasons for non-usage, while older respondents were more likely to cite a lack of awareness. Consumers with lower incomes were more likely to say that green products are too expensive and that they lack confidence in their performance. The study concludes that green cosmetic brands should address the issues of lack of awareness, high price, and lack of variety to make their products more attractive to a wider range of consumers. Green cosmetic brands should also make their products more affordable and accessible to consumers with lower incomes.

Keywords: green cosmetics, non-usage, consumers, demographic variables, awareness