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## GREEN GLOW: UNRAVELLING CONSUMER PERCEPTION AND AWARENESS OF SUSTAINABLE DEVELOPMENT IN PERSONAL CARE PRODUCTS

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### Abstract

The results underscore the significance of green procedures in fostering consumer happiness various behaviors, and loyalty, including word-of-mouth transactions, and gameness to pay a premium. Bearable Businesses also place a higher significance on people, which certify improved hiring techniques. Any dream must begin with the pursuit for which the business functions. The primary quantitative Data Collection method has been used in the study with the use of SPSS analytical tools. The question year of the research contains 10 questions and 55 respondents are collected for a better outcome. A high reference between the increment of interest and the attention of the consumer can improve the customer's understanding of a trade. It has been seen that the residual value is 68.741. Climate alteration becomes one of the most common concerns in the current Era which can be maintained by using the recycling process in the industry. The application of the primary quantitative method for finding the impact of Sustainable development and the public attention to grow public awareness becomes helpful.

**Keywords:** Green products, Sustainability, Sustainable Development Goals, Environmental concern

## Introduction

Electrons from space smash with our upper atmosphere to produce a green light, therefore, with the support of the customer preference sustainability has to be promoted. Customers are the main pillar that helps to maintain sustainability. The Influence of Customer Choice on Sustainable Development Goals: The Power of Choice One cannot undervalue the influence that consumer decisions have collectively. Through selecting eco-friendly products, endorsing environmentally conscious companies, and insisting on transparency, customers have the power to impact whole sectors and propel structural transformation. Promoting sustainable products and packaging helps to reduce wastage, therefore, it helps to maintain sustainability. Retail CEOs underestimate the number of customers who choose sustainable goods out of environmental concern (Andika et al., 2023). In contemporary days, consumers show concern about products' sustainability as well as the products' elements impacting the environment. Consumers, however, claim they wish to cut back on manufacturing waste and their carbon footprint. Distinct customers also give contemplation to the sustainability. People are observing for eco-friendly and low-carbon footprint items as they become more sentient of the effects of their decisions on the situation. Sustainable consumption is also motivated by the problem of social responsibility. Organizations try to use low-impact materials which help to reduce wastage, moreover, reducing the use of coupling materials also helps to promote sustainability. Organizations also try to use recycled materials which has a positive impact on the production rate. Therefore, consumers become more attracted to the organizations, and it has a positive impact on the brand's reputation. Based on advanced technology, the organization is capable of innovating sustainable products which have a positive impact on the business reputation. Moreover, consumers become more attracted to the products and it helps to improve the effectiveness of the organizations.

Sustainable food and beverage choices include choosing locally sourced, organically produced, and seasoned produce; consuming less meat products because they contribute to climate change; and increasing the amount of biodegradable food waste that is composted. According to an independent survey that SmartestEnergy commissioned, companies that prioritise environmental sustainability are becoming more and more popular with customers. According to the explosion, four out of five defendants said they are persuaded to select a corporation that takes an ecologically friendly bearing (Majeed, Kim & Kim, 2023).

The findings highlight the significance of green practices in fostering consumer satisfaction and various behaviours, including word-of-mouth marketing, loyalty, and willingness to pay a premium. Results also demonstrate the beneficial effects of satisfaction on word-of-mouth, loyalty, and readiness to spend more. Low carbon emission is the key factor that helps to maintain sustainability within the organization. Moreover, maintaining sustainability helps to improve the efficiency of the business. Sustainable personal care products aim to satisfy customer demands while reducing their adverse effects on the environment and fostering social responsibility. Products for personal hygiene that are sustainable use materials and packaging that are less harmful to the environment (Kumar et al., 2021). Their formulation minimises the usage of hazardous chemicals by utilising natural, organic, and biodegradable materials. Skincare sustainability may take many different shapes. Brands that prioritise sustainability typically use fewer plastics, glass containers, and non-toxic chemicals while also minimising their manufacturing facilities' carbon footprints.

### **Aim**

The main intention of this study is to find out the standing of sustainability in personal care products to attract customers' attention.

### **Research Objectives**

**RO 1:** To discuss the importance of sustainability development for the organization

**RO 2:** To find out the strategies that help to maintain sustainability

**RO 3:** To identify the factors that help to develop sustainability in personal care products

**RO 4:** To analyze the positive impact of sustainability in personal care products to improve brand awareness

### **Research Questions**

**RQ 1:** What is the importance of sustainability development for the organization?

**RQ 2:** Which strategies help to maintain sustainability?

**RQ 3:** Which factors help to develop sustainability in personal care products?

**RQ 4:** What is the positive impact of sustainability in personal care products to improve brand awareness?

## Hypothesis

**H 1:** There is a positive relationship between sustainability and brand reputation

**H 2:** Sustainability developments help to improve customer satisfaction

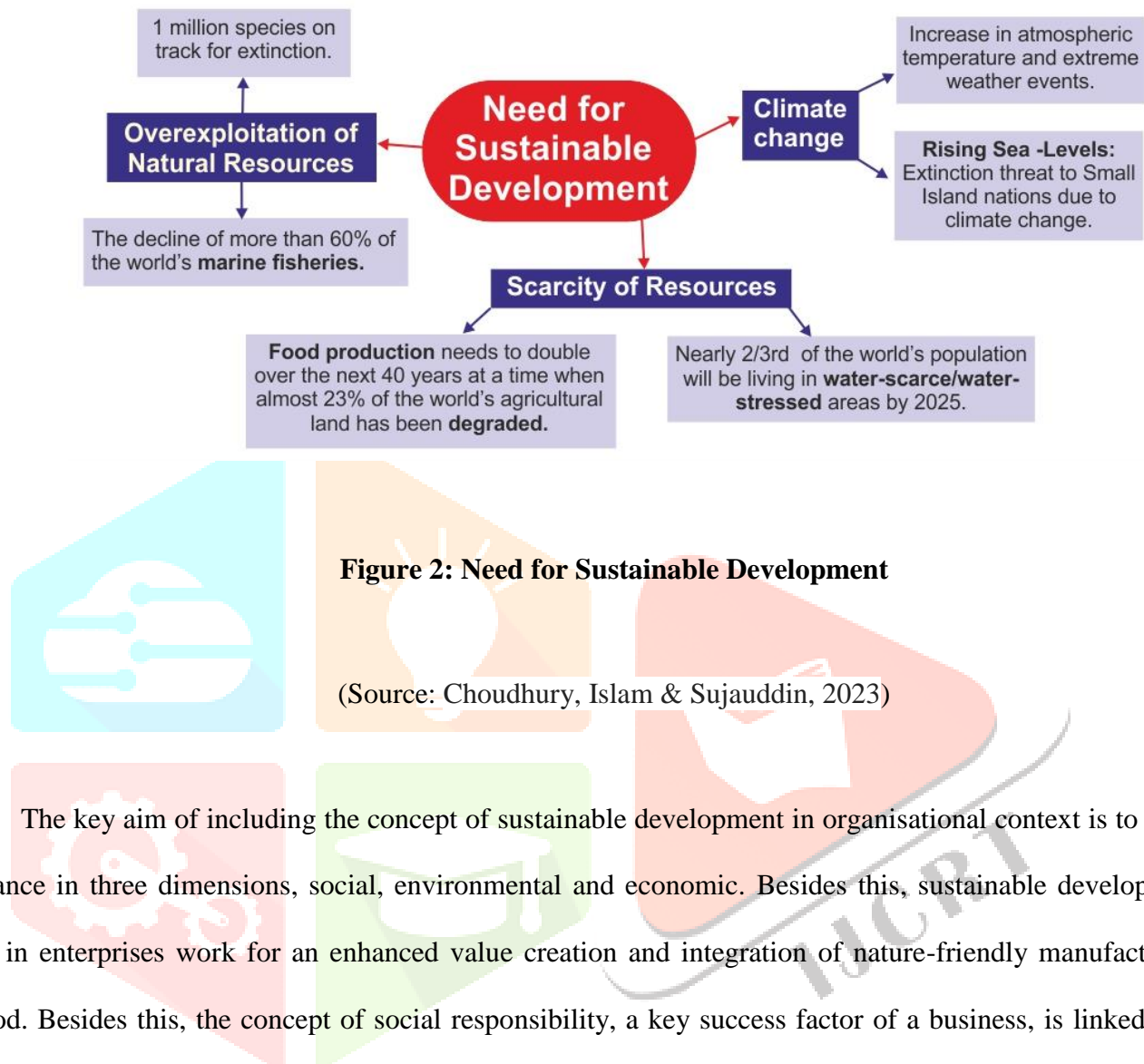
**H 3:** There is a correlation between sustainability development and personal care products

## Literature Review

**Critically discuss the importance of sustainability development for the organization**

It must embrace sustainable development as a way of life in order to protect resources for usage by future generations. The concept of sustainability is great to keep the ecology in balance by adhering to this idea. Development that is sustainable is crucial. It contributes to long-term economic and corporate growth. According to the statement of Zhou et al., (2023), in recent years, enterprises shift their focuses to the idea of greener technology, developed to promote the sustainability in the business paradigm. The inclusion of greener technology in organizational aspect optimises the volume of waste leading to the enterprise to a sustainable future. It motivates companies to use fewer resources which is helpful in leading companies to minimum wastage. It maintains equilibrium between our growth and the environment. Both the requirements of the current generation and those of future generations must be satisfied. It is required to stop the deterioration of the ecosystem. As per the comment of Choudhury, Islam & Sujauddin (2023), it has been seen that the sustainable initiatives influence organisations' internal environment such as investment decision and consumer choices. One of the key benefits of integrating the concept of sustainability in the organizational aspect can be shown in its long-term success. A civilization where resources and living

circumstances satisfy human needs without jeopardizing the stability and integrity of the planet is the intended outcome.



The key aim of including the concept of sustainable development in organisational context is to bring a balance in three dimensions, social, environmental and economic. Besides this, sustainable development goals in enterprises work for an enhanced value creation and integration of nature-friendly manufacturing method. Besides this, the concept of social responsibility, a key success factor of a business, is linked with the concept of sustainable development goal. Therefore, it can guarantee a bright and balanced future for all by adopting sustainable practices (Caniëls et al., 2021). By implementing and achieving sustainable development goals, organization can meet some critical achievement such as reduction of poverty and increasing employment rate and the increase in biodiversity due to sustainable initiatives causing a growth in financial graph of the company. "Sustainable development is the development that meets the needs of the present, without compromising the ability of future generations to meet their own needs."

### Analyze the strategies that help to maintain sustainability within the workplace

Formalizing the sustainable plan helps to maintain sustainable development. Therefore, organizations try to introduce recycled products which help to maintain sustainability within the workplace. The concept of sustainable plan relies on the approach or structural procedure developed by taking environmental components into consideration along with businesses' long-term success. As per the words of Norris (2023), sustainable plan is not only made for improving the overall performance but also designed for increasing the engagement of internal as well as external stakeholders, on which business performance depends. Any plan must begin with the purpose for which the organisation operates. On the other hand, community empowerment is the main factor that has to be facilitated due to maintaining sustainability within the workplace. After that, organization tries to create green products which help to improve the efficiency of the workplace. According to the perspective of Mukherjee & Chandra (2022), the concept of sustainable plan depends on four pillars which are personal, social, economic and environmental. In the perspective of a company, taking step towards sustainable development needs to include primary steps such as optimization of energy use and harmful gas emission along with strategies effective to achieve long-term success for the company. Reduction of the carbon footprint is the main effective factor that has to be maintained within the workplace which helps to reduce the carbon emission. Moreover, it also helps to improve sustainability practices within the workplace.



**Figure 3: Environmental Sustainability**

(Source: Mukherjee & Chandra, 2022)

Sustainable development has a positive impact on the brand reputation. Organizational activity has to be facilitated, and it helps to improve customer satisfaction. Customers become more attracted to the particular company, and it helps to develop the economic growth of the organization. Corporate carbon emission has to be reduced and it has a positive impact on the environment. Environmental development helps to develop organizational acceptance (Bălan, 2020). Thus, the best way to support sustainable development has been to invest in renewable energy sources. Greener and cleaner technologies such as hydropower, wind power, and solar radiation can take the place of other conventional power sources. Additionally, hybrid as well as remote work helps to improve the efficiency of sustainable practices (Zha et al., 2021). Moreover, the relationship between the community and the organization has to be developed which has a positive impact on the consumers affectivity. After that, the organization is capable of improving the use of waste products by recycling them.

### **Analyze the factors that help to develop sustainability in personal care products**

Sustainability in personal care products need to reflect the inclusion of sustainable concept in its used material. A product is unlikely to be deemed sustainable if its manufacture harms people or society, uses nonrenewable resources, or harms the environment (Kato et al., 2023). Products for personal hygiene that are sustainable use materials and packaging that are less harmful to the environment. Their formulation minimizes the usage of hazardous chemicals by utilizing natural, organic, and biodegradable materials. With the aid of sustainable development products, customers are capable of improving their acceptance of those products (Davis-Bundrage, Medvedev & Hall, 2021). Moreover, it helps to improve the efficiency of the organization. After that, with the aid of natural sources, sustainable products have to be simplified. Organizations are capable of finding out products which are less harmful to the environment (Meyer & Simons, 2021). After that, the effectiveness of the sustainable products becomes developed, and it helps to improve the brand image of these organizations.



**Figure 4: Factors that affect sustainability**

(Source: Meyer & Simons, 2021)

With the support of environmental, social, as well as economic factors, organizations are capable of improving the sustainability of the organization. Therefore, identifying the basic needs of the organization helps to improve the sustainability within the organization. The inclusion of sustainability in the context of the business not only promotes the strategies used to meet environmental standards or long-term success but also concerns about the life-time of the product (Luengo et al., 2021). Social responsibility is connected to open communication with stakeholders, environmental preservation, environmental stewardship, and social inclusion. Therefore, it can guarantee a bright and balanced future for all by adopting sustainable practices. It appears that factors like the manufacturing process and the used materials impacts on the use of sustainable concepts in business paradigm.

## Methodology

Primary quantitative approach has been selected for the investigation has been used to the gathering and evaluation of data. Since it collects actual data sets from relevant persons, the primary data collection approach is advantageous. 55 people participated in a survey that was done to collect data for the study. Each participant was chosen through the use of purposeful sampling, which helps to choose only relevant replies. This method has also allowed the study to choose individuals who are either employers or employees who



work from home (Fu et al., 2023). Furthermore, ten of the survey's questionnaire's questions dealt with demographic information, with the remaining questions pertaining to the study variables. Additionally, SPSS was used as a statistical tool throughout the data analysis stage of the investigation. Furthermore, SPSS was utilised as a statistical instrument during the data analysis stage of the investigation to scrutinise the collected data collection. Regression, correlation, and descriptive tests are among the statistical tests that are used to evaluate the variables and their relationships.

## Finding and Analysis

### Demographic analysis

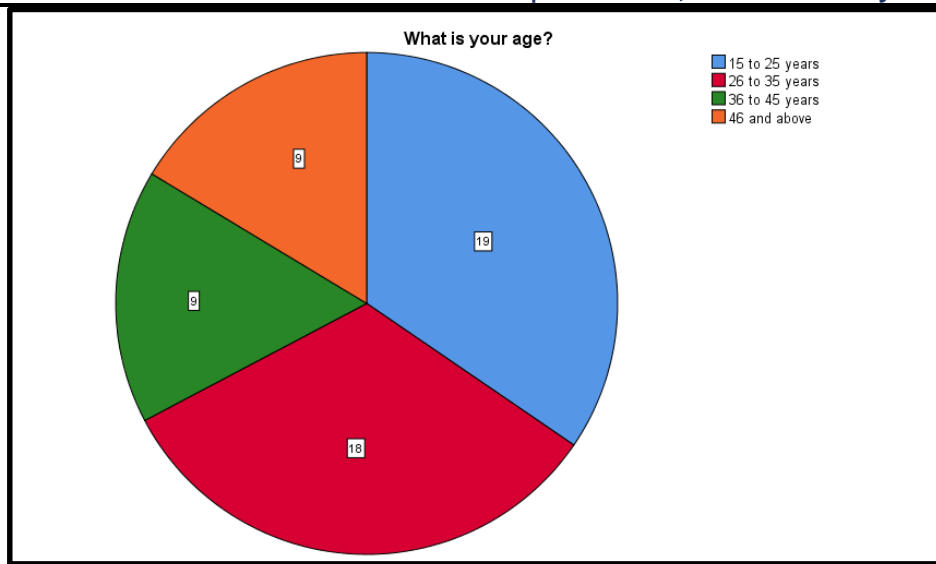
#### Age analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 to 25 years	19	34.5	34.5	34.5
	26 to 35 years	18	32.7	32.7	67.3
	36 to 45 years	9	16.4	16.4	83.6
	46 and above	9	16.4	16.4	100.0
Total		55	100.0	100.0	

**Table 1: Age**

(Source: SPSS)

From counter 1, it can be said that the cumulative percentage of the 15 to 25 aged participants in the survey is 34.5%. It can be said from the above table that the cumulative percentage of the people between the age group 36 to 45 years is 83.6% and that for the oldness collection between 26 years to 35 eons is 67.3%. The valid percentage of the people in the age group 15 to 25 years is 34.5%. Therefore, the highest number of participants in the survey is of the age group 36 to 45 years.



**Figure 5: Age**

(Source: SPSS)

The above pie chart (figure 5) shows the percentage of the different people of different ages of the people who participated in the survey. The fraction of the people from the age group 15 to 25 is 19% and the ratio or percentage of the people of the age group 36 to 45 years is 9%. Therefore, it is clear that the people in the age cluster between 26 years to 35 are the maximum participated in the survey.

**Gender**

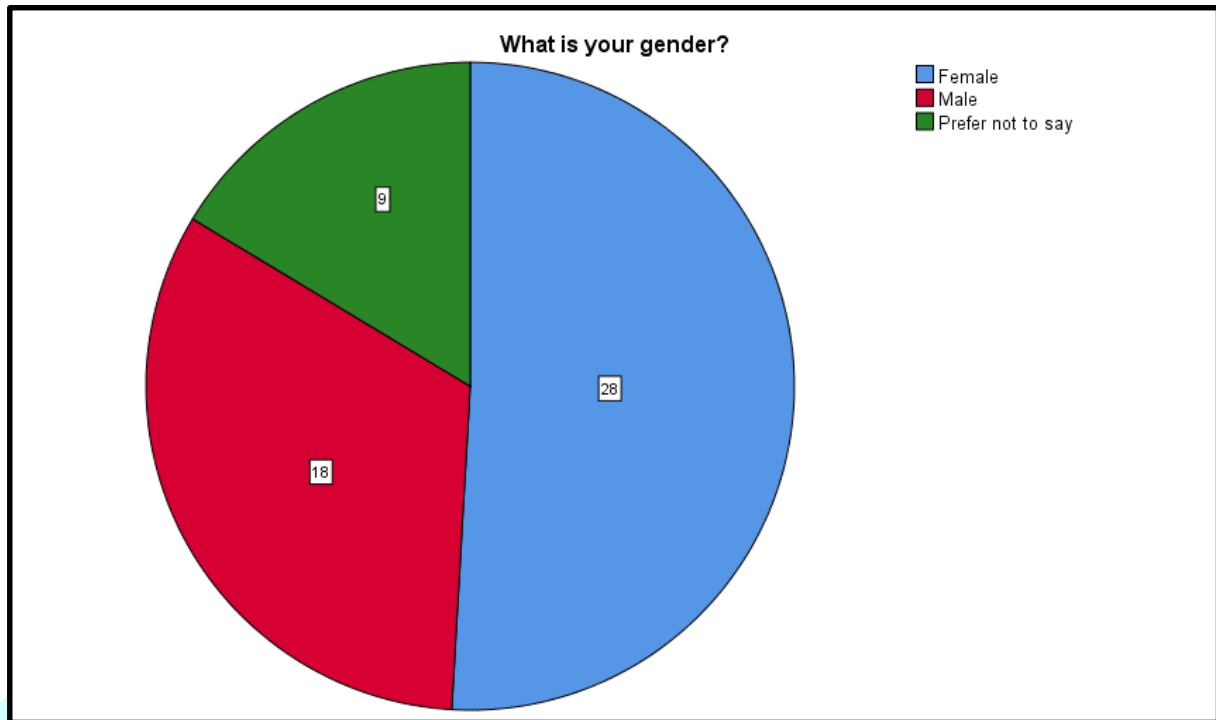
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	28	50.9	50.9	50.9
	Male	18	32.7	32.7	83.6
	Prefer not to say	9	16.4	16.4	100.0
Total		55	100.0	100.0	

**Table 2: Frequency of gender**

(Source: SPSS)

Table 2 depicts that the cumulative percentage of females who participated in the survey is 50.9%. The valid percentage of people who do not want to convey their gender is 16.4% and for the people of

masculine gender is 32.7%. Thus, it can be extrapolated from the above analysis that the people who are female are the most participated in the survey.



**Figure 6: Frequency of gender**

(Source: SPSS)

The above graphical figure illustrates that its canister be communicated that the rate of percentage of people who are male and participate in the survey is 18% among the other people and the percentage of the people of females is highest which 28% is. The number of people who do not prefer to say their gender is 9%. Therefore, it is clear that the females are involved in the survey more than the other people for better investigation.

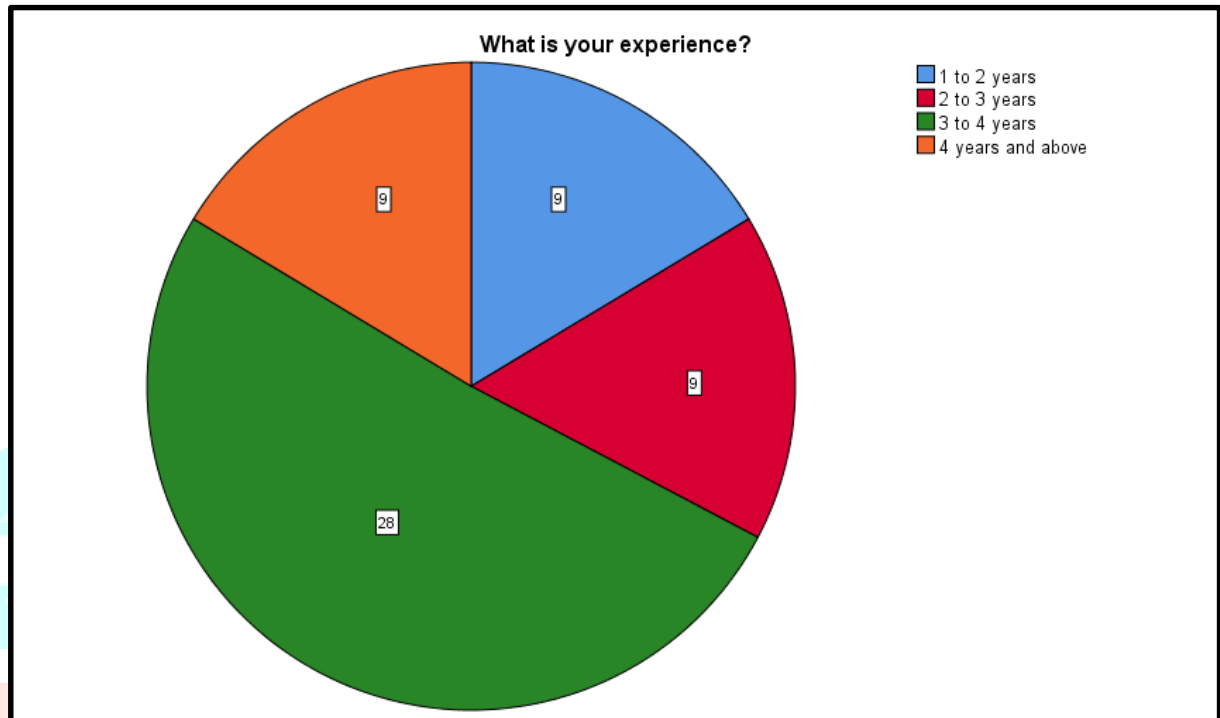
**Work experience**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 2 years	9	16.4	16.4	16.4
	2 to 3 years	9	16.4	16.4	32.7
	3 to 4 years	28	50.9	50.9	83.6
	4 years and above	9	16.4	16.4	100.0
Total		55	100.0	100.0	

**Table 3: Frequency of work experience**

(Source: IBM SPSS)

From Table 3, of the frequency of the work experience of the participants, it is clear that the valid percentage of the people who have experience of 1 to 2 years is 16.4%. The cumulative percentage of the people who have experienced the year 3 to 4 years is 32.7% and for the people of 2 to 3 years of experience is 83.6%. The whole analysis of the work experience of the participants states that people with a minimum of 3 to 4 years of work experience are the most interested in the survey.



**Figure 7: Frequency of work experience**

(Source: SPSS)

From the above figure of the demographic analysis of the involvement of the people with work experience, it can be settled that the proportion of the people with 1 to 2 years of knowledge is 9% and the people with experience of 4 years and above experience is also 9%. The maximum number of people attending the survey is of experience of 3 to 4 years. The percentage of people having years of experience of 3 to 4 years is 26% which is the most elevated among all of the people.

## Statistical analysis

## Descriptive analysis

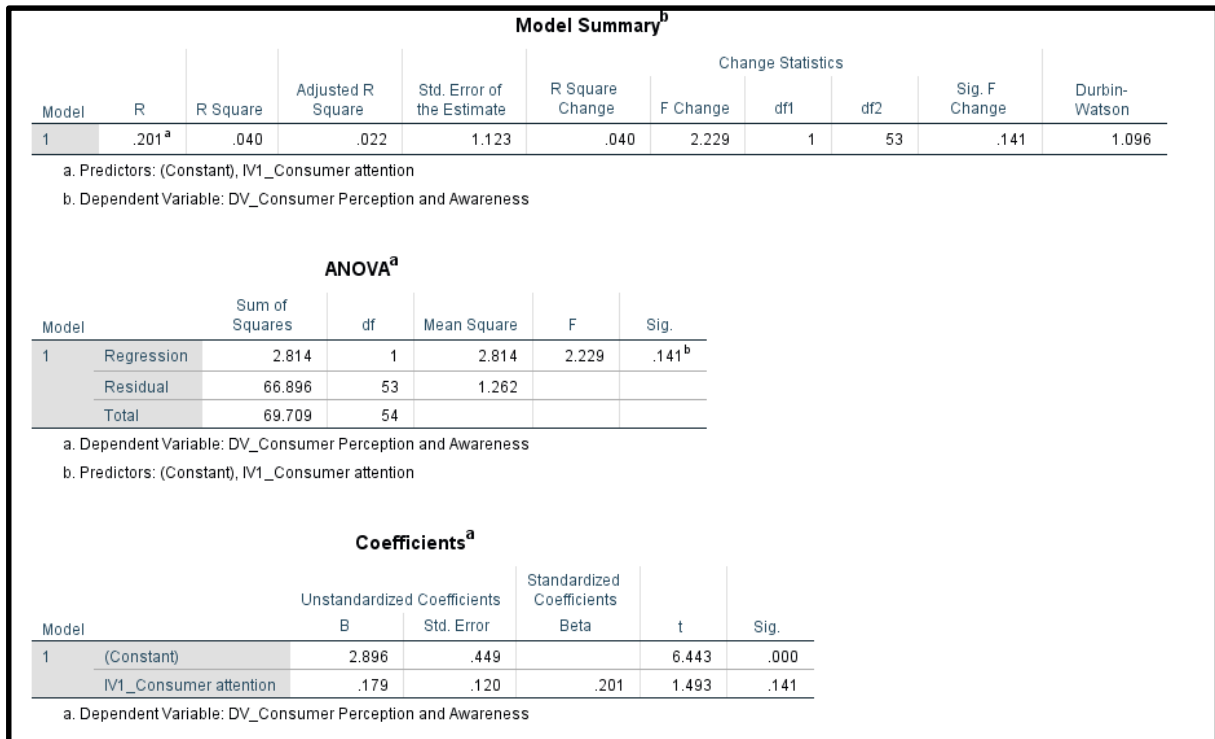
Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
DV_Consumer Perception and Awareness	55	2	5	3.53	1.136	.323	.322	-1.430	.634
IV1_Consumer attention	55	1	5	3.53	1.274	-1.038	.322	.091	.634
IV2_Sustainable product options	55	4	5	4.49	.505	.037	.322	-2.075	.634
IV3_Customers believe	55	2	5	3.65	1.109	-.026	.322	-1.396	.634
IV4_Psychological factor	55	2	5	3.51	.960	-.027	.322	-.895	.634
Valid N (listwise)	55								

Figure 8: Descriptive statistics

(Source: SPSS)

In the above descriptive analytical table of the study, interpret the impact of the improvement of sustainability in personal care products for increasing people's awareness, it can be clearly said that the range of this data set is from 1 to 5. The value of the standard deviation is 1.136 for the dependent variable of the study which is consumer perception and awareness. As per the view Sindakis, Showka & Su (2023), the value of the standard error is greater than 1 and the value of the standard error is less than 1 has a different impact on the DB of the study. The value of the standard deviation is greater than one which indicates a greater dependency of customer awareness on sustainable product options. The value of the Std. error for the growth of sustainability is 0.322. With the lower standard error the picture download risk in the increment of customer perception of a business. Therefore, it is clear from the above descriptive statistics table it can be depicted that customer belief and the sustainable product option have a great impact on customer perception the value is less than 0.5 which indicates the lower impact of customer attention on the improvement of the public awareness to a business.

Hypothesis 1

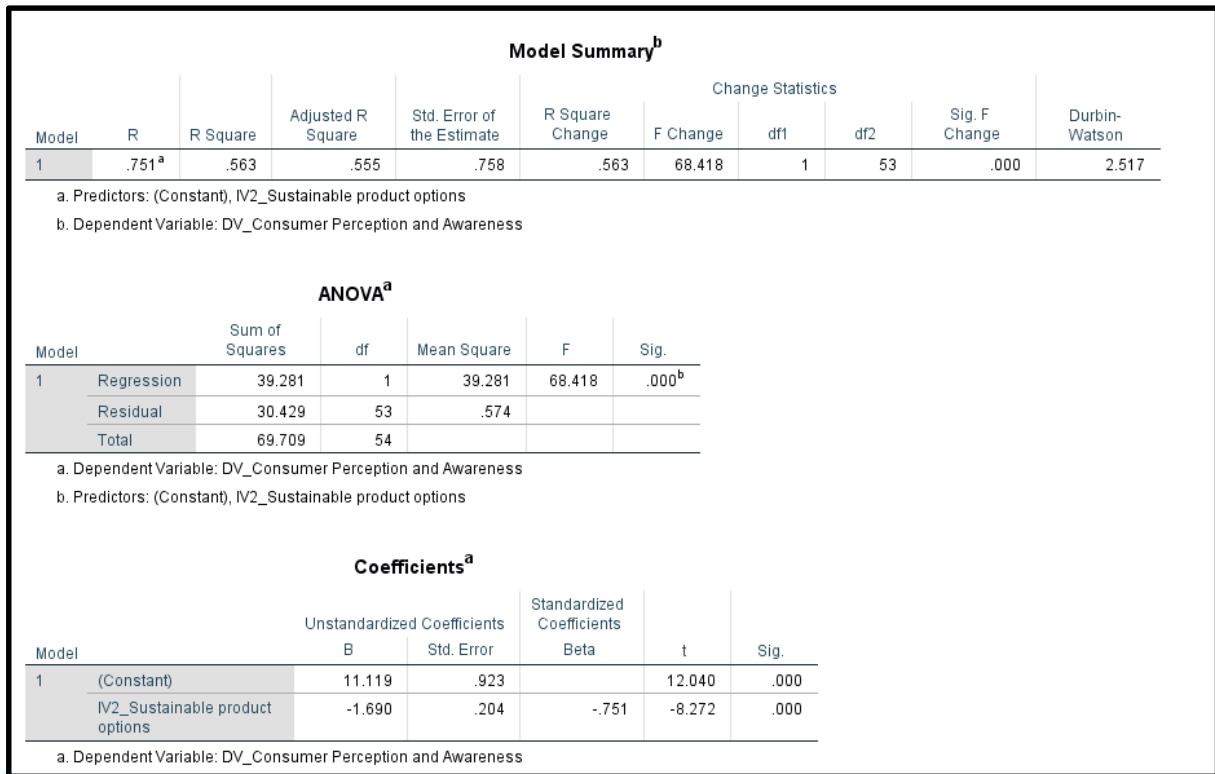


**Figure 9: Regression of Hypothesis 1**

(Source: SPSS)

The above tabular representation provided in figure 9 indicates the R square of the study is 0.040, and the value of the R square is less than 0.50 which indicates that are less effectiveness of the customary attention on the improvement of awareness of the public business. The value of the standard error for the first Hypothesis is 0449 which is also a low value for the impact of the IV on the DV. The unkind value of the square of IV1 and the dependent variable is 2.814 which indicate there are some effects of the attractiveness of the customers for the growth of a business.

Hypothesis 2

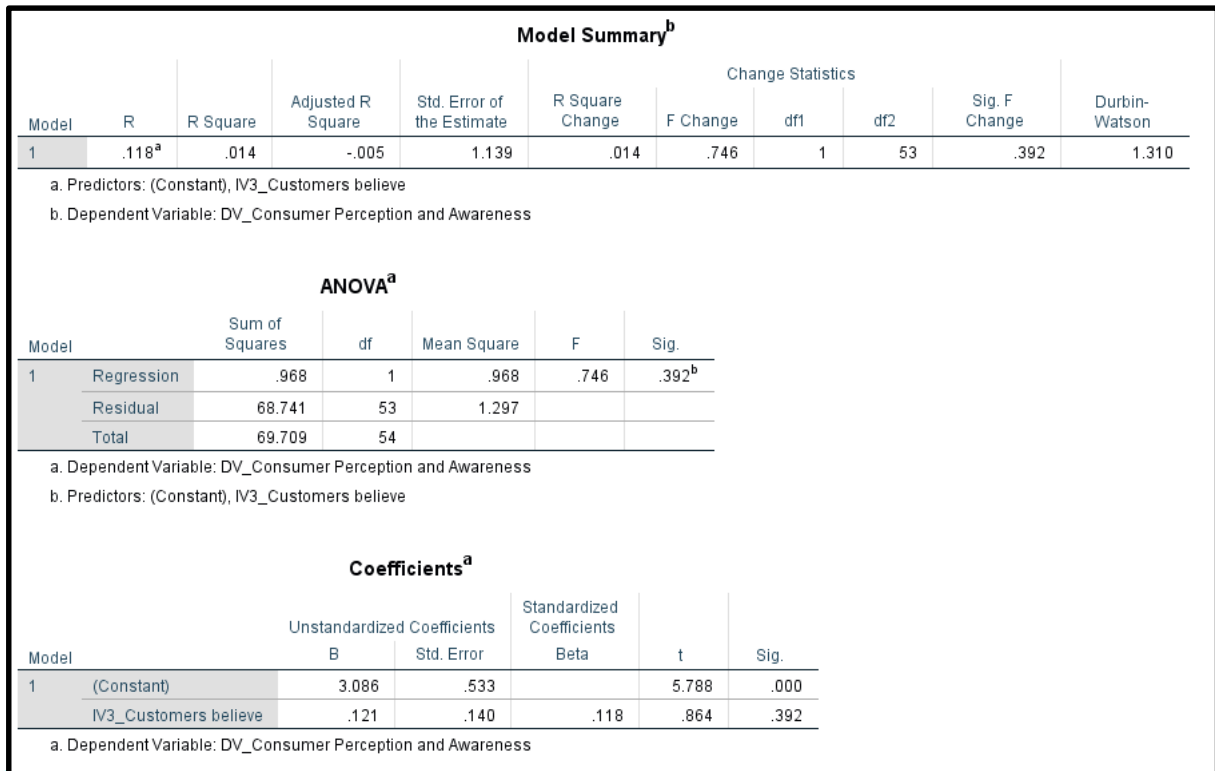


**Figure 10: Regression of Hypothesis 2**

(Source: SPSS)

The figure 10 shows the regression analysis involving model summary and ANOVA of the survey with DV and IV indicates the customer's perception or CP is 0.555. The values of the standard error and Durbin-Watson are 0.758 and 2.512. This above value is less than 1 which is the sign of the less dependency of DV on the IV of the study. From the above factor, it can be said that they are less dependent on the DV for Sustainable product options. The value of the sum of the squares is 74.800 and this is a high value.

Hypothesis 3



**Figure 11: Regression analysis of Hypothesis 3**

(Source: SPSS)

The overhead numeral of the third hypothesis of the investigation signposts that the unsettled price of the R squares for the DV and IV3 is -0.005. The value is less than 1 and also and negative fellow that indicates the dependency of the customer awareness program on the increment of customer beliefs. The amount of the entirety of the outstanding value is 68.741.



## Correlation test

		Correlations				
		DV_Consum er Perception and Awareness	IV1_Consum er attention	IV2_Sustaina ble product options	IV3_Custome rs believe	IV4_Psycholo gical factor
DV_Consumer Perception and Awareness	Pearson Correlation	1	.201	-.751**	.118	.089
	Sig. (2-tailed)		.141	.000	.392	.519
	N	55	55	55	55	55
IV1_Consumer attention	Pearson Correlation	.201	1	.368**	-.720**	.761**
	Sig. (2-tailed)	.141		.006	.000	.000
	N	55	55	55	55	55
IV2_Sustainable product options	Pearson Correlation	-.751**	.368**	1	-.585**	.507**
	Sig. (2-tailed)	.000	.006		.000	.000
	N	55	55	55	55	55
IV3_Customers believe	Pearson Correlation	.118	-.720**	-.585**	1	-.788**
	Sig. (2-tailed)	.392	.000	.000		.000
	N	55	55	55	55	55
IV4_Psychological factor	Pearson Correlation	.089	.761**	.507**	-.788**	1
	Sig. (2-tailed)	.519	.000	.000	.000	
	N	55	55	55	55	55

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Figure 12: Correlation

(Source: IBM SPSS)

From the above tabular representation, it can be stated that dependent variable and independent variables are connected with each other with values such 0.201, 0.751, 0.118 and 0.089. Since each value has positive sign, it can be stated that dependent variable has a positive and simple relationship with each independent variable. Further, the strongest association is found between the dependent variable and the second independent variable, sustainable product options.

## Discussion

Increment of customer Awareness of personal care products can be helpful and effective for enhancing the sustainability of the business market. In the current era, 3 to 4% of the products can be sustained from different kinds of environment and social issues (Hempel et al., 2023). The personal care products mainly the food and beverage items have to be more refreshing and free from any kind of harmful

effects to improve the health quality of the customers. One of the most effective risks for the personal care business market is the increment number of carbon emissions in the environment. As per the view of Peck et al.,(2021), excessive carbon emissions from different kinds of businesses hamper the environmental situation, and that also affects the ecosystem. Increment of sustainability in personal care products is safer to enhance hygiene and improve the quality of the product. The use of the recycling process is one of the most helpful to make the products more natural and organic.

For reduction of the risk and challenges for the personal care industry, the higher authority of the business has to more care in the process of recruitment of employees. Moreover, with the help of proper customer care service, the business can be able to attract the attention of the people and this also can be the reason for the increment of public awareness. Climate change becomes one of the most common issues in the current Era which can be maintained by using the recycling process in the industry. Around 60% of the main fishes declined due to the lack of natural resources (Cakanlar, Nikolova & Nenkov, 2023). The application of proper strategy can be the way to increase sustainability in the personal care business. According to the report, 78% of consumers all over the world agreed with the need sustainability for in their lifestyle. Heels awareness for sustainable development is important for the growth of the personal care industry.

## Conclusion

In conclusion, it can be said that the application of green and public transport systems can be one of the most effective factors to increase environmental sustainability. Improvement of the environmental condition and the behavioral factors in the daily life of the customer also leads to the increment of profit of the personal care business. The application of the primary quantitative method for finding the impact of Sustainable development and the public attention to grow public awareness becomes helpful for the use of different analytical processes. The above study also discussed the impact of social equity and Environmental protection on the growth of sustainability of a business. Protection of the environmental factors in Christ the longitude of the personal care items which become less harmful to the customers. Therefore, the above study states the impact of sustainable development on the profit and growth of the personal care business market.

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## Appendices

### Appendix 1: Research questionnaire

Survey link: <https://forms.gle/EZn4JXeRHEVoC6Ed8>

#### DV: Consumer Perception and Awareness

##### IV1: Consumer attention

##### IV2: Sustainable product options

##### IV3: Customers believe

##### IV4: Psychological factor

#### What is your age?

15 to 25 years

26 to 35 years

36 to 45 years

46 and above

#### What is your gender?

Male

Female

Prefer not to say

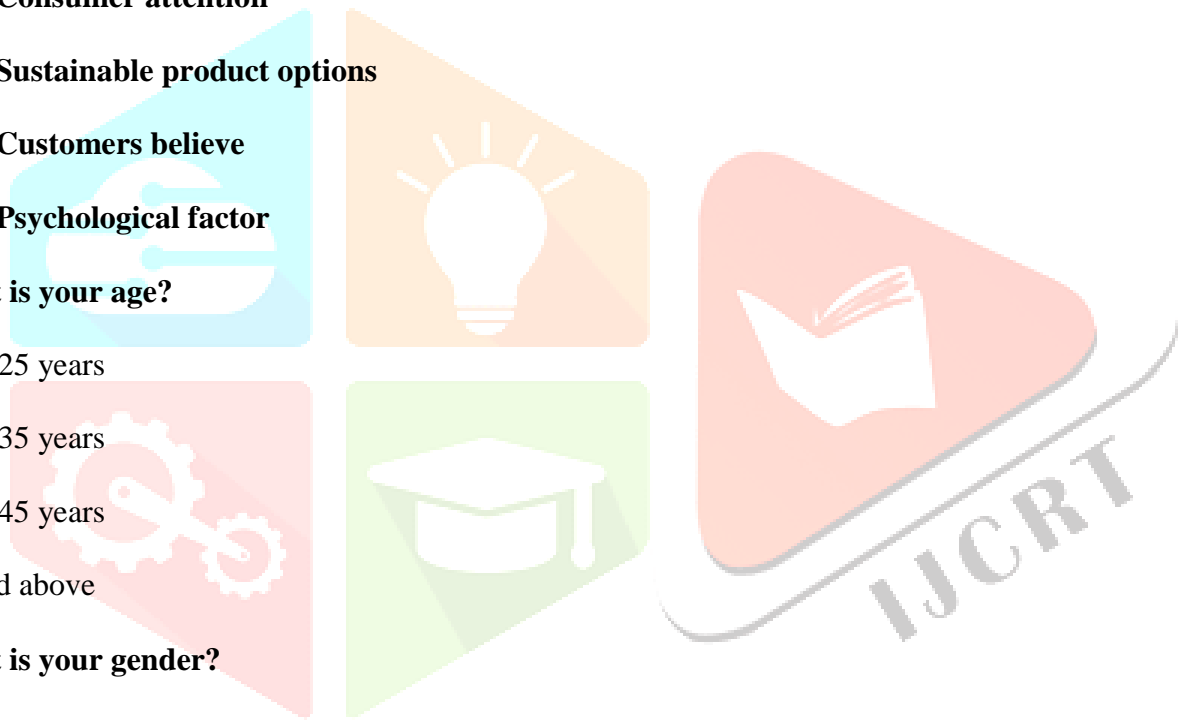
#### What is your experience?

1 to 2 years

2 to 3 years

3 to 4 years

4 years and above



**Awareness level of customer towards green product requires more attention**

**Consumers often have negative associations with sustainable product options**

**Customer perception is how customers feel about your product and brand**

**More consumers shop for sustainable brands out of concern for the environment**

**Consumers buy sustainable goods to show their commitment to others**

**Positive customer perceptions can influence the customers believe**

**Perception is a powerful psychological factor that significantly impacts the consumer-decision**

