

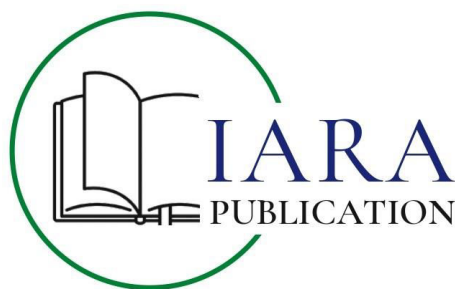
# Sustainable Practices

Adopted by the FMCG and Food Industry



Aniket Swaraj  
Fleur Fernandes

# **Sustainable Practices Adopted by the FMCG and Food Industry**



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# Sustainable Practices Adopted by the FMCG and Food Industry

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## **Sustainable Practices Adopted by the FMCG and Food Industry**

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## PREFACE

In recent years, the world has witnessed a growing concern for sustainable practices in the FMCG industry, including food, cosmetics, healthcare and many others. As consumers become more environmentally conscious, they look for products and brands that align with their values and help them make a positive impact on the world.

This book is a compilation of research done by different authors to explore different aspects of sustainable development in different industries. The authors delve into topics such as sustainable practices in the pet food industry, edible cutlery, consumer behavior toward organic foods, and the effectiveness of green marketing on consumer behavior.

In addition, the book examines the innovative sustainable practices of health and wellness brand Mamaearth and vegan and cruelty-free beauty aid company Plum Goodness Company. The authors examine the impact of Mamaearth's marketing strategies on sustainability and the sustainability of Plum Goodness Company's products.

The book also discusses the issue of sustainable practices in the hearing market and the effectiveness of generic versus brand name drugs. It also examines consumer perception of Ayurvedic products with a special focus on M/S Patanjali Ayurveda.

This book aims to provide a valuable overview of various aspects of sustainable development in various industries. The authors provide an in-depth analysis of the challenges companies face in adopting sustainable practices and the resulting benefits. This is a must-read for anyone interested in sustainability, consumer behavior and the environmental impact of businesses.

## **ACKNOWLEDGEMENT**

We are grateful for the opportunity to present this edited collection on Latest Research Trends in Sustainable Business Approaches. First and foremost, we would like to express our sincere gratitude to the Management, Principal and Vice-Principals of SIES College of Commerce and Economics (Autonomous) for granting permission to produce this book and for their support in our endeavour. We would like to express our appreciation to Empyreal Publishing House and Nex Gen Publication House for giving us this publication opportunity.

We want to thank all our colleagues in the Bachelor of Management Studies department at SIES College of Commerce and Economics, Sion (East) for their assistance and co-operation in making this book possible.

We thank all those who contributed their valuable research articles for this book. They have placed their trust and hope in us for coming out with an impactful and insightful publication.

This publication is another endeavour to satisfy the understudy student body's unquenchable interest. The readers of the book are our motivation behind the production and distribution of this book.

Lastly, we are highly grateful to our family members for their ongoing support and encouragement.

**Aniket Swaraj**  
**Fleur Fernandes**

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## IMPACT OF MARKETING OF FMCG ON CONSUMERS

**Aniket Swaraj, Harsh Mehta, Sanketh Kuruba, Paras Gada and Jeet Soni**  
Sies College of Commerce and Economics (Autonomous)

### ABSTRACT

*In India, the FMCG Industry is a blast. This industry has been developing step by step from the day it has been set up. However, this industry has become extremely competitive, and companies are trying to adopt various marketing strategies for making their brands outstanding from the rest. These strategies include multi-brand strategy, product flanking, building new product lines and many more. This Research explains the importance of marketing of the FMCG Products and the way it affects the buying behaviour of the buyers and its impact on the buyers. To understand the impact of Marketing of Fast-Moving Consumer Goods (FMCG) on consumers, primary data has been collected using questionnaire method. The research also includes data from various literatures, books, and magazines. The outcome of the research will help the FMCG brands understand the consumers perspective so that they can design and implement their marketing strategies accordingly.*

*Keywords: FMCG, Advertising, Marketing Strategies, Consumers*

### INTRODUCTION

We regularly talk about things like butter, cheese, potato chips, toothpastes, razors, household care products, biscuits, packaged food and beverages, etc. But do we know under which category these things fall? They are called FMCGs. FMCG is an acronym for Fast Moving Consumer Goods, which refer to things that we buy from local supermarkets on a daily basis, the things that have high turnover and are relatively cheaper. From the P.O.V of the consumer, an FMCG product has these characteristics – Frequent purchases, low effort to choose the item (pre-decided), low prices, short shelf life (means it gets bought quickly), rapid consumption. From the P.O.V of the company, an FMCG product has these characteristics – High Volumes, Low Margins, Extensive Distribution, and a High Inventory Turnover. The top FMCG brands in India are Hindustan Unilever, ITC Limited, Amul, Parle Agro, Britannia Industries Limited, Dabur, Marico Limited and Godrej Consumer Products Ltd.

Some of the major strategies implemented by FMCG companies for making their brands outstanding compared to competitions are as follows:

- (i) Multi-brand Strategy
- (ii) Product Flanking
- (iii) Brand Extensions
- (iv) Building Product Lines
- (v) New Product Development
- (vi) Product Life Cycle Strategy
- (vii) Taking advantage of a wide distribution network

The marketing strategy of an FMCG has a significant impact on its performance. An FMCG marketer uses a variety of strategies. For instance, the company might use a wide-ranging distribution network, create appropriate advertising, and occasionally implement sales promotion programmes when prices are competitive.

Also, as digital marketing has crept on the scene, the same FMCGs are now changing their marketing strategies and tactics. The industry is undergoing change as a result of the shift in communication medium. The traditional FMCG marketing method is under threat due to the rise of social media, increasing data networks, widespread use of smartphones, and the explosion of online shopping. The days of an FMCG company using a single advertisement for a product everywhere are long gone thanks to digital marketing, which allows each promotional push to be tailored to the demands of the target audience.

## LITERATURE REVIEW

**According to Shukla Priteshkumar Y (2013)**, there are various factors like price, variety in size, main sources of the product knowledge, advertisement, which plays a crucial role in rural buying decisions. According to the author it can be said that advertising plays an important role against spurious products available in the market and the promotion of FMCG has a vital job in the development of any creating economy, independent of its size. The demographic situation of the agricultural area and therefore the potential available thereat, the MNCs in FMCG market neglected the agricultural markets and once they observed that there was stiff competition amongst various FMCG companies within the urban centres they're now keen to explore the agricultural markets and accordingly draw their strategies.

**According to Geeta Sonkusare (2013)**, in her research paper titled Impact of television advertising on buying behaviour of women consumers [With special reference to FMCG Products] states that the aim of marketing is to meet and satisfy target customers' needs & wants. The modern marketing concept puts customers the first. Television advertising is a very effective tool of communicating messages to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements an important medium to make people aware of any products.

**According to Mona Chaudhary and Sneha Ghai (2014)**, every business organisation takes inputs from society. Therefore, it becomes a responsibility of the business organisation to give 'something' in return to the society. Many marketers in the FMCG category have spent a huge amount on Cause Related Marketing.

It is very important for cause markers to know the perception of the consumers so that they can plan CRM more effectively. The authors believe that different segments of customers have different perceptions

towards CRM and there is a lot of scope of in analysing the buying behaviour and purchase intentions of particularly the youth segment which is considered to play the influential role in buying the FMCG products

**According to Shilpy Malhotra (2014)**, FMCGs are generally low profit margin products and therefore sold in large quantities. Therefore, it is very important to focus on how to improve brand value for the customers as many brands are available for the same categories of products. As the FMCG are low priced and numerous brands and companies are involved in the manufacturing and production of same categories of products, it becomes really difficult to project a special place in the minds of the consumers. Therefore, marketers have to think of unique strategies and ways to attract consumers towards their products even at the time of normal economic circumstances or at the time of boom in the economy.

**According to Ujjwal Dave (2016)**, the relevance of social media has been observed practically, not just in theory, in every market around the world. Social media itself is an all-inclusive term for websites that may provide radically diverse social interactions. The significance of social media in the Indian FMCG market can be observed by analysing the frantic movement on the

market. Various FMCG brands like Cadbury, Nestle, Pepsi Co, etc. have created successful focused social media campaigns in recent times.

### OBJECTIVES

- To study the importance of marketing of FMCG products and its impact on consumers.
- To analyse the prospective and growth of FMCG sector company's share price in India.
- To evaluate the influence of marketing on brand image & buying intentions of consumers.
- To study the advertising strategies adopted by companies of FMCG products to reach consumers.
- To examine how the modes of advertisement affect the user's behaviour.

### RESEARCH METHODOLOGY

This report is generally theoretical based. Technique incorporates the overall examination systems that a researcher follows throughout study. Research also includes going through the research which has already been done before by the scholars.

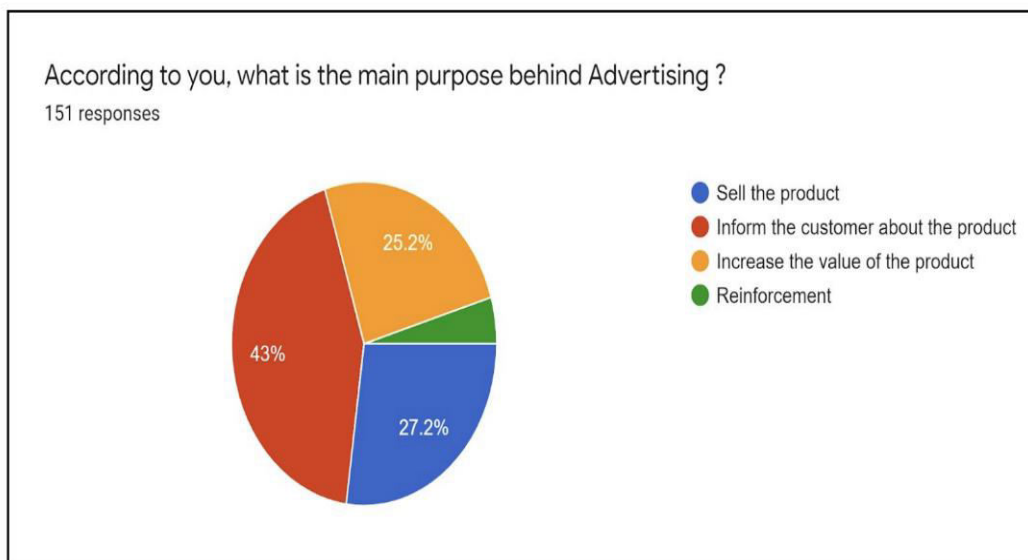
**Research using Questionnaire:** The research is conducted from the data collected using the questionnaire method. Questionnaires are a decent method to acquire data from countless individuals or potentially individuals who might not have the opportunity to go to a meeting or partake in investigations. The sample size of this research is 151 respondents.

The two types of data collected are primary data and secondary data.

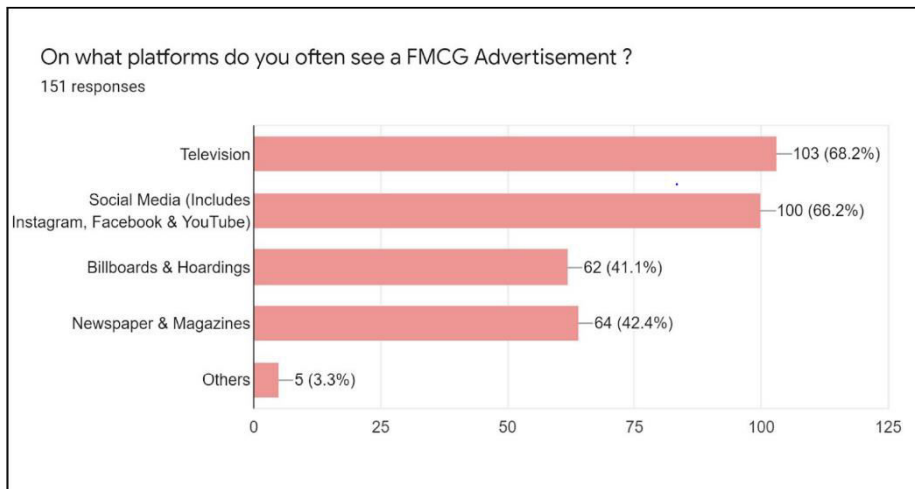
**Primary Data :** The primary data required for the research was collected from 151 respondents using the questionnaire. These respondents were people from different ages, gender and background.

**Secondary Data:** The secondary data required for the research was collected from various books, journals, research papers, websites and periodicals.

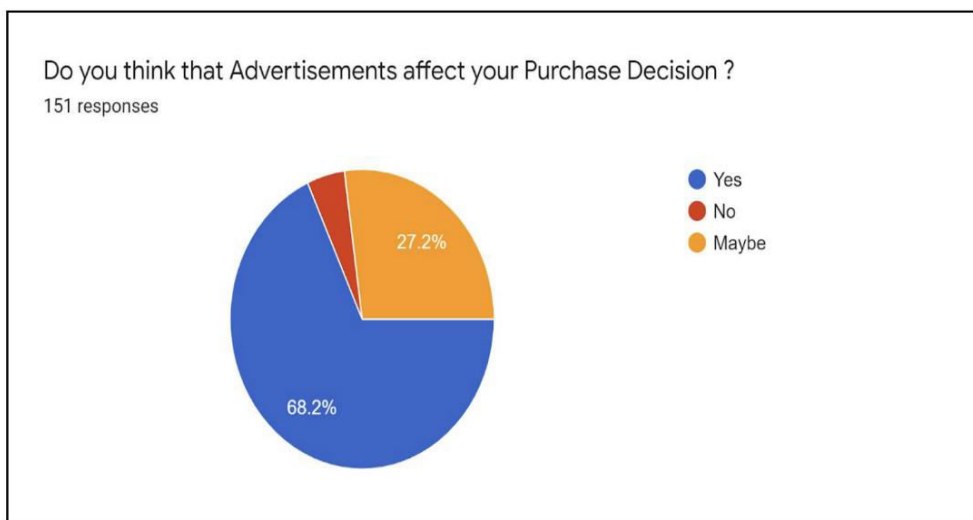
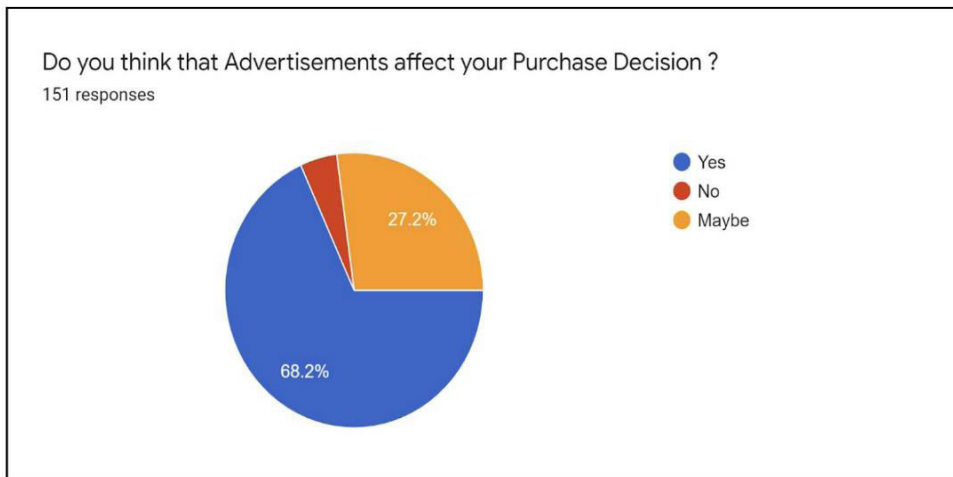
### DATA ANALYSIS AND FINDINGS



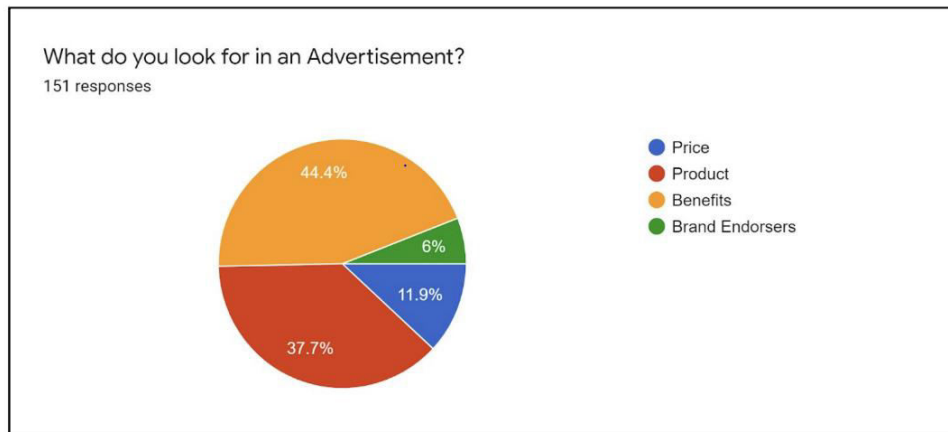
Graph 1



Graph 2



Graph 3



Graph 4

## FINDINGS

According to graph 1, 43% respondents felt that the main purpose behind advertising is to inform the customer about the product. The other main purpose according to the respondents was to sell the product and was selected by 27.2%. 25.2% people think that advertising is one in order to increase the value of the product. However only 4.6% respondents think that brands advertise in order to reinforce.

According to graph 2, 103 Respondents i.e 68.2% came across an advertisement for FMCG Product on television. Social Media that includes Instagram, Facebook, and YouTube was selected as a platform by 100 respondents (68.2%). 41.1% chose billboards and hoardings as a platform where they often see a FMCG Product advertisement. Another platform that is Newspapers and magazines was chosen by 42.4% followed by others which was chosen by 3.3% respondents.

According to graph 3, 68.2% of the total respondents feel that their purchase decision is affected by the advertisements they come across each day. 27.2% respondents are not sure if the display of advertisements affects their purchase decision or not. However, only 4.6% of respondents deny that display of advertisements affects their buying decision.

According to graph 4, there are various aspects that a customer looks for in an advertisement. 44.4% respondents look for the benefits the product has to offer. 37.7% respondents look for the actual product the brand has to advertise. Price is another important aspect and it is looked for by 11.9% respondents. It is followed by 6% of the respondents who look for the brand endorsers of the product.

## RECOMMENDATIONS

- Through the marketing discipline's audience research, companies can uncover potential customers and their unmet needs that they can satisfy without having to rely on assumptions. It can be done by mapping a customer's journey, using existing customer data, listening to the voice of the customer (VoC) and performing competitive analysis.
- Building a go-to-market strategy that forces FMCG brands to shift their focus from the product to the customers.
- For customers to really appreciate a new product, they need to learn how to use it. It also pays a explicitly to state clearly what's in it for them (benefits and implications). Research and A/B testing of the message to determine which one would resonate with customers can be used in marketing to address this.

- Understand the drivers of perceptions and behaviour as it shows the current trends in consumer needs and behaviour, allowing companies to anticipate them. It gives FMCG brand insights on a certain product's positioning in the customer's mind. It shows the cultural, social, and psychological elements that should be addressed in the development of and communication about an innovative product.

### **CONCLUSION**

Marketing plays a crucial role in developing and distributing a FMCG product. In fact, the world's most innovative businesses place a high value on strategic marketing, incorporating it into the product development process. The FMCG industry has become increasingly competitive, with both private and own label products competing for consumer attention on retail shelves. The research is conducted from the data collected using the questionnaire method with the sample size of 151 respondents. According to the findings, consumers are exposed to FMCG advertisements on various platforms and it significantly impacts their purchase decision. There are various factors that a consumer looks for in an advertisement and therefore, the brands should build a go-to-market strategy that focuses more on the consumers than the product.

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## SUSTAINABILITY OF VEGAN FOOD INDUSTRY

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### ABSTRACT

*Veganism as a lifestyle is becoming increasingly popular in the world due to its various advantages but somehow the growth has not been so significant in India. This paper aims to identify the scope of veganism as a culture in India and the factors that impede its growth. Primary data was collected to study the consumer behaviour and to assess their knowledge on the subject. Factors such as price, age, awareness etc. were identified. To understand the impact of these factors on the decision of people to switch to a vegan diet. The paper analyses the impact and feasibility of the growth of this culture on the demand and supply side of the market in India. In conclusion, the paper presents some policy suggestions such as fat tax, green contacts and nudges which can lead to a more sustained form of consumption in the country.*

*Keywords: Veganism, Sustainability, plant based, diet, consumer behaviour.*

### INTRODUCTION

The term —vegan was coined in 1944 by a small group of vegetarians in England. Veganism conceptualises a way of living that seeks to exclude—as far as is possible and practicable—all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and promotes the development and use of animal-free alternatives for the benefit of animals, humans and the environment. Veganism, an extreme form of vegetarianism, is currently defined as a way of living that attempt to exclude all forms of animal exploitation and cruelty, be it from food, clothing, or any other purpose. Vegans avoid meat, chicken, fish, shellfish, eggs, dairy, and honey, as well as any other products containing animal-derived additives. People may choose to go vegan for a variety of reasons, including ethical, health-related or environmental concerns.

According to Google trends, with an exponential rise in the popularity of veganism across the globe in the last decade, the interest in this dietary choice peaked in 2020 as searches such as

—Vegan restaurants near mel became frequent on Google. Countries such as the US, Australia and the UK have the highest rankings in terms of the percentage of the vegan population in the world. In the past decade, people over 15 years of age identifying themselves as —Vegans have increased by 260% in Britain. There was a 400% rise in people who followed a vegetarian diet in Portugal over the past decade; half of them practised a vegan diet. Sales for vegan products in Britain rocketed by 1500% in 2020. The trend corresponds to the threat of climate change, the health gains by quitting animal products and the rising awareness of the negative impacts of meat consumption. The global vegan market is forecasted to witness an annual growth rate of 9.2%.

With a slow but steady acceptance of vegan foods in a cuisine-rich country like India, it is evident that more people are willing to shift to vegan diets and more MNCs are planning to grow their plant-based food business in the country. The Indian vegan market is expanding since 2017 and it is expected to grow more by 2025. There has been a rampant increase in fully vegan restaurants in cities like Mumbai, Pune, Goa, Bangalore and Hyderabad. As observed through various surveys conducted, a rise in sales of vegan food items is expected in India by 2022, owing to two main reasons: one, promotion by influential Indian personalities such as Virat Kohli, Shahid Kapoor, Sunil Chettri among others and two, health benefits related to



veganism such as weight loss, improvement in kidney functioning, reversing lifestyle disorders, etc.

Indian cuisine already includes several vegan food items such as cereals, dals and rice which are considered the staple diet of Indians. The concept of plant-based food is not new to India, however, there are vegan products that may seem —too western to include in their diets and certain products that they might be too resistant to remove from everyday consumption, such as dairy. India was the largest consumer of cow milk in 2020, consuming over 81 million metric tonnes, not taking into account other types of animal milk. India is also the world's largest producer of milk, with 22 percent of global production. Vegetarians and non-vegetarians have been substantial consumers of dairy products, thus the growth of the vegan market in India is yet to witness its peak.

The project aims to understand the long-term sustainability of vegan diet, being followed worldwide. This study will be able to impart a better knowledge of the themes surrounding sustainable diet by addressing this concern. Rather than using standard methods like carrying out interviews or surveying of different customers, gathering and analysing the data of experts' perspectives by monitoring articles and blogs was used.

### **LITERATURE REVIEW**

Xiaoou Tang & Tania Mousel (2016) use quantitative analysis in their paper to explore the driving factors and the barriers that influence Swedish consumers when it comes to consuming vegan products. They make use of the Theory of Reasoned Action model and conclude that health and the environment, the taste and the traditions attached to certain foods are the most important factors impacting the food-related decisions of Swedish consumers. Jihee Hwang et al. (2020) determine the relationship between consumers' purchase behaviour and ambivalence towards alternative meat in Korea. The paper demonstrates that the consumers' buying intentions concerning cultured meat and plant-based meat alternative are different based on concepts of ambivalence. The analysis is done by identifying the positive and negative cognitions depending on their perception of alternative attributes. The outcomes indicate that sustainability and food neophobia are two different factors influencing consumers' payoffs whereas unnaturalness, food curiosity and distrust of biotechnology are the traditional factors affecting consumers' purchasing choices. Andreas Baumann (2013) in his thesis on —Greenhouse gas emissions associated with meat-free diets in Sweden, conducted a Life Cycle Assessment (LCA) test on data collected from vegan and vegetarian subjects to analyse the emissions difference in the two diets. His study concluded that dairy products cause the most emissions as compared to any other single food group in vegetarian diets. The difference in daily GHG emissions between vegan and vegetarian diets was found to be 0.48kg CO<sub>2</sub> per day, the higher emissions coming from vegetarian diets; when extrapolated to one year, the difference between an individual vegan and vegetarian diet turns out to be 170kg.

Anil and Anjali Narang (2015) in their paper reflect upon moral and ethical ideas attached to consumption, as animals and the environment are direct or indirect victims of our dietary choices. They treat vegetarianism and veganism as a 'philosophy' that entails compassion and kindness that can be realised through mindful consumption. The paper has a sociological and philosophical approach to the action of consuming animal products and harming the environment and how it reflects on a human's compassion and kindness to other humans, eventually determining disruption of peace translating from human-animal to human-human violence.

H. Pathak, N. Jain, A. Bhatia, J. Patel, P.K. Aggarwal (2010) in their study calculated the carbon footprint of Indian food consumption and analysed the differences in GHG emissions from vegetarian and non-vegetarian foods. A comparison of GHG emissions from five common

Indian meals showed that a non-vegetarian meal with mutton emitted the highest amount of GHG, 1.8 times than the vegetarian meal, 1.5 times of a non-vegetarian meal (with chicken) and 1.4 times a lacto-vegetarian meal. They also highlighted that mutton consumption causes more GHG emissions as compared to consumption of food grain and poultry products.

### OBJECTIVE

- ❖ The study's primary goal is to understand if there was a shift in consumer behaviour with regards to the hype created towards vegan diet being followed by many.
- ❖ Identification of the various factors contributing to the topic is another objective to be obtained from the study.

### RESEARCH METHODOLOGY

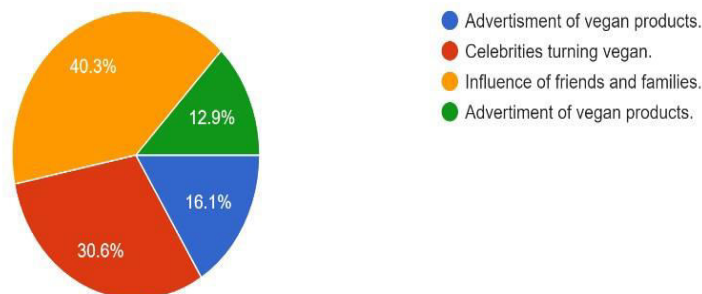
This study was conducted using primary as well as secondary data. Primary research was conducted through circulation of a google form. The main purpose of the survey was to study the various factors which impact the growth of veganism in India. Questions related to various factors like knowledge about veganism, awareness about sustainable food consumption, price, etc were asked.

The project has been based on exploratory research and qualitative data for the same was collected from various secondary sources, including Google Scholar, The Guardian, BBC, Quora, Telegraph etc

### DATA ANALYSIS AND FINDINGS

Following are the responses received:

According to you what causes "change of perspective of consumers turning vegan"  
62 responses

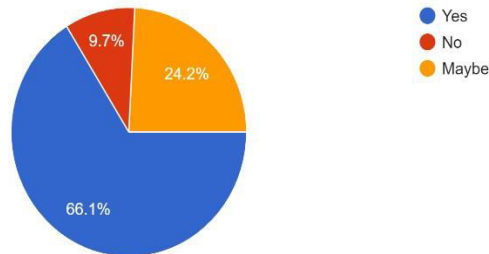


40% of the respondents think influence from friends and families cause the change in perspective of consumers in turning vegan.

30.6% think that celebrities turning vegan influences them while 29% think advertisement is the influence.

Is vegan considered sustainable?

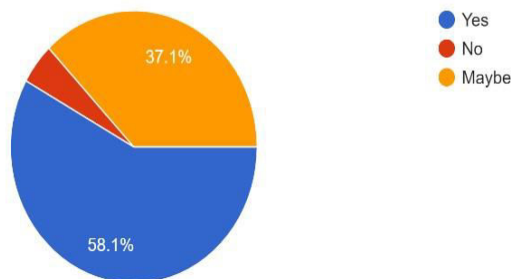
62 responses



66.1% respondents feel that vegan food is sustainable while 9.7% answer 'no' to this question and 24.2% answer this question as 'maybe'.

Is vegan food healthy?

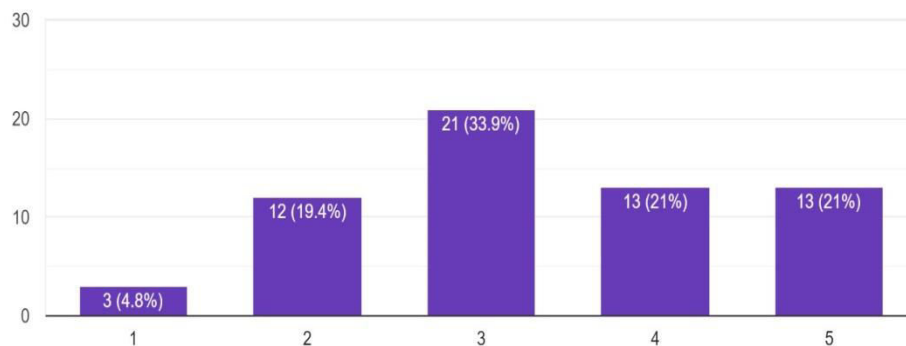
62 responses



58.1% of the respondents think that vegan food is healthy while 37.1% are confused.

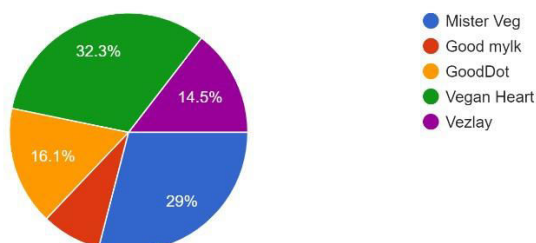
How aware are you about the advantages of vegan food products?

62 responses



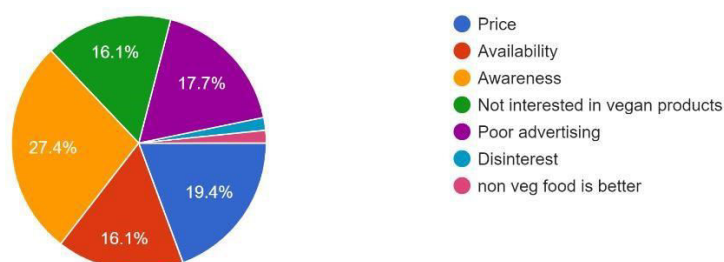
This question has received a mix response with 33.9% of the respondents rating their awareness about vegan food products 3 on a scale of 5.

Which vegan food brands are you aware of?  
62 responses



This question was about the brands making vegan food products and it shows vegan heart is the brand which is the most known among the respondents with 32.3% voting for it.

What stops you from buying Vegan food products?  
62 responses



This question was about what stops people from buying vegan food and according to this study with 27.4% respondents have voted for awareness which means there has to be more awareness about the vegan food products and we can also see that an equal number of respondents have voted for availability and being not interested in vegan food products ((16.1%))

## RECOMMENDATIONS

- ❖ It is recommended that the governments, companies, institutes and NGOs support in spreading awareness about a sustainable living and hence a sustainable diet which focuses on creating a balance between the ecosystems.
- ❖ The study suggests that one should strive to purchase food from local markets and also eat seasonal food available in the domestic market in order to preserve the culture for instance as well as supporting the environment by producing less greenhouse gases and helping oneself in improving the health by going with the same approach.
- ❖ Focusing on how the food is being manufactured rather than only looking at the food products, which is a narrow perspective of viewing the prevailing situation.
- ❖ It is advised to consult a dietitian if following a plant-based diet as if one is not able to consume proper nutrition then it may lead to many nutrient deficiencies which may result in ill health.

Green Contracts: —Green and sustainable terms of exchange can be set between buyers and suppliers for products in the food industry. This may entail eco-friendly packaging on the

supplier's end, efficient transportation and lowering the carbon footprint of the procurement and supply process in various aspects. Suppliers and manufacturers can be incentivised by the government to switch to these —Green Contracts— to ensure green and sustainable procurement and supply of foodstuffs. This would make public and private procurement more environmentally friendly as a whole.

## **CONCLUSION**

The main aim of this project was to understand whether a plant-based diet is sustainable in the long run, based on the various factors which the experts have been quoting by not being influenced by the media houses but by understanding the bigger picture. In recent decades, there has been an increase in the number of chronic diseases worldwide which is connected with the phenomenon of unhealthy lifestyle, poor dietary habits and consumption of excessive readily available food and beverages. Considering health as a major concern amongst many aspects of conservation (social, ecological and economic), it can be clearly said that establishing good dietary habits and producing food which can halt the spread of chronic diseases and help in laying the foundation for a prolonged healthy life expectancy, is of utmost importance. A shift in the consumer behaviour has been seen which is aimed at “lowering and minimising hazards” strategy as they are choosing meals that might help them avoid some undesirable wellness outcomes, following vegan diet is one of them. This plant-based dietary movement has become popular in recent years throughout the world, including consumption of fruits, vegetables and nuts in their raw form, as well as consumption of highly processed food products as an alternative to food available in its natural form like meat. Other reasons for this kind of a dietary switch include welfare of the animal, eco responsibility to combat climate change, spiritual grounds etc.

Moreover, it should be considered that due to paucity of time, in this project, only data available on few of the websites could be studied and analysed, to understand the sustainability of vegan diet. Therefore, the future researchers are suggested to gather and analyse data available on various other social media platforms including the video blogs, posts etc. and are also advised to collect data by taking interviews of the experts in the industry.

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## A STUDY ON CONSUMER PERCEPTION TOWARDS SUSTAINABLE PRACTICES BY WELLNESS & PERSONAL CARE PRODUCTS

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### ABSTARCT

*The personal care and cosmetics sector has undergone a tremendous change in recent years. Numerous beauty items in a range of categories have proliferated. Beauty items are increasingly being linked to causes that are important to consumers across the globe. As there is growing awareness and concern about these challenges in India, we see new businesses like Wow, Mamaearth, the Man Company, etc. making claims to be organic, sustainable, and cruelty-free. Today's millennial consumers are showing a preference for organic and sustainable goods, so even established market leaders are having to adapt their brand strategy to reflect this. The study can assist consumers distinguish between personal items that are hazardous and effective in a way that is sustainable in the green consumerism market. The Study was able to unearth the various customer viewpoints on a newly introduced phrase in the marketplace, which may be highly noted for subsequent debate for a non-polluted and greater health of living things.*

*Keywords: Green consumerism, sustainability, personal care, organic, consumer perception.*

### INTRODUCTION

The personal care and wellness products are typically a consumer's fundamental need. Each individual has a unique vision of the consumer. In the same setting, different types of goods are perceived by different people. The products are utilized by people totally on self satisfaction levels. The escalating negative consequences of chemical items used in cosmetics and skin care are causing people to become more and more concerned. being influenced by the return to organic and Consumers are observed to be more cautious about avoiding strong chemicals and they are environmentally responsible to stay away from nature that is polluting. Globally, the proportion of people who are wary of ecologically friendly practises and lifestyles has increased. All of the major manufacturers of skin care products have switched to greener, better for the environment, products in response to the rising demand for organic products.

The first "MADE SAFE" brand in Asia is **Mamaearth**. It is a prestigious branch of the cosmetics industry that provides toxic-free and natural skincare products. It is the brand that is growing the quickest, having surpassed the INR 100 crore turnover threshold in just 4 years. One of the few "Plastics Positive" brands available. It is a 1st company to employ an Omni channel strategy with a cutting-edge product that benefits from the blue system for growth. The business makes an effort to show in its products how much it values and cares for Mother Earth. Motherhood is at the heart of the Mamaearth brand, which focuses on an exclusive product line with a variety of items from stretch mark removal serum to sunscreen. The company has expanded to serve babies and their mothers. Influencer marketing is a key tactic employed by Mamaearth. In order to grow its brand audiences and reach a bigger audience in order to affect how consumers perceive these products, marketing also uses hashtags on such social media sites. The company has now expanded into the skin and hair care industry. It offers a variety of bath items, as well as skin care goods like serums, creams, face washes, lotions, and hair oils. Mamaearth men's product line includes face washes, shampoo, beard and hair oils, and aftershave lotions. The fact that none of these goods includes any chemicals is ideal.

Through its "Plant Goodness" programme, which involves planting a tree for each order received, Mamaearth upholds sustainability. This encourages rivals who care about

environmental sustainability. When brick-and-mortar establishments closed, customers switched to online shopping, which was sped up by the pandemic. In order to keep clients and attract new ones, more than 3000 locations have been created for offline presence; as a result, 15% of their revenue comes from offline sales. Turmeric-based shampoos, face serums, and face washes proved to be a game-changer for them. The popularity of these products helped the brand's other goods sell better.

### LITERATURE REVIEW

**Kalyani (2022)**, The purpose of this study is to comprehend and examine customer purchasing patterns for herbal personal care products. According to the author, many herbal product brands are chemical-free, environment-free, hygienic, and vegan. Home delivery, digital payment, and numerous promotional offers make the products accessible to consumers. Their skin type and hair type are suitable. The social media platform plays a significant role in the sale of goods. The study had a sample size of 50 participants and was carried out in Mumbai. The study focuses on consumer perception and behaviour, awareness of other herbal goods, purchasing frequency, and more.

**Lavuri (2019)**, claims the purchasing patterns for personal care items. People employ personal goods that are used to alienate. The study's aim is to investigate the influence of decision influencers on purchasing personal care products. The consumer prefers to purchase the product based on brand name, quality, price, and brand loyalty. Using SPSS, the researcher utilised descriptive analysis, ANOVAs, and Chi-Square testing on samples of 172 respondents. The study shows that deals, marketing, and quality influences are drawing consumers.

**Kanagaraj (2020)**, The author of this survey reveals how customers in Coimbatore feel about Himalaya goods. The product is made of natural Ayurvedic elements that have been utilised in herbal treatments to help people live longer, better lives. Himalaya focuses on helping people improve their overall wellness and health. The goal is to pinpoint the socioeconomic variables that influence how satisfied customers are with Himalaya products. The fact that ingredient manufacturers run widespread commercials to market their products has an impact on 45.3% of the respondents.

**Kochina (2019)**, Customers are conscious of natural and healthy items, and they have a preference for shopping sustainably. 35% of consumers choose environmentally friendly, healthful, and toxin-free items, while 33% are undecided. High-quality products come with high pricing, and customers are even willing to spend a little bit extra on them.

**Jibu P Joseph (2017)**, They discovered that wealthy consumers favour certain brands and are devoted to them. Customers choose expensive goods of a high calibre. Consumer choice for branded or non-branded products is not greatly influenced by income. The final purchasing choice is not significantly influenced by marketing.

### OBJECTIVES OF THE STUDY

- To understand reasons for choosing Mamaearth products.
- To examine the relationship between the brand and customer.
- To analyse needs of customers with respect to personal care brands.
- To study how Mamaearth products are sustainable and contribute towards green earth.

### RESEARCH METHODOLOGY

The research methodology provides explanations of the study techniques, sample population, and research design. The study's analysis is based on the questionnaire responses provided by the respondents. **Tabular and Graphic** representations of data are used to interpret the data and convey the findings in an understandable way.

"Qualitative Research" is the research technique used to gather data and generalise findings. We collected replies to the **Questionnaire**, which was the research method utilised in the study, to acquire primary data. Respondents' responses are based on their product usage experiences. The purpose of the online survey is to collect pertinent data that respondents may easily understand. By keeping their responses private, respondents were also able to protect their anonymity.

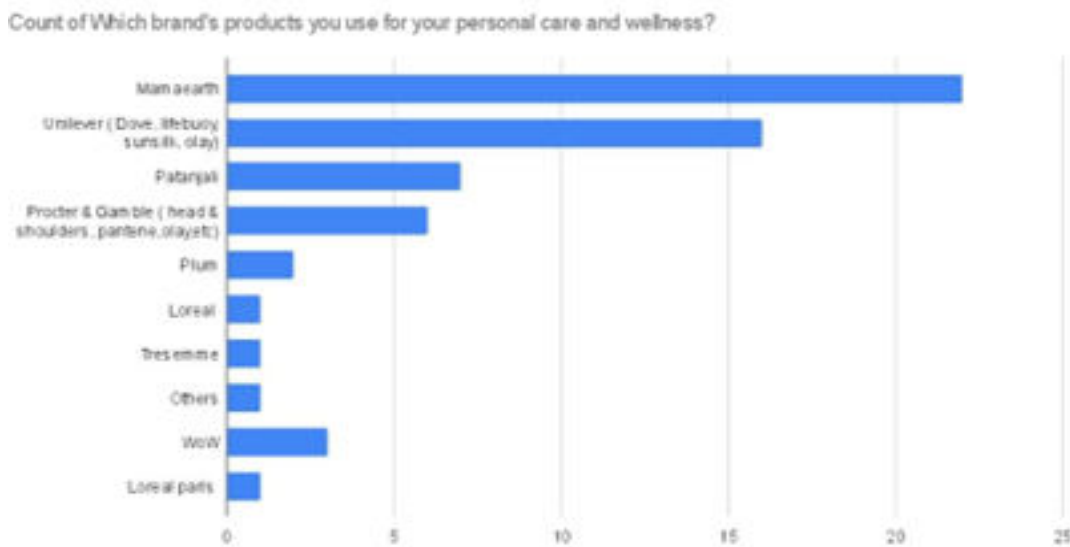
The sample size and statistical population include a total of **60 Respondents**.

**DATA ANALYSIS**

**Demographic Factor:**

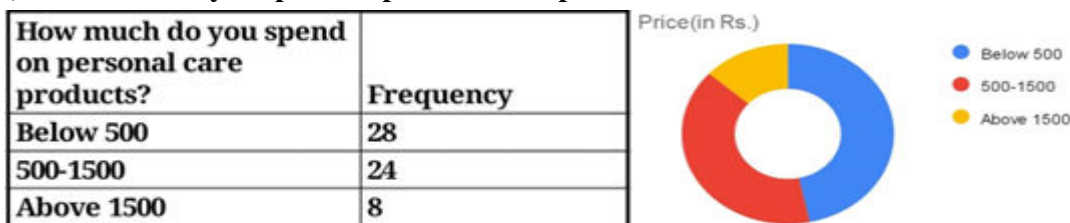
The study consists of a total of 60 respondents and among them majority i.e. 52 are from the age group 18-25, and only 1 is from the age-group 25-32. 3 respondents are more than 32 years old and 4 are below 18 years of age.

**Q1) Which brand products do you use for your personal care and wellness?**



In fig.1: It shows that among 60, 22 respondents use Mamaearth's products for their personal care and wellness, whereas 16 people use products from Unilever. 7 respondents use Patanjali and 6 respondents use Procter & Gambler's products for their personal care. While other brands such as L'Oréal, Wow, Plum, Tresemme, and others brands' products are also used for the same.

**Q2) How much do you spend on personal care products?**



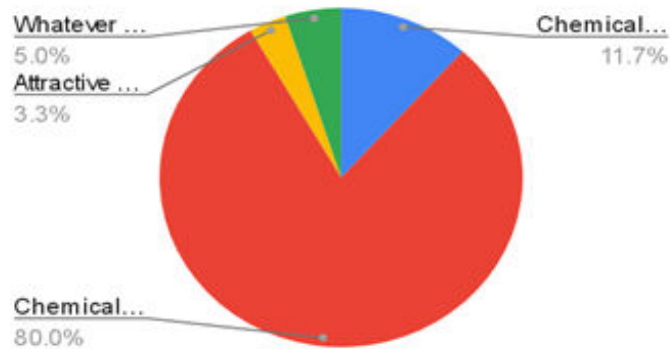
In above table, the frequency can be viewed in terms. With the help of fig.2 it can be seen that majority of respondents spend less than 500 Rs. for their personal care. Followed by 24 responders spending between 500-1500 Rs. Only a few or 8 responders spend more than 1500 Rs. For their skin and hair care products.



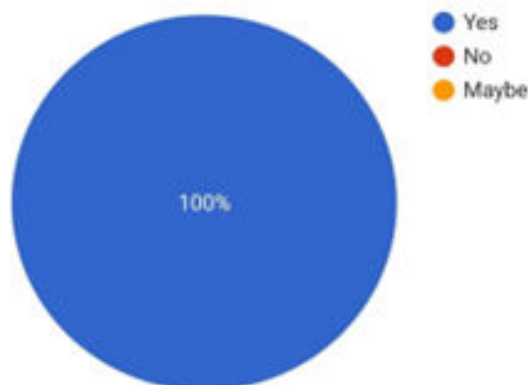
**Q3) What will you prefer?(In context of personal care products)**

From the below table and figure it can be seen that more than 50% i.e. 48 of responders prefer chemical and toxin-free products for their bodies but reasonably priced. And only 7 responders prefer cheaper products doesn't matter what they are made of. 2 of the respondents feel that good packaging may have a good quality of product and others remaining wish to buy whatever they find on the way. They are mostly from the age group of more than 25. If I take an example from my house my parents wouldn't mind using a single soap for hair wash, face washing or even bathing.

What will you prefer? (In context of personal care products)	Frequency
Chemical and toxin infused products but inexpensive or cheap	7
Chemical and toxin free products but reasonably priced	48
Attractive packaging but poor quality product	2
Whatever you find on the way	3



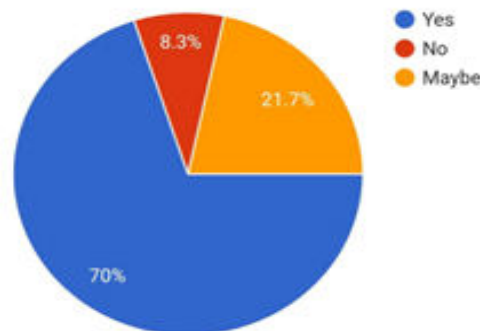
**Q4) Have you heard of the Brand- Mamaearth? The options are Yes, No or Maybe.**



It was surprising that all the respondents from different age groups were aware of the Brand. The reason behind this is marketing. The marketing strategies adopted by the team are so well created and implemented, makes the brand famous.

**Q5) Are u conscious about what ingredients brands use to manufacture their product? The options are Yes, No and Maybe.**

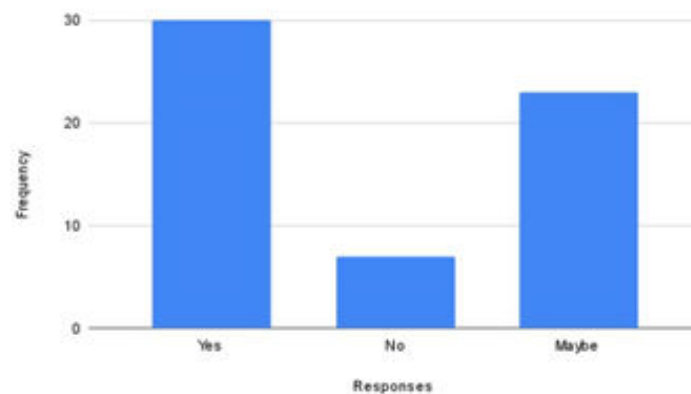
Are u conscious about what ingredients brands use to manufacture their product?	Frequency
Yes	42
No	5
Maybe	13



From the fig. Above it is seen that 42 of the respondents are conscious about which ingredients brands use to manufacture their product and may be even check it, but 5 respondents didn't bother to check or are not conscious about the ingredients used, mostly this group must be yolo about the thing and 13 are not sure if they are or they are not conscious.

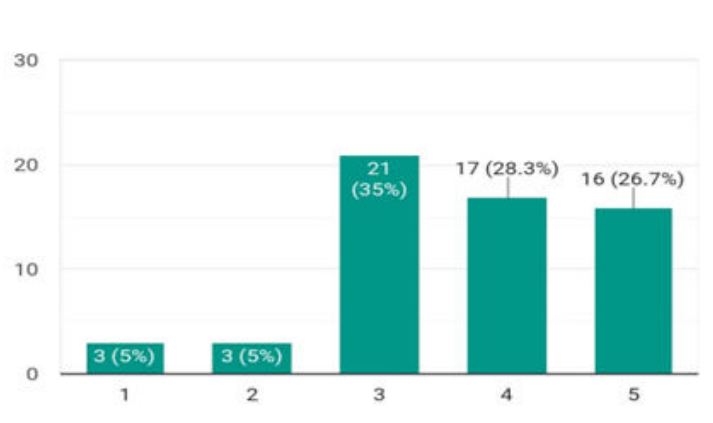
**Q6) Will you use Mamaearth's baby products for your babies? Or recommend to other parents to use for their babies?**

Will you use Mamaearth's baby products for your babies? Or recommend to other parents to use for their babies?	Frequency
Yes	30
No	7
Maybe	23



From the above fig. It is seen that 50% of the respondents trust Mamaearth and can use their products for their children as well or recommend this to others. While 23 of them are still not sure about the brand. The 7 respondents who have said no, uses competitor brands such as Johnson and Johnson, Himalaya, Patanjali and other brands products for their baby.

**Q7) How likely you are supposed to recommend Mamaearth's product to someone for personal care?**



From the fig., it is seen that 21 respondents are not sure that they may recommend Mamaearth's product and may not. But 3 responders are sure that don't want to recommend it, which may be due to a bad experience. But on a positive note, 16 people suggest using this brand's product.

### FINDINGS

In this study, it has been observed that respondents are ready to change their mind towards toxin free and chemical free products. And with the help of sustainable practices by the brand Mamaearth it makes more than 50% of the respondents to buy their products. The initiative of planting a sapling for every order they receive, not only benefits the environment but also attracts customers due to its sustainable practice. By this study, it can be seen that sustainable practices have a huge impact on consumer perception.

### RECOMMENDATIONS

- As not all customers purchase online, the company should eventually start opening physical stores to serve the other significant portion of the market segment.
- To make sure their baby products are also marketed well, as the customers may still hesitate to buy those.
- To ensure that company never forgets its vision just for running behind profits.
- The Company will have to invest a significant amount in research and innovation of manufacturing and marketing techniques to meet its objectives and stabilize the market.
- The company needs to focus on cost-cutting strategies in order to counteract the costly Digital Marketing and gain a reputable market share.

### CONCLUSION

Personal care items are now considered by consumers not only as luxuries but also as ways to enhance their health. The Mama Earth corporation uses brand ambassadors and mass advertising to market its goods. The business offers the market fresh items, tools, and services. Customers are generally happy with the brand and the products' accessibility. The business will rapidly reach its highest aim if the aforementioned recommendations are put into practise. Due

to the incredible things they produce, Mamaearth has achieved remarkable success and inspired a lot of people. Despite slightly higher than average product pricing, buyers are more likely to make subsequent purchases because of the exceptional quality of the goods and the reputation that the brand has built. The outcome is the empire that has been formed because they have never shied away from risk.

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## A STUDY OF INDIAN PEOPLE'S VIEW ON VEGAN AND CRUELTY FREE COSMETICS

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### ABSTRACT

*Today's world is looking more for healthy living so people are majorly in vegan and cruelty free products even in the food items and not only that they are going pure, safe products which are environment friendly in daily used products like bags, shoes, cosmetics etc. They only want chemical free and natural plant based products as many of us are among animal lovers or simply believes in harmony of every living being. So for that the company named Boss Lady Cosmetics have promised to produce vegan and cruelty free makeup products which is safe for hair as well as for the skin. Understanding the trends of millennial India is a must for most brands now and that's exactly what Boss Lady Cosmetic does. It is India's first ever cruelty-free, chemical free, vegan, and sustainable make up brand. The brand challenges the status quo and stimulates a mindset that inspires inclusiveness, kindness, gentleness. As here , in these research paper we are broadly going to understand how this startup is conducting their business profitable and especially sustainably.*

*Keywords: Vegan, cruelty free , sustainable , cosmetics , people's perception.*

### INTRODUCTION

The topic 'A study of people's views on vegan and cruelty free cosmetics ' is taken under consideration to understand the current situation of or the adoption of vegan and cruelty free cosmetics and how in future it's going to influence the market audience to get attracted to buy the hair and skin products which are safe as it is only based or manufactured by using plant based ingredients which also doesn't test it's products on animals for verification. It doesn't harms the animals. The foreign companies like Plum Goodness. Plum Goodness is a Peta Certified 100% Vegan and Cruelty-Free Cosmetics Brand. ... The Nature's Co. Widely known for its bath and body care products, The Nature's Co is Vegan and Cruelty-Free Certified by PETA. ... Soulflower. ... Dr. ... Votre. ... Iba Halal Cosmetics. ... Veda Earth. ... Mitti Se. these all are the companies which claims that their products are natural and safe . As the others Indian companies like Boss Lady Cosmetics, FAE beauty, Daughter Earth are some of the Startups in India which manufactures vegan and cruelty free cosmetics. The demand for vegan beauty products is growing in India, the Indian Express reported.

"Thanks to conscious consumers, the demand for natural, organic and vegan beauty products is on the rise in India," the news publication said.

Data from Market Research Future found that the cruelty-free cosmetics market is set to increase 6.1 percent between 2017 to 2023. India was identified as one of the top exporters.

### LITERATURE REVIEW

The studies undertaken by various other researchers in the past relating to the current research problem have been reviewed in this chapter. A detailed review has been made to find out the research gap and to identify the researchable issues for the study. Various studies, books and journals have helped the researcher to compare with the present scenarios collected through secondary data. The secondary data helped to understand the perception of Indian customer towards the vegan and cruelty free cosmetics in India.

**\*INTERNATIONAL JOURNAL OF RESEARCH THOUGHTS** – This study or the research have showed that Indian consumers are not habitual in checking labels for signs of

animal testing or vegan ingredients when it comes to cosmetic not habitual in checking labels for signs of animal testing or vegan ingredients when Finally, when asked how likely the respondents were to shift to vegan, ethical, cruelty-free cosmetics, they showed a strong preference to shift with a mean of 3.9. (Chart 8) 67% strongly believed they would shift towards ethical cosmetics while 12.6% were neutral about it.

The researcher recognizes and supports this awareness related marketing campaign because of the results achieved in the final section of the paper. The respondents on a journey from basic questions like what cosmetics were to educating them about the ill-practices and companies carrying those out, through the illustrations all throughout the questionnaire.

**\*INDO AMERICAN JOURNAL OF PHARMACEUTICAL RESEARCH** -In recent years use of Cruelty-free cosmetic has been increased tremendously. The Cruelty-free cosmetic are not only protecting the animals but environment too. There are many renowned brands like the body shop, NYX, Forest essential, smashboxn and colorbar that promote and make the cruelty free cosmetic. It's time to get aware and switch over the cruelty free cosmetics for the betterment of environment and for animal welfare.

This work is done in order to encourage and promote future researches for the development of new alternative methods and techniques of animal testing so as to protect the harmony of animals, humans and environment.

### **OBJECTIVES**

- To study the current situation of vegan and cruelty free cosmetics in India.
- To analyse the buying behaviour of Boss Lady Cosmetics among consumers.
- To observe the growth and sustainability of these cosmetics in future in India.

### **RESEARCH METHODOLOGY**

Research Methodology is the specific procedures or techniques used to identify, select, process and analyze Information about a topic.

Investigation through Questionnaire: The research is conducted form 19<sup>th</sup> December to 23<sup>rd</sup> December The Sample size used in the research is of 101 respondents with convenient sample techniques. Investigation is Conducted through Questionnaire. The research conducted includes respondents from all over India

### **DATA COLLECTION**

Data collection means collecting of data or information by different sources. There are two type of data primary Data and secondary data which are explain below,

**Collection of Primary Data:** The primary data required for the study was collected from 50 active respondents Data was collected by questionnaire method prepared through google forms. The respondents were people of different age groups.

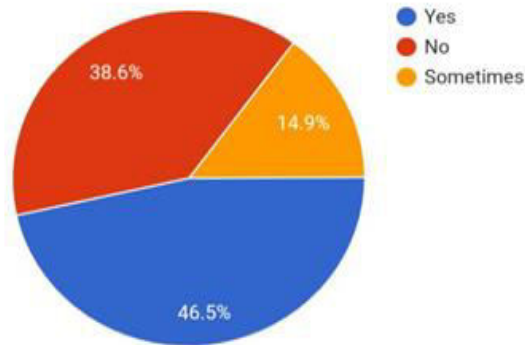
**Collection of Secondary Data:** The researcher collected secondary data for the study from books, journals, periodicals, newspapers, articles, website of government publications, proceedings, annual report, and other published records.

**DATA ANALYSIS AND FINDINGS**

Have you ever applied vegan or cruelty free makeup?



101 responses

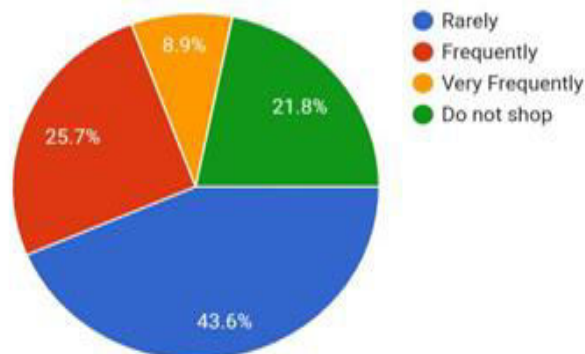


From the above question, we can get a view as in 46.5% use or prefer to have vegan and cruelty free cosmetics whereas, 14.9% people have used sometimes as there are not a frequent customers of vegan cosmetics in India.

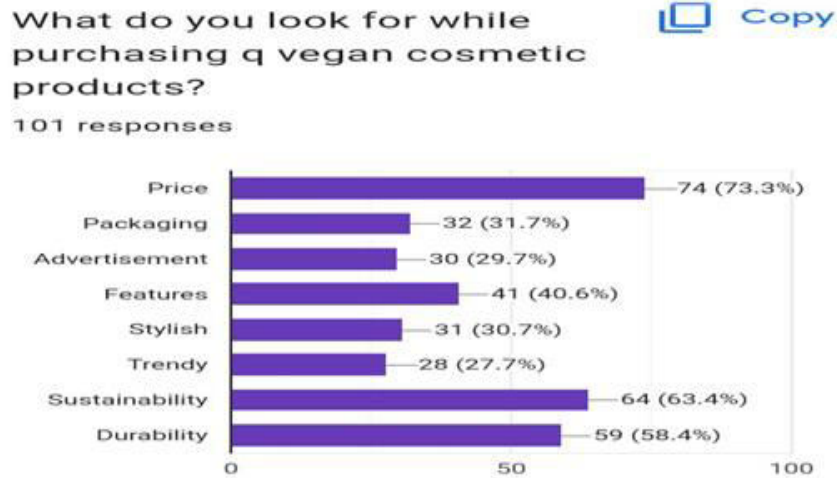
How often do you buy vegan cosmetics?



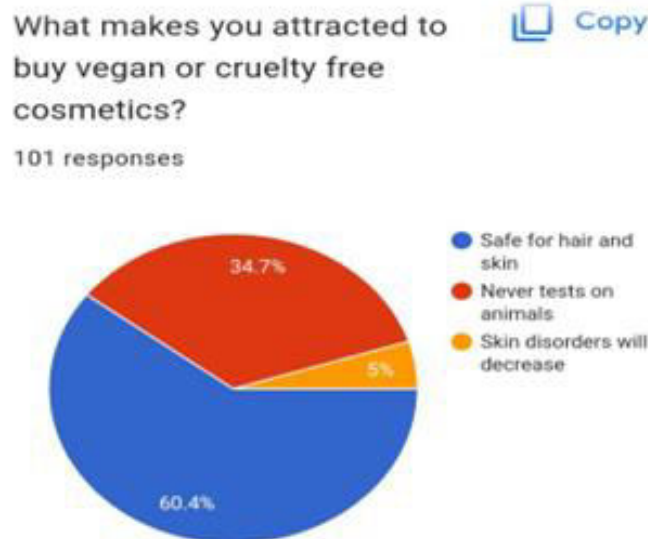
101 responses



In the above chart, there are only 43.6% people who rarely buy vegan and cruelty cosmetics whereas 25.7% they frequently buy these cosmetics 8.9% they buy very frequently and then there are customers who do not shop these are 21.8% people. These clearly show that even though there is a lot of awareness of using chemical-free products, the majority of people rarely buy vegan cosmetics.



Here , the price (73.3%) is one of the major factor customers are looking or making purchasing decisions as per that and in second it comes sustainability where 63.4% have choosed and 58.4% have voted for durability as well.

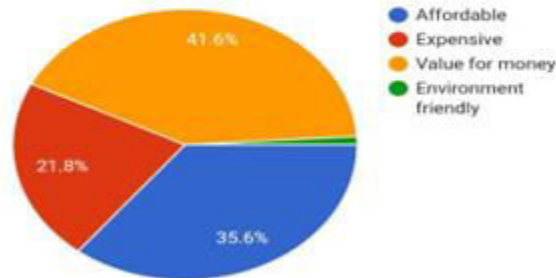


In the above question more customers are attracted over 60.4% only because vegan cosmetics are safe for skin and hair wherein 34.7% are in to never tests on animals and the rest 5% only attracts towards skin disorder solution.



What do you think about  
vegan or cruelty free  
cosmetics price?

101 responses



In this question regarding prices , 41.6% thinks it's a value for money products , 35.6% people feel it's affordable and over 21.8% thinks vegan cosmetics are expensive and it's also mentioned that it's environment friendly.

### RECOMMENDATION

- Vegan products, free from toxic additives, are safe for hair and skin. The risks of skin conditions such as rashes, asthma, eczema, acne, skin inflammation and other skin disorders are decreased by using them.
- Vegan beauty products are never tested on animals, meaning they are 100 % free from cruelty. This will create a awareness among people to stop harming the animals for our needs and they can adopt vegan cosmetics.
- As ethical beauty continues to inspire consumer choices, one can expect the market to grow faster in vegan and cruelty free cosmetics in India.
- Performance wise, vegan beauty products are considered superior since they have lesser ingredients in them. These cosmetics are produced with a handful of ingredients, all of which have been tested positive for inducing health benefits.
- It is always advisable to go for pure natural based and chemical free skincare and hair as it the matter of our body and especially health.
- The Boss Lady Cosmetics promises that they will ALWAYS be clean, ethical and sustainable inside-out. A diverse and colourful product range made ONLY with clean and ethical ingredients full of goodness, and packaged only with sustainable material that can be recycled or upcycled is their forever promise. They're here to make beauty beneficial for everyone.

### CONCLUSION

As per the research conducted there is a lot of awareness regarding vegan and cruelty free cosmetics in India but the people are not really implementing the action to buy vegan products more as majority of people thinks it's value for money but still there are people who think this products are for high class people and for us it would be expensive as cosmetics is something which is not in use regularly for many people. They may be feeling they to spend much on unnecessary products. As the people who are using still needs to know clearly about the benefits and health factors by going vegan and as in the run cruelty free as well. As roughly 40% of

Indians follow a meat-free diet, which is an astonishing 25% higher than its closest runner-up – Germany which is a slow way and when it comes to cosmetics it's even slow. The global vegan cosmetics market is expected to grow at a compound annual growth rate of 6.3% from 2022 to 2030 to reach USD 26.16 billion by 2030.

Report Attribute	Details
Market size value in 2022	USD 16.02 billion
Revenue forecast in 2030	USD 26.16 billion
Growth Rate	CAGR of 6.3% from 2022 to 2030

As the demand for clean, vegan, and cruelty-free beauty has led to innovative formulations in skincare, personal care, fragrance, and makeup. Vegan cosmetic launches increased 175% globally between 2014 and 2019. As only 24% of Indian population uses vegan products the rest 76% are still not adopted or believe in using vegan but in future the vegan products like cosmetics, food etc has the growth if they increase awareness and advertisement regarding their benefits specially health benefits and for animal lovers they can go cruelty free this impact the consumers to turn vegan.

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- [https://www.simpleskincare.in/blogs/tips/why-is-vegan-skincare-worth-the-hype?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=15551661317&adgroupid=&utm\\_content=PerformanceMax&utm\\_term=&gclid=CjwKCAiAhqCdBhB0EiwAH8M\\_GhdZ2Tuv-thnnHABGn4yaaeSR2Pc4HbfnAjoFa1wEFKhY\\_pzFzLKBxoCZbkQAvD\\_BwE](https://www.simpleskincare.in/blogs/tips/why-is-vegan-skincare-worth-the-hype?utm_source=google&utm_medium=cpc&utm_campaign=15551661317&adgroupid=&utm_content=PerformanceMax&utm_term=&gclid=CjwKCAiAhqCdBhB0EiwAH8M_GhdZ2Tuv-thnnHABGn4yaaeSR2Pc4HbfnAjoFa1wEFKhY_pzFzLKBxoCZbkQAvD_BwE)
- <https://www.factmr.com/report/cruelty-free-makeup-market>
- <https://www.researchandmarkets.com/reports/5020823/india-vegan-cosmetics-market-prospects-trends>

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## A STUDY ON CONSUMER AWARENESS OF THE MEESHO APP

**Rinkesh Chheda and Naina Manuja**

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### ABSTRACT

*Meesho is an Indian social commerce platform that allows users to resell products through social networks. In 2015 he was founded by IIT Delhi alumni Vidit Aatrey and Sanjeev Barnwal. The founder said that 'Meesho' stands for 'Meri Shop' or 'Apni Dukaan'. Her motto with which she founded this startup is to empower women. Most individuals want to start their businesses but do not have access to capital, so Meesho helps individuals to start their online selling businesses without investment. It has helped many people start their businesses, seize opportunities, and do something for themselves. The company's goal is to help 100 million small businesses succeed in the digital world. Meesho's mission statement is:*

*Keywords: Meesho App, Women, Online Marketing, Digital Marketing*

### INTRODUCTION

According to Wikipedia, Michael Aldrich is the internet he invented web-based shopping in 1979. He is the father of shopping. Web-based shopping is a simple answer to today's busy life. Over the past decade, there has been a big shift in how customers shop. Web-based shopping saves a significant amount of time because today's individuals are too busy or unwilling to invest much energy in shopping. Customers or shoppers find it very convenient when shopping online, whether they continue to shop in brick-and-mortar stores or not. The Lord has been able to make remarkable progress in Internet shopping. This ensures lower search and purchase costs, accommodation provision, more important decision-making, and broader access to item/management data.

Web shopping, especially business-to-buyer (B2C), is on the rise, and Internet shopping is becoming more and more mainstream for such a large number of individuals. The use of the Internet as a mechanism for business communication between organizations and buyers has increased dramatically in recent years. As internetworldstat.com notes, Internet usage has increased dramatically since 1995, reaching a total of 4.66 billion. The 21st century saw the enhancement of exchange and commerce, the emergence of multi-channel, and the expansion of Internet shopping around the world. Globally, Internet business constitutes a market of approximately \$2.29 trillion, and by 2020 it is projected to reach \$4 trillion. Business to Business (B2B), Business to Buyer (B2C). Asia-Pacific leads the growth of online shopping compared to mature markets such as the US, UK, Japan, and European countries. The Asia-Pacific region saw strong growth, especially in China. In contrast to physical stores, all products in the online shop are described with text, pictures, and multimedia files. Many online stores provide links to lots of additional information about their products. On the other hand, some online consumers are adventurous explorers, fun-seekers, and shopping enthusiasts, and some are tech freaks who hate waiting for products to ship.

Manufacturers of clothing, accessories, furniture, cookware, and cosmetics are among the suppliers who list their products on Meesho. Independent resellers can select any product from these suppliers and sell it to their customers through the aforementioned social media sites. It's as easy as posting a picture of your product on Instagram or posting it on Facebook to sell. Meesho's products will be shipped to the buyer's home after the customer and reseller agree to purchase. Buyers have the option to pay by debit/credit card or cash on delivery to ensure a safe and fast transaction.

**STATEMENT OF PROBLEM**

1. Why do people choose Amazon over Meesho to shop?
2. What are some of the problems people face when choosing Amazon and Flipkart over Meesho?

**LITERATURE REVIEW**

Research scientists must conduct a literature review for their research to obtain complete knowledge of the study. This helps the researcher take the first steps towards solving the problem the research is being conducted on. By examining the literature, the researcher has a broader view of the context and circumstances in which the research was conducted. can do. Pushpak Singhal and Dr. Supriyo Patra (2018) state that various factors that influence consumers' online shopping behavior are influenced by using a shopper's black box model. The purpose of this research is to understand consumer attitudes and preferences for various products available online. This study is very interesting and reveals interesting behavioral patterns of the people of Kolkata. People generally want convenience and fast delivery when shopping online

The main reasons for their recognition were based on various discounts, easy payment options, easy return options, and timely and express delivery. from its early days has grown rapidly. Most Internet researchers are aware that the amount of transactions online between businesses and consumers is increasing rapidly each year. However, more detailed studies are needed on online shopping behavior in developing countries such as India. Implementation of information systems depends on specific social, cultural, economic, legal, and political circumstances and can vary significantly from country to country. Online shopping is rapidly changing the way people around the world do business. Dr.P.Senthilkumar (2017) pointed out that consumers have enough time to visit malls and look for different products. Many consumers prefer to bargain and see the product before making a purchase decision. The whole process can take anywhere from a few hours to a week depending on the quality, quantity, and source of supply. Today there is a fundamental change in the whole scenario. Electronic Data Interchange E-mail, e-business, e-commerce, and everything else in today's Internet-oriented world. E-commerce is the exchange of information using network-based technology.

Nandhini Balasubramanian and Isswarya (2017) build on attempts to analyze customer satisfaction for Amazon and Flipkart. The purpose of this study is to determine respondents' perceptions of shopping on Amazon and Flipkart. In this competitive market, Flipkart keeps its customers happy with its website usage, shipping, and order tracking. But Amazon also makes Flipkart a cutthroat competition to satisfy customers in terms of product quality. At the end of the study, reviews show that both perform very well in the Indian e-commerce market.

**OBJECTIVE OF THE STUDY**

1. To identify the awareness of the consumer about Messho App.
2. To determine the factors influencing to choose Messho App.
3. To know the customer satisfaction level with Meesho App.

**METHODOLOGY**

The study population consisted of university students using a simple random sampling method. Information is collected from both primary and secondary sources.

**Primary Sources**

The primary sources for data collection are primary sources. Data collection is done using questionnaires created using Google Forms and sent to undergraduate students

The survey consisted of statements aimed at discovering the email ID and age of the respondent's name. Questions were answered by selecting a predefined answer. Questions related to their views and attitudes towards the transgender community. These questions were answered yes or no. Data analysis of survey questions shows the percentage of respondents who participated.

**Secondary Sources**

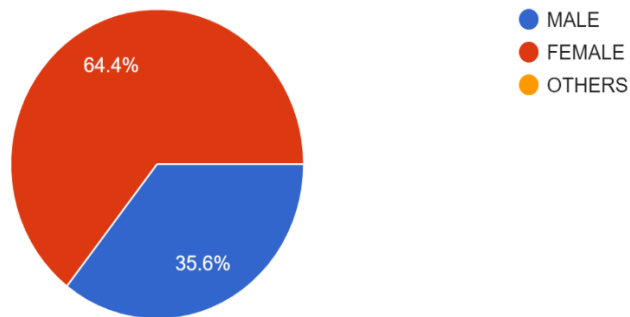
Other data for the study were collected from secondary sources such as relevant websites, and articles.

**Sample Size:** A sample of 45 respondents was selected for the study.

**DATA INTERPRETATION**

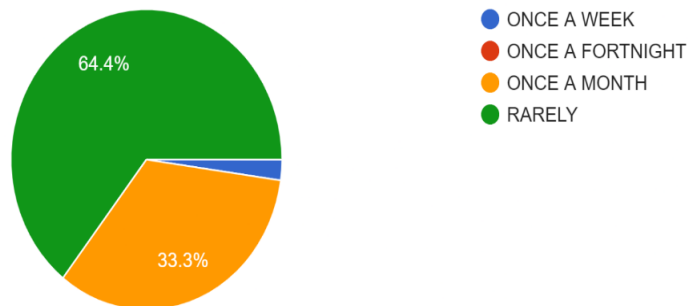
**GENDER**

45 responses



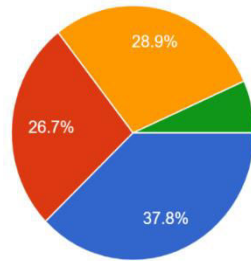
**2)WHAT IS YOUR FREQUENCY OF PURCHASE?**

45 responses



3) REASON FOR SHOPPING ONLINE

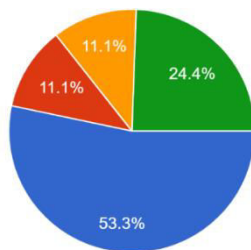
45 responses



- CONVENIENCE
- WIDE RANGE
- AVAILABILITY DISCOUNTS
- UNAVAILABILITY OF STORES NEAR BY

5) WHICH WEBSITE/APP U PREFER THE MOST

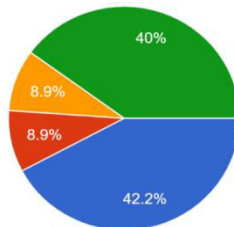
45 responses



- AMAZON
- FLIPKART
- MEESHO
- MYNTRA

6) PRICING SATISFACTION

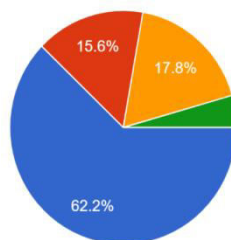
45 responses



- AMAZON
- FLIPKART
- MYNTRA
- MEESHO

7) WHOSE CUSTOMER CARE SERVICE IS BEST ACCORDING TO YOU

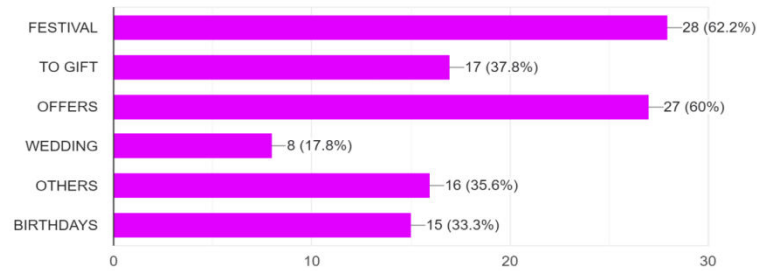
45 responses



- AMAZON
- FLIPKART
- MYNTRA
- MEESHO

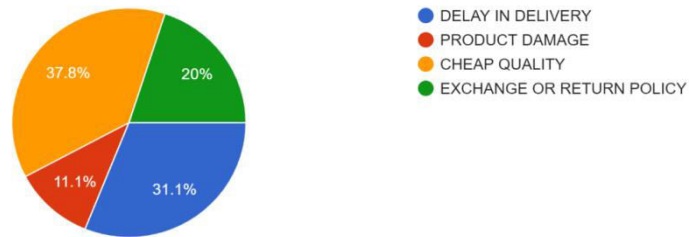
8) FOR WHICH OCCASION YOU SHOP ONLINE

45 responses



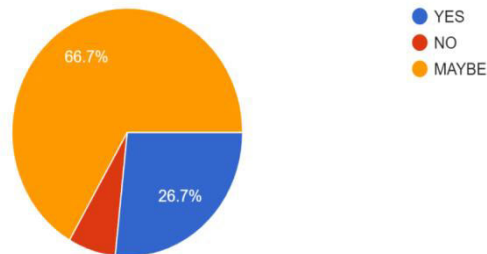
9) ISSUES FACE WHILE SHOPPING ONLINE

45 responses



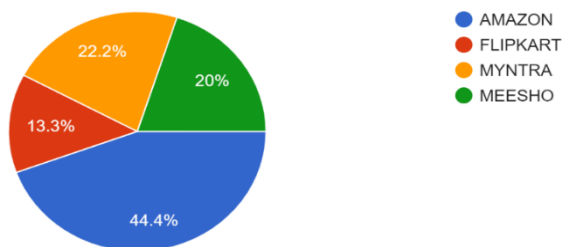
10) WOULD YOU SUGGEST YOUR FRNDS OR FAMILY MEMBER FOR SHOPPING FROM MEESHO?

45 responses



11) FUTURE FOR WHICH COMPANY IS MORE ACCORDING TO YOU

45 responses



- ★ As per the data collected through the questionnaire 64.4% of females use meesho and 35.6 % of males use Meesho.
- ★ The frequency of purchase from meesho is as follows
- ★ rarely is 64.4%.Once a month is 33.33%.Once a week is 2.3%
- ★ As per chart 3 reasons for shopping online are
- ★ There is a lot of convenience in online shopping
- ★ A wide of products are available at discounted price
- ★ People save time and money by shopping online
- ★ As per the chart, 4 people make payments mostly cash on delivery due to a lot of frauds happening online.
- ★ As per chart 5, people chose Amazon as the most preferred one and meesho as the least preferred one due to pricing, customer service, personal issues, etc.
- ★ People usually shop online because of festivals, gifts, the offers available, for weddings,birthdays, etc.
- ★ They may or may not recommend meesho because of the above problems mentioned so the future of this company is less

#### **RECOMMENDATIONS OF THE STUDY**

- 1) According to the company's website, the supplier charges his 0% commission for certain product categories. No fees are charged from resellers.
- 2) Meesho provides and charges a fee for logistics services to its suppliers. Meesho team is currently working on reducing logistics costs and increasing seller profitability.
- 3) Part of Meesho's revenue is advertising revenue. As the number of sellers on the platform grows, resellers on the platform and sellers who want their products to stand out in front of customers will pay a certain amount to promote their products.
- 4) Meesho offers valuable services to an often overlooked demographic.
- 5) Meesho started as a resale platform where users can resell products through her WhatsApp, Facebook, Instagram and other social channels. The company initially focused on promoting female entrepreneurship in India
- 6) Meesho is India's fastest growing e-commerce company and aims to make e-commerce accessible to everyone. Meesho's vision is to enable his 100 million SMEs in India, including sole proprietors, to succeed online.

#### **SUGGESTION**

1. People get their attention only through their mobile phones.
2. It will not reach more people, so we need to raise awareness through all forms of advertising, such as television, radio, newspapers, and magazines.
3. This Meesho app is totally DIY focused. It's a good effort but should reach all ages.
4. A good application to keep up with this achievement and continue to work on some new developments in the field of online sales.
5. You can reduce shipping costs.
6. The product quality can be further improved.



**CONCLUSION**

This survey found that people's awareness of the Meesho app is very low. But Meesho app users are very comfortable and benefit from the application. To increase the number of Meesho app users, we need to improve our promotional activities. Most of the respondents are women, and the economy is growing because women are successful entrepreneurs. The steps are easy and the described user can do business easily and conveniently and recommend other users to use this application. This research helps Meesho app to know the reach of her application so that she can fix mistakes to improve her Meesho app users and get more profit.

**Meesho is an online shopping site.**

If you are looking for affordable online shopping, Meesho is your best choice. Meesho offers the highest quality products at the lowest prices, so you can shop to your heart's content without any budget constraints.

At Meesho, you can choose from over half a lakh items including a wide range of clothing, cosmetics, homewares, and many other categories. We have over 650 product categories and thousands of the latest handpicked products on the market. Use Meesho App for the best online shopping experience. Here you can shop to your heart's content from the comfort of your own home. Download the Meesho app and enjoy a smooth and enjoyable shopping experience. Share your favorite products with your friends on social media in seconds. Besides shopping on the platform, you can also become an entrepreneur and make money doing what you are good at. Meesho claims that through his platform he has connected more than 13 million entrepreneurs. It is striking that the majority of entrepreneurs are women.

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1. PushpakSinghal and Dr. SupriyoPatra (2018) say that the various factors that affect the online shopping behavior of consumers by using the Buyer black box model.
2. Prof. AshishBhatt (2017) says that commerce via the internet, or e-commerce, has experienced rapid growth since the early years.
3. Dr. P. Senthilkumar (2017) pointed out that consumers had sufficient time to visit shopping centers searching for various products.
4. NandhiniBalasubramanian and Isswarya (2017) based on their it is an attempt to analyze the customer satisfaction level of Amazon and Flipkart.

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## A STUDY ON SUSTAINABILITY OF SKINCARE INDUSTRIES

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### ABSTRACT

*The necessity of the day is for sustainable brands. The purpose of writing this essay was to comprehend the comprehensive approach to sustainable practices of businesses and to examine the history of Arata, a skin care company that has sustainability built into its foundation. To better understand the holistic approach to sustainable branding, this study uses Google Forms as a tool. This would provide important insight into the brand's effective application of these theoretical rules. Sustainable luxury in cosmetic packaging has become a significant driving force in the development of skincare products and industries. Packaging continues to advance based on consumer preferences with advancements in vegan, cruelty-free plant-based compositions and packaging using materials like corn starch, seaweed, and bamboo for appealing product packaging. Waste utilization employing non-edible fruit and vegetable peels, seeds, and leaves as well as other non-edible byproducts of food and fruit waste is also catching up. People are converting to chemical-free and non-toxic personal care products all across the world. More than 40% of consumers are drawn to brands and products that fit into their healthy lifestyles and offer wellness advantages without the use of chemicals, according to recent trend in personal care goods. ARATA is an honest personal care brand that offers chemical-free, plant-based skincare products for healthy skin and hair.*

*Keywords: Sustainability, Personal care, Organic, Non-toxic,*

### INTRODUCTION

The basic needs of consumers are often met by personal care and wellness items. Every person has a different conception of the consumer. Different persons in the same environment have different perceptions of the same products. People use the things solely for their own gratification. People are becoming increasingly concerned due to the growing harmful effects of chemical substances used in skin care and cosmetics. affected by the resurgence of organic and Consumers have been seen to be more cautious about avoiding powerful chemicals and acting responsibly by avoiding polluting nature. The brand name, ARATA (Japanese: 新た), means 'fresh' and 'new' in Japanese. Arata's vision has always been being non-toxic on the inside and out. In the next three years, they aim for Arata to be the go-to brand for premium clean label, honest and sustainable products. Arata is a brand with global sensibilities- creatives, communications, and language. They will establish the brand Arata in global marketplaces, competing head-to-head with international brands. Changing the consumer mindset is a key challenge for brands like Arata. It currently offers 26 SKUs across three-four main categories and is looking to do some more. Arata has a customer base of 5 Lakh and has sold more than 7 Lakh products since its launch. From a 50:50 sales split between its native website and marketplaces in 2019, today it sees 70% sales through marketplaces (Amazon, Nykaa, Flipkart, BigBasket).

### LITERATURE REVIEW

**Kanagaraj** (2020), The creator of this poll explains what Coimbatore consumers think of Himalaya products. The product is constructed of organic Ayurvedic components that have been used in herbal remedies to promote healthier, longer lives for people. Himalaya places an emphasis on assisting people in enhancing their general wellness and health. The objective is to identify the socioeconomic factors that affect customers' satisfaction with Himalaya goods. For

45.3% of the respondents, it is important that ingredient manufacturers undertake widespread advertisements to promote their goods.

**Kochina** (2019), (2019), Customers desire to purchase sustainably and are cautious about buying natural and healthy products. While 33% of consumers are unsure, 35% pick products that are healthy, non-toxic, and kind to the environment. Even though high-quality products are more expensive, consumers are nevertheless willing to pay a little bit more for them.

According to **Lavuri** (2019), consumer trends for personal care products. Personal items are utilized by people to alienate. The purpose of the study is to look into the factors that influence people's decisions to buy personal care goods. Based on the product's reputation, value, and brand loyalty, the consumer prefers to buy it. On samples of 172 respondents, the researcher used descriptive analysis, ANOVAs, and Chi-Square tests in SPSS. The study demonstrates how promotions, marketing, and quality affects draw customers.

**Joseph, Jibu P.** (2017), They found that affluent customers like and are loyal to specific brands. Customers choose high-end, pricey products. Income has only a small impact on consumer decisions about branded vs non-branded products. Marketing has little to no impact on the final decision to buy.

### **OBJECTIVES**

1. To study the awareness of respondent about skin care products.
2. To find out factors influencing in purchase decision.
3. To understand the sustainability development of the industry.

### **RESEARCH METHODOLOGY**

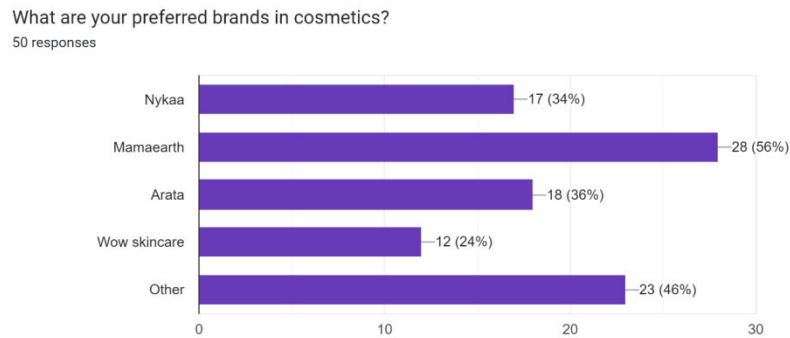
The sample population, research design, and study methods are all explained in the research methodology. The analysis of the study is based on the respondents' responses to the questionnaire. Data are interpreted and the conclusions are presented in an accessible manner using tabular and graphic representations. Samples of 40 students were the respondents of the survey questionnaire. Of the 40 samples, 47,5% were females and 52.5% were males. This research has been conducted through an online survey that is through Google forms. Along with primary data, this research paper also contains some secondary data from the official site. Secondary data is collected in order to make this research as practical as possible to have a view on growth of the products.

The sample size and statistical population include a total of **50 Respondents**.

### **DATA ANALYSIS AND FINDINGS**

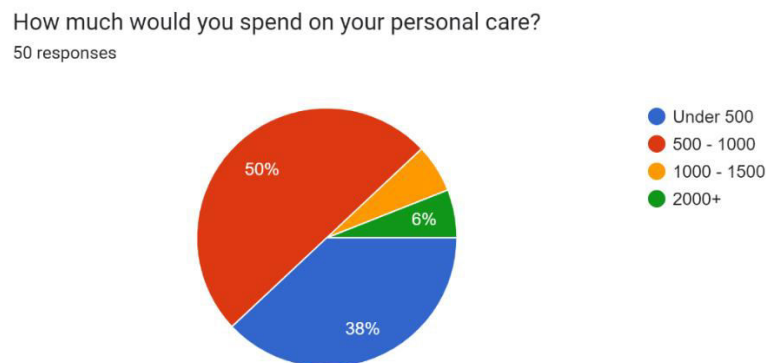
There are 50 respondents in the survey, the majority of them, or 44, are between the ages of 18 and 25, four are between the ages of 25 and 30. while the remaining two respondent has an age of 30 and 40.

### Q1) What are your Preferred Brands in Cosmetics?



In fig 1: It shows among 50 respondents, 18 respondents prefer Arata, 17 respondents prefer Nykaa, 28 respondents prefer Mamaearth, 12 respondents prefer Wow skincare.

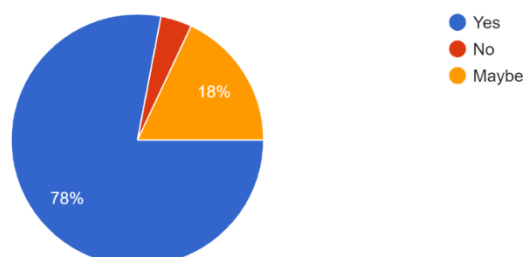
### Q2) How much would you spend on your personal care?



In fig 2: The respondents were asked how much would you spend on your personal care, 50% respondents chose the range between 500-1000, 38% respondents chose the range between under 500, 6% respondents chose the range of 2000+ and 6% respondents chose the range between 1000-1500.

### Q3) Are natural (toxin free) ingredients an important factor while selecting skincare products?

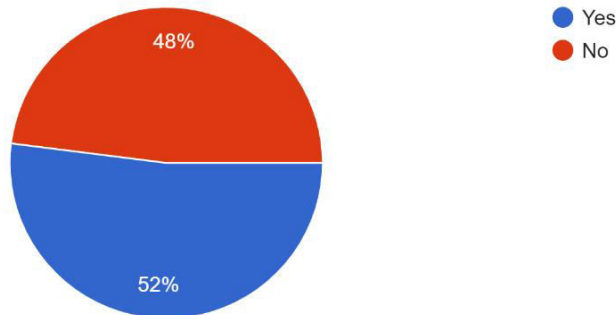
Are natural (toxin free) ingredients an important factor while selecting skincare products?  
50 responses



From the above image, we can see that 78% or 39 respondents consider natural ingredients as an important factor while selecting skincare products. 4% respondents do not consider natural ingredients and 18% may consider natural ingredients.

**Q4) Have you heard of brand: ARATA**

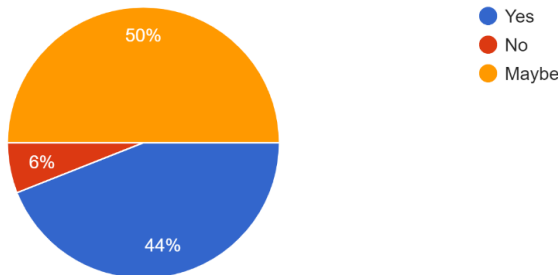
Have you heard of brand : ARATA  
50 responses



According to the image above, 52% of respondents were aware of the brand Arata, while 48% were not. The company needs to concentrate on its marketing tactics so that people are aware of it.

**Q5) Would you recommend Arata's product to your friends/family?**

Would you recommend Arata's product to your friends/family?  
50 responses



From the above fig. It is seen that 44% of the respondents trusts Arata and are willing to recommend it to their family/ friends, while 50% of them are still not sure about the brand. The 6% respondents have said no.

According to this study's findings, respondents are willing to change their minds about toxin- and chemical-free items. More than 40% of the respondents buy the company Arata's products as a result of its sustainable business methods. The decision to pack their products with 100% consumer recycled plastic, which sterilizes and transforms waste plastic into fresh, clean bottles and tubes, not only benefits the environment but also draws customers owing to its sustainable strategy.

## **RECOMMENDATIONS**

- The business should eventually start opening physical locations to cater to the other sizable market group, as not all clients make purchases online.
- The organization must focus on its marketing strategies if it wants people to know about it.

## **CONCLUSION**

The demand for eco-friendly items that are natural, healthful, and cruelty-free has expanded as a result of changing consumer preferences. The demand for organic skincare products is increasing due to all of the aforementioned considerations in different parts of the world. Despite a number of obstacles, the organic skincare business will soon advance. The organic skincare market is poised to grow as important firms enter the sector and investors express greater interest. cosmetics sector This market is currently being explored by new entrepreneurs, and it won't be long until it overtakes the startup ecosystem as one of the leading industries.

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## A STUDY ON EDIBLE CUTLERY: A STEP BEYOND INNOVATION TOWARDS NOURISHMENT AND CONSERVATION

**Rinkesh Chheda and Malavika Nair**

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### ABSTRACT

*The main objective of this research paper is to acquire an understanding regarding the cutlery market's recent trends and their innovative ideas, mainly focusing on the green sustainable concept of edible cutlery. It is a recent area of development seeing the alarming situation caused by excessive plastic generation. Plastic has become a remarkable threat to every living creatures and ecosystem. The use of plastic has severe effects leading to air pollution caused by incinerating plastic, pollution of the marine environment and micro plastics damaging internal organs of animals and also indirectly harming humans by consuming the sea-food. This study aims to assess the replacement of plastic cutlery with a better alternative, including studies on various types of edible cutlery, preparation of edible cutlery, and also the market demand of edible cutlery. Plastic usage can be minimized to an extent with a better alternative like this as complete eradication is not possible. So, a better substitute or an alternative is cutlery made up of plant-based products like rice, sorghum, wheat, soy, and rice bran flour. This edible cutlery has biodegradable and eco-friendly properties and it is the finest and most effective substitute for plastic cutlery. This research therefore, wishes to come up with edible cutlery that do not affect the ecosystem.*

*Keywords: Cutlery, Edible cutlery, Biodegradable cutlery, Sustainability, Eco-friendly, Organic.*

### INTRODUCTION

Cutlery is one of the simplest but very useful tool that has been created and used worldwide for consuming food. Plastic cutlery may be convenient for us but at the same time it is catastrophic to the environment and detrimental to health as well. The toxins and carcinogens which can quickly be ingested into the body is a petroleum by-product. As toxins and carcinogens can leech into food through the natural ecosystem, the processing of plastic cutlery has become very harmful for the environment as plastics consume ample amount of space and clog the landfills too. Some entrepreneurs are trying to bring in solution for plastic disposable cutlery by introducing edible cutlery which are really innovative in nature. Edible cutlery is a plant-based product in which meals can be served or it can be eaten as a meal. It is generally recognized as "EBO" (eco-friendly, biodegradable and organic) as the edible cutlery is made up of a mixture of well rich flours. The two major purposes for having edible cutlery as a replacement for plastic cutlery is because of its biodegradability and eco-friendliness as plastic is a threat for all living creatures. Using plastics and the challenge of disposing them is a major issue. As a result, plastics eventually find their way into our bodies as micro plastic. So, plastic cutlery should be replaced with edible cutlery. Various ingredients are used to prepare the edible cutlery like rice flour, rice bran flour, soy flour, sorghum flour, etc., which have their own nutritional benefits. This edible cutlery consists of calcium, potassium, vitamin B, vitamin A, and rich fibre and many another nutrients. Whole-grains are the primary ingredients, as they promote health by preventing various diseases. The main ingredient used for making edible cutlery is paddy and sorghum. Sorghum has many beneficial properties. It uses 60 times less water to produce. This kind of edible cutlery are in wide varieties and various food manufacturing industries manufacture different types of edible cutlery like edible spoons, edible forks, edible plates, edible chopsticks, edible straws and even edible bowls. Edible cutlery is made of safe-to-eat ingredients. Edible cutlery is vegan-friendly with natural spices and flavours. It requires no

additives or preservatives. The idea of edible cutlery was first introduced in India by Bakeys. It is an Indian edible cutlery manufacturing start-up company based in Hyderabad. Bakeys was founded by former ICRISAT researcher Narayana Peesapaty in the year 2010 as an eco-friendly alternative to plastic cutlery. Bakeys uses different types of various rich flours to bake single-use edible spoons, forks and chopsticks which can be consumed after their intended use. The products which are used for manufacturing edible cutlery are vegetarian in nature. It has a shelf-life of 24 months and they will naturally decompose between 3 and 7 days after use if not consumed. It is manufactured in several flavours such as cumin, mint-ginger, carrot-beetroot and sugar. India-based start-up Bakeys is broadening its plant-based line of cutlery mainly its edible spoons. This edible cutlery became popular not only in India but throughout the world. It is used to eat all types of food whether the food is hot, cold, solid, liquid or be it in any form. Peesapaty's mission and objective was to start a trend among households that use organic disposable cutlery with hoping to get the Indians very responsible towards our environment. Due to its natural and original texture, it gained huge popularity among consumers. Now, when we talk about the current situation around the globe, it looks like restaurants and food services are very well aware of edible cutlery. It was all because of COVID-19 pandemic, where everyone was afraid to buy food from outside due to its plastic generation and usage but then a great substitute like edible cutlery came into picture. It brings enormous opportunities for edible cutlery in the Indian market. This pandemic is also an eye-opener for Indians to make them understand the need to go sustainable and organic which again leads to more exposure to edible cutlery.

#### **STATEMENT OF PROBLEM**

Cutlery are typically made of plastic for the purpose of use and throw as most of us nowadays are busy with our hectic schedules. But the main issue is how quickly plastic cutlery can be disposed of, which has contributed to tremendous environmental challenges. Recycling is really hard to do in such cases. This leads to disposable cutlery to be deposited in waters such as lakes, rivers, seas, oceans, making waterways contaminated. The issue in this case is mainly the acceptance of this edible cutlery in India. This interesting and innovative practice of edible cutlery became very popular among other nations but yet to be accepted in India. Secondly, Indians are not environmentally conscious to realize the negative impact of plastics. So, the aim of this research is to come up with edible cutlery and to make them known among consumers for a better greener environment.

#### **LITERATURE REVIEW**

TN Malafi, MA Devine, LL Leshner in their Research paper (1994) "A user evaluation of biodegradable cutlery Journal of environmental polymer" Is a study which evaluates the acceptance as well as performance of disposable cutlery made from starch based biodegradable polystyrene cutlery. 243 sailors on board, three US Navy vessels at the launch use either biodegradable cutlery made with raisins or the polystyrene cutlery. The cutlery was rated on sensory and performance dimension as well. The Sailor rated both the biodegradable utensils are easy to hold.

KL Thyberg, DJ Tonjes (2014) in their research paper "Degradable Plastics and their Potential to Affect Solid Waste Systems" study states that plastic waste forms a substantial part of municipal solid waste and has caused huge environmental concerns. Plastic complicates waste management through poor recycling. In this research paper they have discussed how these materials perform in different aspect of solid waste program.

Brownlee, Chris and Maria (2013) in their research, "Life cycle assessment-expand where biodegradable cutlery" emphasizes that the life cycle assessment on biodegradable cutlery is done by Brownlee analyser. This study was sponsored by UPA seats which aims to address the



sustainability challenges on which type of disposable country is the most sustainable choice. A life cycle assessment was performed on disposable and compostable wooden cutlery. The goal of this study was to determine cutlery consumption habits and impact when purchasing disposable cutlery. This assessment is presented in the comparison to plastic cutlery in terms of greenhouse gas emission and economic cost. The study benefits in determining the environmental impact of their products and areas of improvement needed.

Author- Catia Bastioli (2005) in his book "Biodegradable material present situation and future" says that the biodegradable Polymers constitute from loosely define family of polymers which are designed to degrade through the action of living organisms. The main driving force behind this technology is the solid waste problem regarding decreasing availability of landfills. This research paper reviews a great variety of properties structure and biodegradation behaviour of thermoplastic starch.

M. Flieger M. KantorováA. Prell T. Řezanka J. Votruba (2003) in their research paper "Biodegradable plastics from Renewable resources Authors and affiliations" states that the plastic waste disposal is an eco-technological problem and to solve this problem is a new development of biodegradable plastic. This review summarise values, biodegradable grade ability, commercial reliability and also production from renewable resources.

Richard A. Gross, Bhanu Kalra (2002) in their research "Biodegradable Polymers for the Environment" has studied on biodegradable Polymers. They says biodegradable Polymers are designed to degrade upon disposable by the action of living organisms. This study further suggests that there is a need to create alternative biodegradable water soluble.

### **OBJECTIVE OF THE STUDY**

- 1) To explore the concept of edible cutlery and make them known to the general public.
- 2) To identify the determining factors affecting the demand and purchase decision of edible cutlery.
- 3) To study the challenges faced by edible cutlery market.

### **RESEARCH METHODOLOGY**

This section of research explains the analysis for the thesis and various components used in the research design.

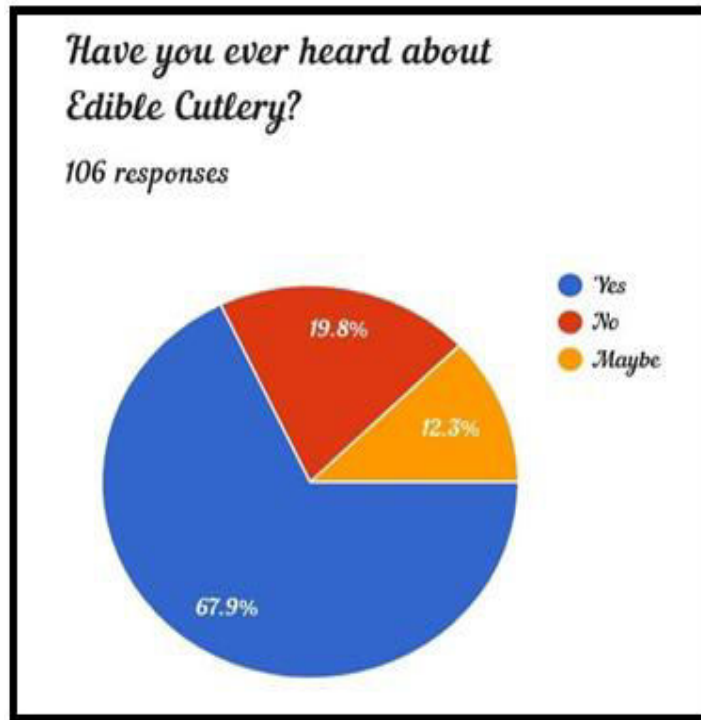
### **RESEARCH DESIGN**

**Data Collection :** The primary data required for the research was collected using questionnaire by conducting an online survey. A questionnaire bearing straight forward as well as relevant questions was drafted and sent to the sample to obtain their responses.

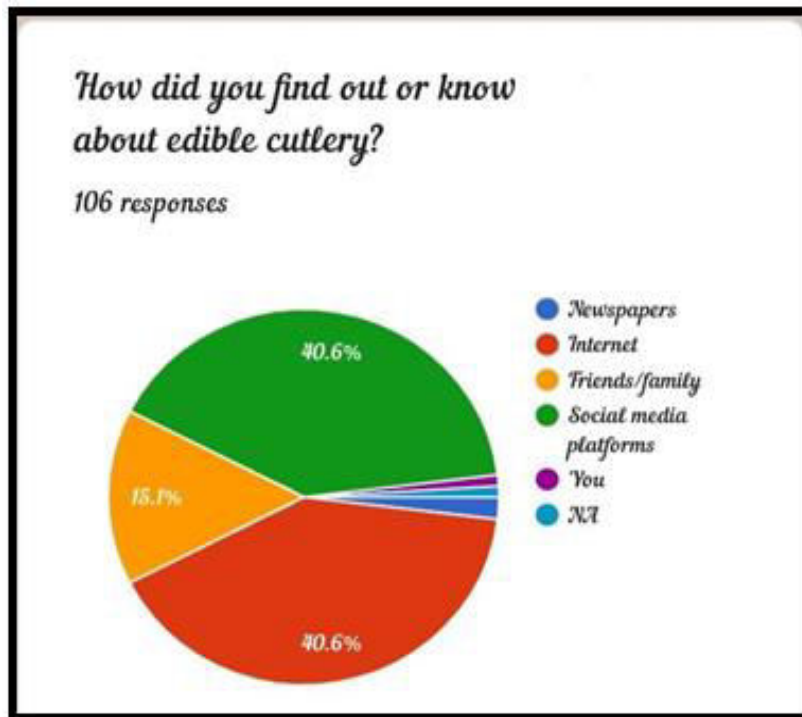
**Sample Size :** The sample size of this study comprise of responses of more than 100 respondents between the age group of 18 to 45 & above among 57% were female respondents and the remaining were male respondents.

**Tool For Collection Of Data/Instruments :** Questionnaires for online survey method via google forms. Apart from the primary data, secondary data for the research was also collected from journals, books, research publications and internet.

**Data Analysis and Interpretation:** Analysis of data is done from the results obtained from more than 100 respondents from various areas. The results obtained from this is represented with the help of pie-charts and graphs.



**Fig.1** shows that about 68% of the survey respondents are aware and heard about edible cutlery. Remaining respondents aren't aware or not sure about it.



**Fig.2** shows that most of the survey participants came to know about edible cutlery through internet or either through social media platforms and sites.

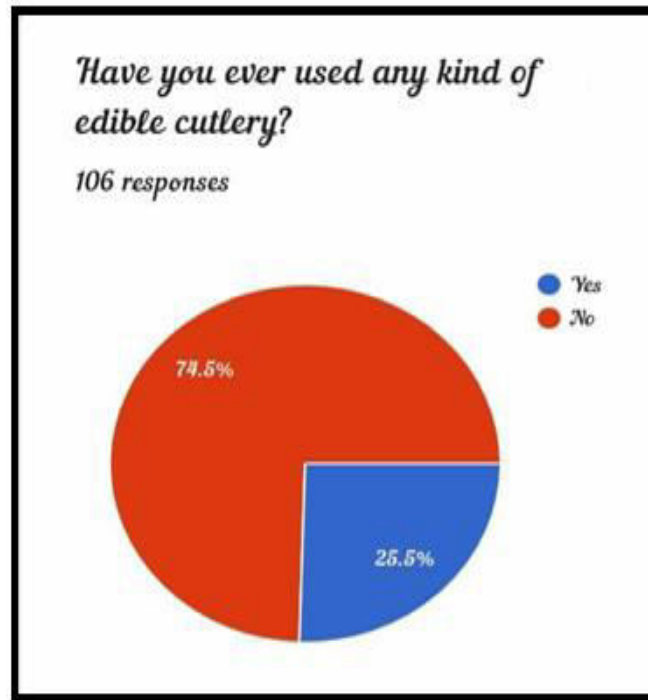


Fig.3 shows that most of the respondents haven't used any edible cutlery even though they are very well aware of it.

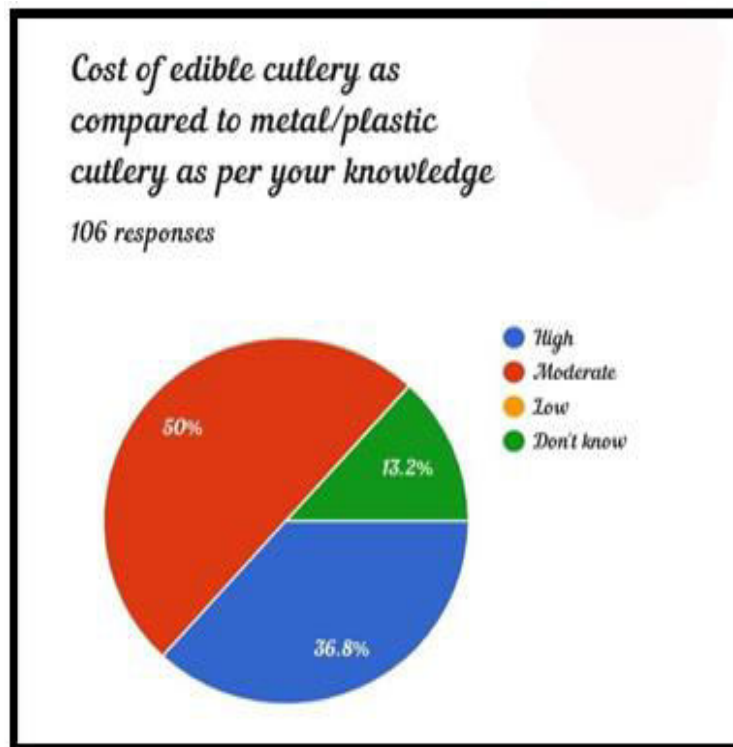
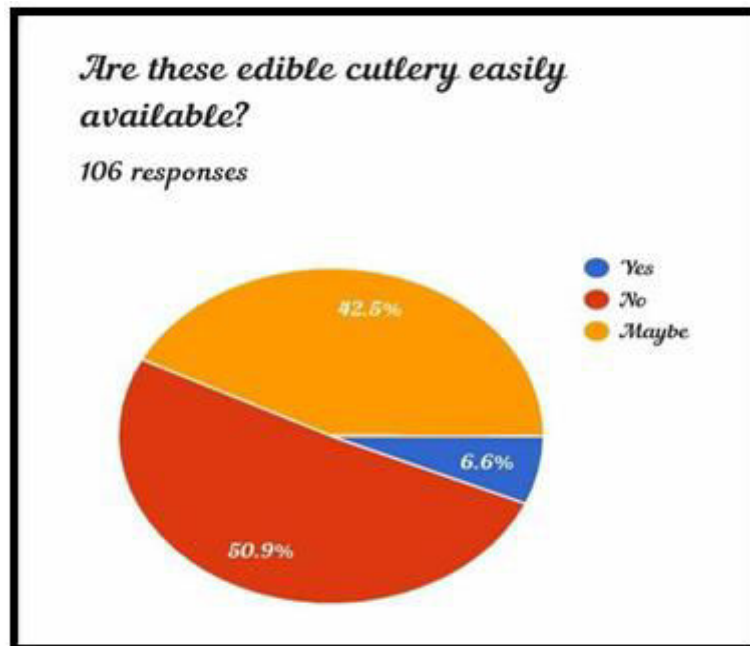
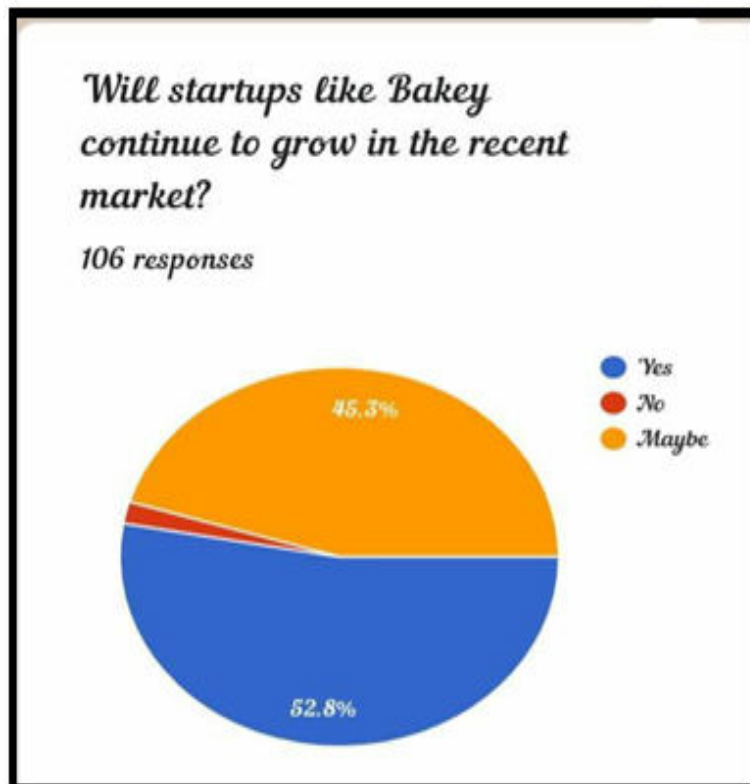


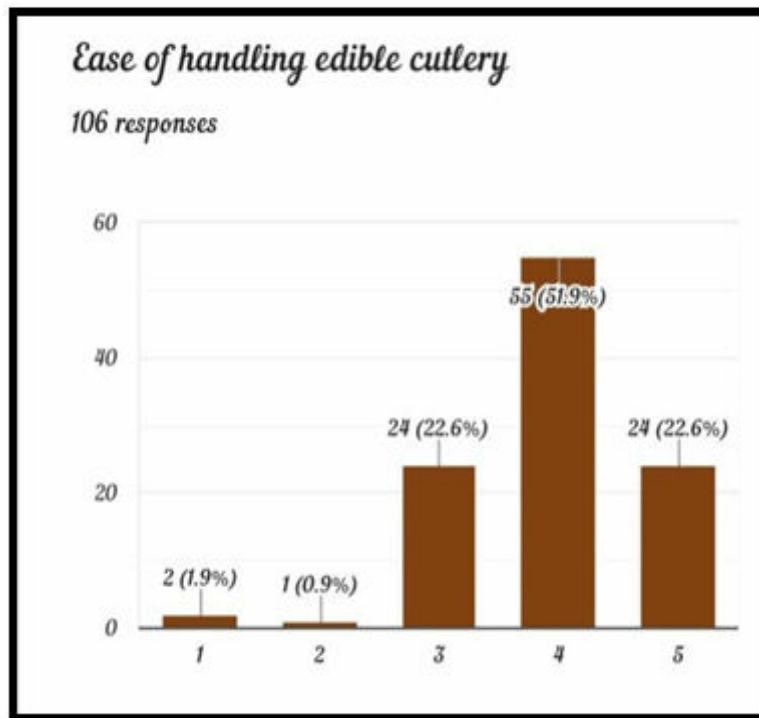
Fig.4 shows that half of the survey respondents feel edible cutlery is moderate-high in cost as compared to metal or plastic cutlery.



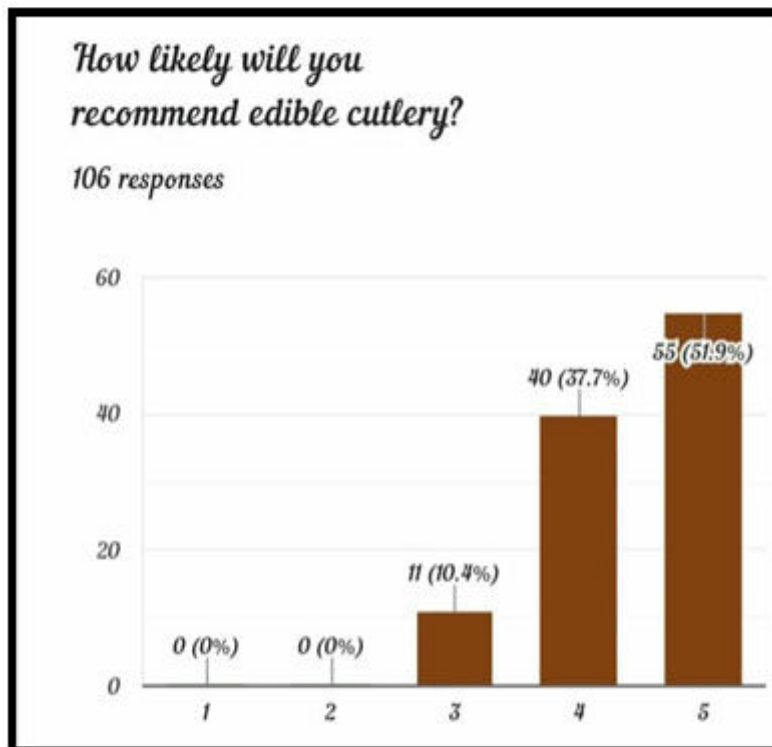
**Fig.5** states that mostly every survey participant feel edible cutlery is not easily available or either they are unaware of it.



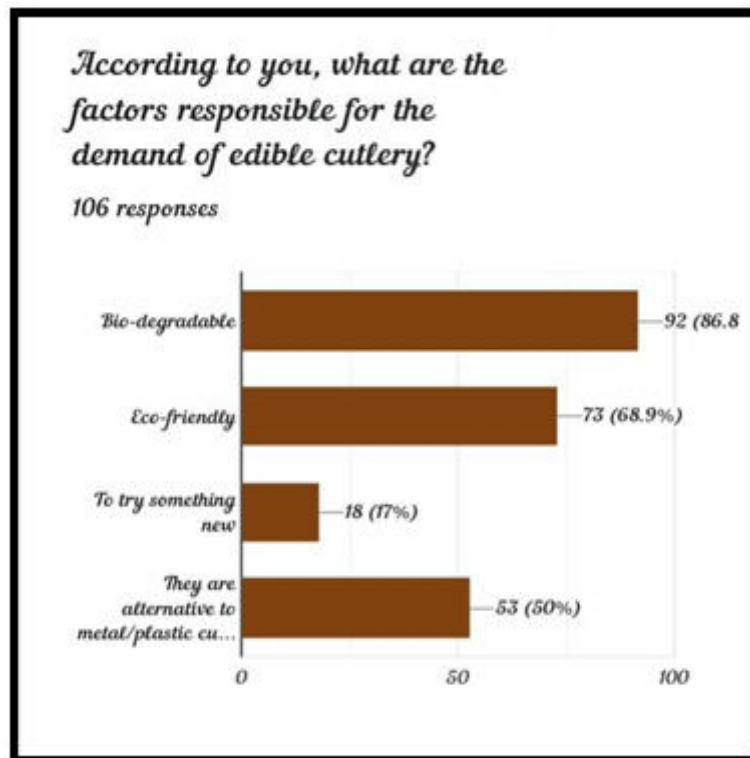
**Fig.6** indicates more than half of the participants feel start-up like Bakeys will sustain.



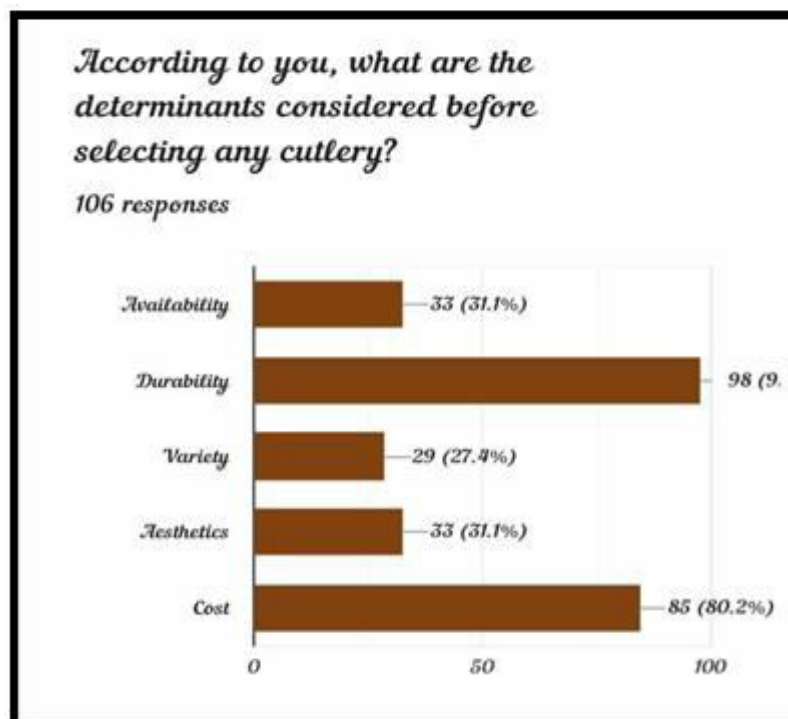
**Fig.7** shows that many consumers are aware that edible cutlery are bio-degradable and eco-friendly in nature.



**Fig.8** explain durability and cost are the two main determinants considered before selecting or purchasing any cutlery.



**Fig.9** indicates the ease of handling of edible cutlery. 52% of the respondents feel greater flexibility.



**Fig.10** indicates that consumers are willing to recommend the use of edible cutlery to more people.

**FINDINGS**

In this study, it is observed that the consumers are aware of edible cutlery being eco-friendly and also that they are biodegradable hence it could really bring a change by not using disposable plastic cutlery in day to day life. It is observed that edible cutlery could become an option or an alternative for disposable cutlery for which a lot of manufacturers need to start mass production in order to reduce the prices and making availability of such edible cutlery easy for the consumers.

**RECOMMENDATIONS**

It is suggested that the more manufactures can foray into the manufacture of edible cutlery to enable reduce the prices of edible cutlery and easy their availability in the market. The consumers as well as catering agencies should reduce the use of plastic disposable cutlery and try to adopt edible cutlery as soon as possible. Our Prime Minister has also announced to eliminate all single-use plastics in the nation by 2022, so we should be a part of this mission by avoiding the usage of plastic cutlery as much as possible and instead of plastic, we should use edible cutlery, which is really interesting, gives fun, nutrients & taste as well. Our country should open the manufacturing units of edible cutlery in all the possible cities. One has to really find the perfect marketing strategy to spread the awareness regarding the edible cutlery. There can be various ways for it such as placing the product in schools, colleges and companies where large numbers of people can take a look at it and observe it. Reaching out to social media influencers, celebrities especially the one who are closely associated with cooking and food blogging, could be a game-changer for sure. In selling edible cutlery, one has to clarify the “why” factor for edible cutlery in people’s minds for better purchase decision making. Everyone is familiar with the disadvantages of plastic cutlery but instead of that, we have to find a good way to make people aware and understand the advantages of edible cutlery. The right marketing strategy is the most important aspect of any entrepreneur to start any business like this. One should fix the price of the edible cutlery according to the demand for better profit and sales. Product feedback and customer reviews should be taken seriously and necessary changes has to be done. The positioning problem, the consumer behaviour problem and the nomenclature problem should be taken care of as these three factors are very important for any business to sustain in the market in long run. With the right and apt marketing strategies, this product will reach its consumers and general public and generate sales in no time.

**CONCLUSION**

The main goal of this research has been to establish a sustainable alternative to the plastic cutlery. It is noticeable from the research references that the elimination of plastic is very crucial for achieving the sustainable development and the only way to achieve this is by implementing a sustainable alternative. This research has been able to observe the consumer’s awareness about the edible cutlery and their willingness to accept the necessary change. Although implementation and adoption of edible cutlery is not that easy. It requires further feasibility studies for any market. It has been proven that the sorghum-based edible cutlery is the best option going forward while considering its frugality in water, energy savings and CO<sub>2</sub> emissions. I believe this research to be the cornerstone for the introduction of sustainable means of consumption, production and disposal in cutlery industry. Edible Cutlery is a creative and innovative approach towards the manufacture of food deliverables and storages. Edible Cutlery offers ample scope in the recent market. Rapid degradation will surely benefit the environment and will enhance its sustainability. We as a responsible citizen of our country need to spread the awareness towards commercializing the use of edible cutlery and also to reduce the bulk of plastic wastes which are produced every year. Plastics are non-biodegradable in nature. Oftentimes, plastics and other packaging materials hamper with the taste of foods. Therefore, going eco-friendly is the need of an hour.

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## A STUDY ON SUSTAINABILITY IN PET FOOD INDUSTRY

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### **ABSTRACT**

*Sustainability in the pet food industry is the practice and belief that can continue further for future generations. Key advantages required for the improvement to sustainability of pet foods involve sustainable selection of ingredient, avoiding nutrition and feeding excesses, and optimizing resource and waste management. The whole progress will depend on the collective efforts of suppliers, manufacturers, personnel, availability of ingredients, and consumer purchasing choices. There are many aspects of the pet food industry that are sustainable, such as using coproducts from the human food industry and decreasing energy and natural resources used during production. In fact, pet food production is more sustainable than many human food processing industries in terms of cropland, energy, and water usage.*

*Keywords: Pet food, environment, sustainability, life-cycle assessment, footprint*

### **INTRODUCTION**

From the perspective of pet food production, sustainability has been defined as the ability to produce pet food in adequate amounts while providing the sufficient essential nutrients required by maintaining optimum health and viability now and in the future with the smallest environmental footprint. The overuse of resources has become a concern as world population increases the environmental footprint of pet ownership and provision of necessary supplies and food for pets on the use of natural resources, emissions and waste. In modern pet food marketing trends, promotion of the true identity, characteristics, sustainability, and health benefits of the ingredients is essential. Veterinarians are uniquely trained to educate pet owners when they bring their animals in for examinations. This education could be in the form of providing more information about the benefits of coproducts and eco- friendly pet food and how to decrease the impact of the pets on the sustainability of pet food. In order to overcome the barriers to sustainability will require the implementation of successful intervention strategies, and the pet owner will need to assign value to this effort, as sustainable products are likely to cost more at retail. It is very important to determine how food process, product type, nutrient composition, and selection of ingredient might influence the sustainability of pet foods. Driven largely by humanization and concern for their pet's well-being, owners serve generous portions of food and treats and supply products that support a comfortable and stimulating environment

### **OBJECTIVE OF THE STUDY**

- 1) To study the growth and the need of eco- friendly pet food
- 2) To study whether the future generation are willing to try it

### **LITERATURE REVIEW**

A market research firm, Nielsen IQ, has studied that, at least for the U.S. market. "Pet products identified as 'certified human raised and handled' grew by 110% in sales over the last two years to account for US\$11 million in sales," the firm reported in a recent blog post "'Ethical' products grew 48% to US\$11.7 million, while 'cruelty-free' products increased by 10% to account for US\$18 million in sales."

This level of sales growth also applies to sustainable packaging, according to Nielsen IQ data, to the tune of 40% for products claiming to have recycled packaging and a whopping 387% for plastic-free packaging (reaching US\$11.3 million). Even broader claims, such as the less-

specific “sustainable packaging,” are experiencing significant growth of 769%, though comprising a smaller sub-category (US\$899,000).

For a more global aspect, Yummypets, a France-based social community for pet lovers, conducted a survey earlier this year of pet owners in Belgium, Canada, France, U.K. and U.S. The results, reported by David Palacios Rubio, editorial manager of Global Pets magazine, showed that more than 60% of respondents said they would be willing to pay more for pet food in more environmentally friendly packaging. Similarly, 82.2% believe it’s important for a pet product to be manufactured by an environmentally friendly

**Data Analysis:** Pet ownership rates around the world are increasing, which also results in an increasing demand for pet food.

### **Usage of Land**

A lot of land is needed to satisfy the demand for the pet food. If the upwards trend of pet ownership continues and if we don’t make a switch to more eco-friendly pet products, the need for land is likely to increase. The large proportion of meat included in pet food is largely the culprit for this trend. That’s because chickens, pigs or cows not only take up a substantial area of land by themselves, but they also need to be fed with crops that take up even more land.

### **Carbon Footprint**

Every year, the global production of pet food releases 106 million tons of carbon dioxide into the atmosphere. The factors that affect high carbon footprint is that it takes a lot of energy to power animal agriculture facilities which still largely comes from fossil fuels in the majority of the world. The other significant contributor to the carbon footprint and environmental impact of pet food is the usage of land.

### **Sustainable**

In recent years, there has been a shift in selection leading many pet owners to favour premium meat products for their pets. While it’s great that we only want to give our furry best friends the best, this leads to substantial amount of lower-quality meat being wasted.

### **Plant Oriented Ingredients**

The Exchange of protein sources of animal origin with those of plant origin has been brought up in order to improve the sustainability of pet foods by using fewer natural resources and maintaining a smaller carbon footprint. Animal-based proteins are widely considered as superior in quality for dogs and cats compared with plant-based proteins; however the relative digestibility has been reported to be similar between both sources

## **VETERINARY PRACTITIONERS**

### **Applicability to Veterinary Practitioners**

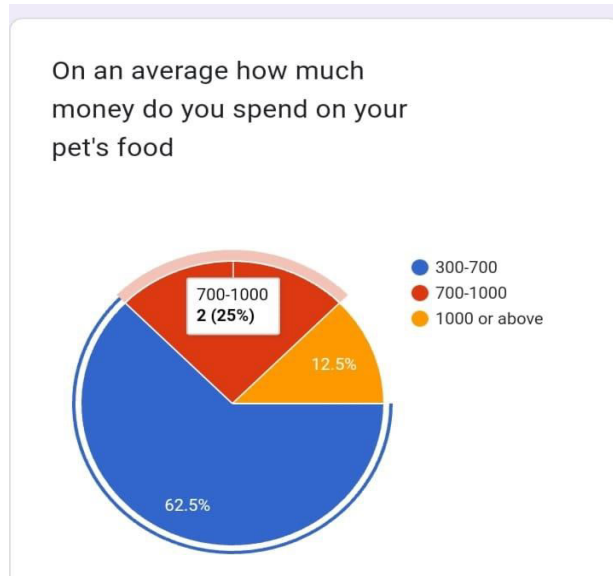
Veterinarians are those who act as and provide reliable sources of information on pet food and pet nutrition and have influence over the foods owners purchase.

During annual visits, veterinarians educate the pet owners on the importance of pet foods and ingredients, as well as provide guidance on diet selection, feeding quantities, and waste management strategies, thus influencing the environmental impact of their clients and patients. Furthermore, veterinary professionals also educate the owners about food safety, food quality, food security, and biodiversity maintenance. Because of the nature of veterinary professionals’ daily duties and their regular inter-action with both livestock producers and pet owners, the hands-on sharing of information has become critical for a client to begin considering sustainability in the food selections they make for their animal

**Significance of the Study**

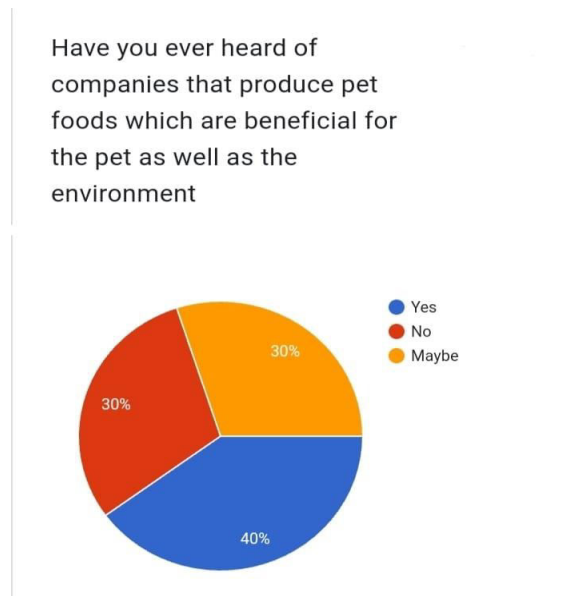
This research implies that sustainability is necessary in pet food industry it shows how we can contribute to nature and also sustainable pet food and its benefits are recognized by the pet owners

**Data Analysis and Interpretation**



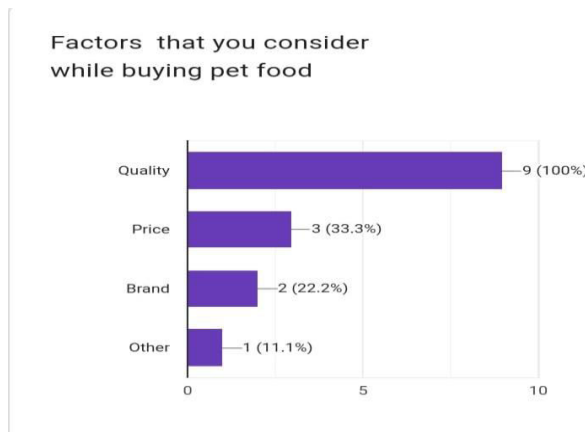
**Chart 1**

According to above chart 62.5% of people fall in the range between 300-700 which is the amount they prefer for buying food for their pets whereas 25% people fall in the range between 700-1000 and 12.5% in the range of 1000 and above



**Chart 2**

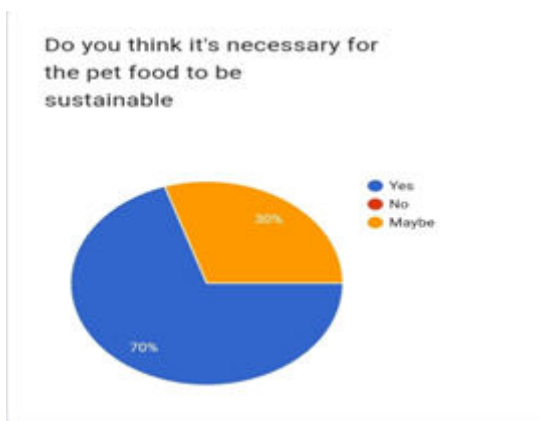
According to the above chart 40% of the people have heard about companies which produce pet foods which are both nutritional and environment friendly and others fall in the category of no or maybe



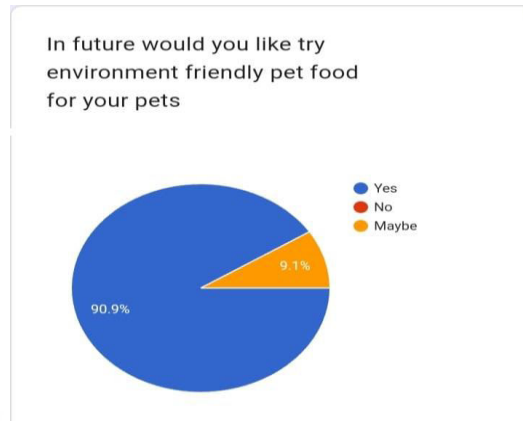
**Chart3**

According to the above chart quality has been given more importance when compared to other factors while buying pet food

**Fig1**



**Fig2**



**Chart4**

According to the above chart majority of the people prefer pet food to be sustainable. As many companies are trying to make pet food more nutritional keeping in mind the environment aspect also the packaging of the pet food is been made eco- friendly. So majority of the pet owners want the pet food to be sustainable and in fig 2 we can see that almost 90.9% of the people would like to try environmental friendly pet foods.

**CONCLUSION**

A lot of people are demanding the pet food which is environment friendly and nutritional for the pet. Many companies are trying to adopt this strategy in order to contribute to the environment. There are many aspects of the pet food industry that are sustainable, such as using coproducts from the human food industry and decreasing energy and natural resources used during production. It is very important if the pet owners switch to environment friendly products and many people are willing to buy eco- friendly pet foods as a result by using these pet foods will be considered beneficial for the pets as well as it will be a boost to the sustainable environment. More and more pet owners should get engaged with environment friendly pet foods. While the COVID-19 pandemic clearly had affected many, if not most, aspects of consumer shopping behaviour, for pet owners, features like natural ingredients and issues like sustainability still matter – perhaps even more so now.

**Plant-based ingredienConclusion**

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## COMPARITIVE ANALYSIS OF SUSTAINABILITY BETWEEN NYKAA AND PURPLE COSMETICS

**Rinkesh Chheda and Mitali Sanghrajka**

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### ABSTRACT

*One of the key industries that has drawn several players due to its rapid growth is the cosmetics sector. The growth of the nation's economy depends in large part on the cosmetics industry. The goal of this study is to assess the business strategies of these organisations and gain a better understanding of how the beauty sector contributes to the growth of the nation. The varied business level tactics of two major internet retailers have been examined. Comparisons have been made taking into account factors like business model, growth, offerings, internet shopping, user experience etc. A comparison of Nykaa .com and one of its main rivals, Purplle.com. Both Nykaa.com and Purplle.com, founded in 2012 and 2011, are fierce competitors with one another. Both businesses have established themselves as the leading competitors in the market, meeting consumer demands for beauty and healthcare by giving them the highest-quality goods at the most competitive pricing.*

*Keywords: Nykaa, purplle, business analysis, swoc analysis.*

### INTRODUCTION

**NYKAA:** NYKAA is an Indian e-commerce company and the largest beauty shopping Destination in India Falguni Nayar, a former managing director of KOTAK Mahindra Capital Co., created it in 2012. Nykaa has its headquarters in Mumbai, formerly Bombay, the state of Maharashtra's capital. It is the country's only major multi-brand cosmetics retailer, offering close to 60,000 products from both domestic and foreign brands. More than 1000 cities in India are served by Nykaa. At the moment, it carries 650+ brands, of which 25 are premium labels, including well-known names like MAC, Clinique, Estée Lauder, NYX, Bobbi Brown, Calvin Klein, L'Occitane, Yves Saint Laurent, etc. Every day, over 15,000 orders are dispatched. In addition to having 33 physical stores/outlets divided into the two formats Nykaa on Trend and Nykaa Luxe, Nykaa also offers a well-known in-house line under its own private label called the Nykaa collection. You can access Nykaa through its 33 successful locations operating across the country, mobile app, and website ([www.nykaa.com](http://www.nykaa.com)). (—Nykaa, | 2019) The founder believes that Nykaa should stand for—Women Empowerment|. Nykaa strives to be a socially conscious brand and frequently support various CSR initiatives. Long term, Nykaa hopes to incorporate beauty into the newest trends, just way fashion and styles do.

(—Nykaa.com, Beautyatyourfingertips, | 2017) Companies have made a tremendous effort to accept and embrace their social responsibility in order to influence the creative interaction with society. Companies that want to be seen as socially responsible by society are attempting to go beyond compliance and spending more in human capital, the environment, and stakeholder relations [36]. One of the crucial roles played by businesses in fostering the country is CSR. The Nykaa also developed a number of plans and initiatives in this area to raise the country's residents' level of living. Nykaa partners and engages with different governments, farmers, NGO's, and distributors to address society's myriad challenges. Among Nykaas' CSR projects are (1) Sparsh: A project from Nykaa. The cancer diagnostic and referral services at SPARSH Rural Hospital in Maharashtra's Osmanabad and Later districts carry out outreach programmes and early detection cancer awareness campaigns in 48 villages. The Nargis Dutt Foundation Cancer Hospital then connects the newly diagnosed women with many government initiatives that would enable them to receive the necessary therapy [38] (2) Care: For the past 60 years,

CARE has been actively involved in a wide range of initiatives in the fields of health, education, alternative livelihoods, and disaster preparedness and response. The objective is to assist underprivileged and marginalised women and girls in developing their talents and discovering new ways to support themselves. A section of it is Nykaa. yet responsible effect on social problems. Making a reimbursable donation to someone can enable you to assist them. Participant: Nykaa.

(3) **Nanhi:** The Nanhi project is carried out with the aid of top-notch educational resources and support. The campaign includes academic help, material support (school backpacks, books, shoes, and uniforms), and social support (encouraging parents and communities to take an active role in their daughters' education). Nykaa has made a commitment to empowering young women by educating them and giving them opportunities to realise their dreams. More than 100,000 girls sponsored by Nanhi Kali experience a difference in their lives as a result of their collaboration. Young Indian girls' lives have changed as a result of Nykaa's CSR activity on International Women's Day, preparing them to become responsible adults.

(4) **MSWC** is a non-governmental organisation that assists disadvantaged women and children and is situated in Maharashtra. The Council tackles the complex social and medical needs of marginalised women and children through rescue, rehabilitation, and restoration programmes that prioritise education, vocational training, and cultural activities. It has had an effect on 150,000 people's lives.

(5) **P.R.I.D.E.** Indians help rural residents support themselves. Pride's child-centered mission, which emphasises health, education, and employment, reaches out to nearly 1,75,000. Nykaa arranged a CSR event in honour of Mother's Day to raise money for Sparsh. Rural women in India have employment choices thanks to the Beauty and Wellness Course, especially those who have dropped out of school. So far, 180 rural women have received basic and advanced beautician training.

**Competitive Advantage:** High quality performance is the key to gaining a competitive advantage. When compared to its competitors, Nykaa clearly has a competitive advantage. It works at a much lower cost than necessary and charges a high premium. (2004) (E. Porter)

**Business Strategy:** Strategic Analysis of VRIO/VRIN

**Jay B. Barney Created VRIO in Order to Assess The Relative Importance of Resources to a Company. The VRIO Of Nykaa Consists Of:**

1. The resources it possesses are valuable.
2. They Are Rare.
3. How cost-prohibitive it is for competitors to copy these resources
4. Organizational competence and skills of the firm

VRIO analysis is extended by VRIN analysis, where N stands for non-. Nykaa is seen as being incomparable since its rivals cannot afford to use the strategies it uses to achieve an advantage. This is because expensive imitation options come with disruption risk.

**Stakeholders:** Nykaa is a completely private family business. 95% of the company's holdings are owned by the Nayar family. The founder of Nykaa raised all of the company's funding domestically and refrained from using any foreign cash in order to run the inventory business model in an ethical and legal manner. The Nayar family is just one of 10 investors in Nykaa. They are Max Ventures and Industries, Marico Ltd (Harsh Mariwala and family), TVS Capital Funds Pvt Ltd, Lighthouse Funds, Warburg Pincus, and Michael Carlos, Dalia Pathak, Atul Nishar, and Sunil Kant Munjal. They are all in the minority of voters. (Nykaa Stakeholders,

2019), Depending on their differing degrees of power and interest, Nykaa's stakeholders can be categorised into different groups. The company's principal stakeholders include its workers, investors, suppliers, directors, manager, and customers.

### **NYKAA'S SWOC ANALYSIS**

#### **Strengths**

- They have a wide choice of product offers on both their online and offline storefronts to prevent customers from switching brands as a result of a lack of inventory, making them leaders in maintaining appropriate inventory for order fulfilment.
- Able to use frequent online advertising to turn a sizable share of social media users into potential consumers.

Nykaa is continually expanding its product portfolio, which currently includes everything from cosmetics to fashion, health and safety, infant care, and accessories, in order to draw customers and stay competitive in the fast-paced business environment of today.

#### **Weakness**

- It still does a poor job of resolving customer concerns, which restrains the company's ability to grow;
- Free delivery is only offered on orders over Rs. 700, which excludes certain potential customers. As new technology advances, Nykaa continually incorporates innovations into its business processes, and the company is reaching new heights in terms of global reach and profitability. By switching from offline to online shopping, Nykaa stands to earn significantly.

#### **Challenges**

A rise in the number of competitors. Constraints placed on business activities by the government. Customer spending has decreased, which has led to a fall in revenue.

#### **Purplle**

Purplle owns an online beauty business that assists customers in selecting skincare products based on their hair, skin, and other personal preferences. It is an online store with a large selection of fragrances, skincare, haircare, and cosmetics. It offers some of the best products from industry leaders at the most competitive prices. Purplle cosmetics hopes to elevate users' shopping experiences to an entirely new level by allowing them to have a customised buying experience that takes their skin and hair types into account. The third company is Purplle Salons, which operates a chain of Premium Economy Salons with the goal of providing customers with a wonderful salon experience. They also have an excellent customer service division, which can be reached by calling their customer service hotline. Purplle.com offers a diverse range of products from over 650 brands, 50,000+ SKUs, and 300+ beauty-focused vendors. Purplle provides full warehousing and logistical services to sellers to ensure that product quality and delivery are maintained. Purplle also has partnerships with over 6,000 salons, giving customers access to detailed price data on the platform to help them choose the best service. The Purplle website is divided into three major sections. The first is a beauty product marketplace with items for skincare, haircare, makeup, and other categories. The second is the Salon Booking Marketplace, where they list and take reservations for salons and spas near you. The third company is Purplle Salons, which operates a chain of Premium Economy Salons with the goal of providing customers with a wonderful salon experience.

#### **Business Plan**

Purplle cosmetics debuted as a direct-to-consumer (D2C) beauty products retailer with an eCommerce website and app in 2011. Like other market leaders such as Flipkart, Amazon, and



Nykaa, the company has entered the private label sector. Purplle acquired the internal brand StayQuirky in 2015 in order to enter the private label market. Purple represents pure click, whereas Nykaa represents brick and mortar.

### **Model of Revenue**

Purplle, a D2C e-Commerce company for beauty and cosmetics, makes the majority of its money from product commissions and marketplace fees. Furthermore, advertisements on both the website and the app contribute significantly to its profits. With the exception of the early days of the pandemic, when everything seemed out of control for a short time, Purplle's past two years have been extremely positive. Purplle, as of October 2021, is growing at a rate of about 80% year on year. In addition, the company stated that in FY22, it will increase its annualised gross merchandising volume to \$180 million. Additional growth highlights for the company include: Purplle's monthly net sales are around Rs 65 crore. Purplle has 7 million monthly active users who use its website and app to sell over 60,000 items from over 1,000 businesses. Since last year, the company has grown by more than 90%. Purplle's operating revenue increased by Rs 91.4 crore to Rs 128.2 crore between FY20 and FY21. "We are currently at Rs 100 crore of monthly gross merchandise value (GMV), which is an all-time high," Tanej

### **Challenges Faced**

Manish reflected on Purplle's early days, noting that in 2011, few companies in the country were targeting the internet market for cosmetics and beauty products. There were far fewer beauty stores back then than there are now, and only salons conducted business-to-business transactions. Purplle's co-founders stated that they used approximately Rs 40 lakhs of their own savings to launch the company. Purplle has had its fair share of successes and failures since its inception. However, Manish Taneja and Rahul Dash, together with CTO Suyash Katyanani, exclusively adhered to one concept which is "Customers have to be the centre point of the conversation and sale. And the goal of a beauty ecommerce portal should be to provide solutions to their problems. A hard sell based on discounts is a no-no."

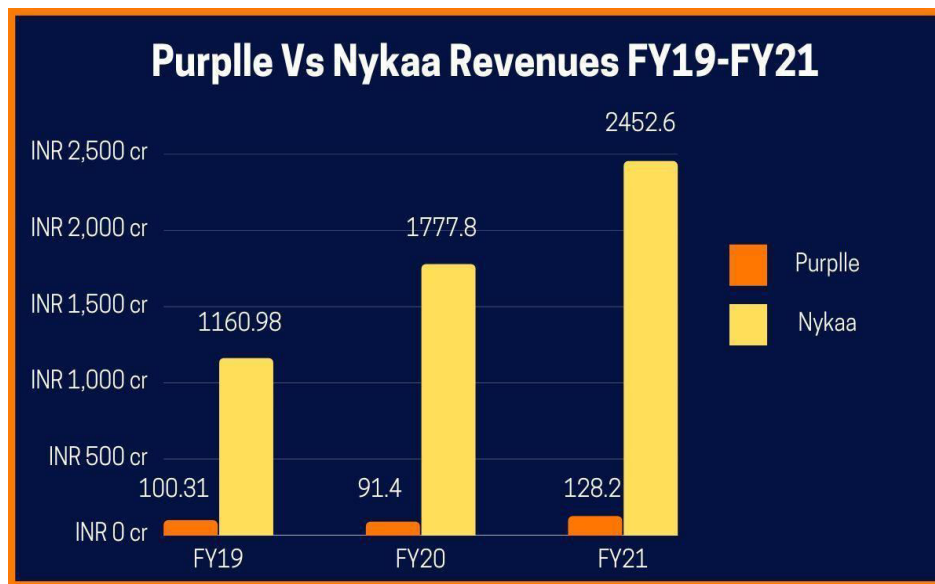
### **Plans for the Future**

Purplle has filled all of the gaps that could cause product and delivery delays because it is run by the brightest minds in management and technology. The brand, which is steadily growing, hopes to end the current fiscal year with a gross merchandise value of \$30-40 million dollars. According to Taneja, the company intends to expand to 35 new cities over the next three years. Newer initiatives are being carefully and quickly designed for immediate implementation, all in the field of beauty. "We are considering options for own stores, franchisees, and other formats, and all of the stores will be completely integrated with the internet channel. Omnichannel will almost certainly be realised in the next 6-8 months with a pilot, if not sooner."

### **Purplle's Revenue Versus Nykaa's**

Purplle and Nykaa are two of the most competitive competitors in the online cosmetics market today. Despite the fact that there are many other successful and expanding businesses in the same market, Nykaa and Purplle appear to be among the most talked-about brands. This is most likely due to the fact that the top cosmetics startups were all introduced one after the other in subsequent years. As a result, when we learn about the expansion of both Purplle and its competitor, the topic of Purplle vs. Nykaa revenue immediately comes to mind.

**Funding and Investors:** Purplle has raised slightly more than \$294 million in total. Purplle received a \$33 million extended Series D fundraising from Blume Ventures, Kedaara Capital, and Premji Invest on June 9, 2022. The transaction was led by the South Korean firm Paramark Ventures. With this new round of funding, the startup's value has surpassed \$1.1 billion, making it an Indian unicorn firm. The company has raised funds in over 13 rounds to date.



### LITERATURE REVIEW

- Ms. Shirisha RP in her research paper “The organization study report on NYKAA”, The major goal of studying organisations is to familiarise students with the practical knowledge of how organisations operate as a whole. It provides an opportunity to learn about human behaviour and also helps one prepare for a variety of circumstances that may otherwise encountered when working in an office or factory setting.
- Ms. Suchitra in year 2021, in her paper “NYKAA- A comprehensive analysis of a leading Indian e-commerce”. According to the survey, Nykaa is doing very well in online shopping and is a fierce competitor for other companies. providing a platform for small business owners to develop alongside their prosperous path.

### OBJECTIVES

- To identify main competitors of Nykaa
- To understand company analysis and business strategies
- To compare NYKAA and PURPLLE

### RESEARCH METHODOLOGY

This study is purely based on secondary data. Comparison between two e-commerce cosmetic businesses is described in this article. Detailed analyses are offered using material gathered from media, articles, nykaa’s and purple’s website.

### RECOMMENDATIONS

- Nykaa must concentrate on utilising its opportunities and strengths to get over its obstacles and shortcomings.
- Purple should incorporate more foreign products to create fiercer competition.
- In order to gain market presence, Purple must employ an effective marketing approach.
- Nykaa and Purple both need to show the originality of the product by having powerful, alluring marketing because some clients have concerns about the quality of online products. They can even easily compete by doing this.

**CONCLUSION**

We are aware that the majority of products and services now have an online presence instead of an offline one. There are numerous options for business owners to approach their clients directly and provide the goods at competitive pricing by cutting out the costs of middlemen. By taking advantage of these prospects, Nykaa entered the online retail market in 2012 by putting products from numerous companies on one platform. It guarantees that consumers will always favour a brand that offers the highest degree of quality and satisfaction. Many businesses suffered significant losses as a result of COVID-19, whereas Nykaa demonstrated a 20% to 70% growth in business as normal. Therefore, the analysis provided in-depth information on Nykaa's business strategies and how those tactics contributed to their success. Few businesses currently provide multiple premium brands on their websites, which prevents them from dominating the industry.

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## A STUDY ON THE AWARENESS AMONG CONSUMERS ABOUT SUPERFOODS AND ITS BENEFITS

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### ABSTRACT

*In response to the urgency of implementing dietary solutions to the global challenge of the tightly linked diet-environment-health dilemma, the so-called 'superfoods' have gained importance in recent years as a potential solution. According to the data collected through the survey, some consumers had less knowledge on superfoods, despite that, they believe in the benefits of those foods after receiving some information during the survey. Whereas some consumers presented high nutritional knowledge and believe in the future of superfoods. These results help guide those producing, marketing, and selling superfoods, and serve as a basis to develop new plans for different target groups. Plix is such a superfood and supplement based company, which started with a vision to change the way the world consumes plant-based superfoods. They aim to make nutrition less intimidating and fuel the habit of incorporating clean, plant based superfoods as a part of a healthy, active lifestyle in every individual. The protein industry in India is growing at a alarming rate parallel to the demand for supplement products, dairy alternatives, processed products, and meat substitutes.*

*Keywords: awareness, plant-based superfoods, active lifestyle, plant protein, supplements industry.*

### INTRODUCTION

The improvement of nutrition and the health of the world's population is one of the global nutrition targets for 2025 (WHO, 2019). Due to diet-related diseases and the consequent need for healthier nutrition, the number of studies on these topics, as well as the investigation of the multiple determinants of health-related consumption decisions, have increased. Food consumption and habits around this have changed in today's society. Behaviours associated with healthier eating, the demand for health-enhanced foods and for organic food have emerged describes a superfood as "a food considered especially nutritious or otherwise beneficial to health and well-being".

There can be a thousand reasons to switch to plant-based protein sources but whatever the case, a consumer who wants to switch to it suffers in order to select a new brand and trust it. And here comes Plix in the picture, he brand set foot in the market as a clean nutrition brand offering products that are delicious, sustainable, and fun.

### OBJECTIVES OF THE STUDY

1. To study the awareness among consumers about superfoods.
2. To study the growth of Plant based supplement market.
3. To study the growth of superfoods industry.
4. To study consumers perception and knowledge about superfoods.

### SIGNIFICANCE OF THE STUDY

This research states the growth of awareness of the superfood industry in India and its benefits.

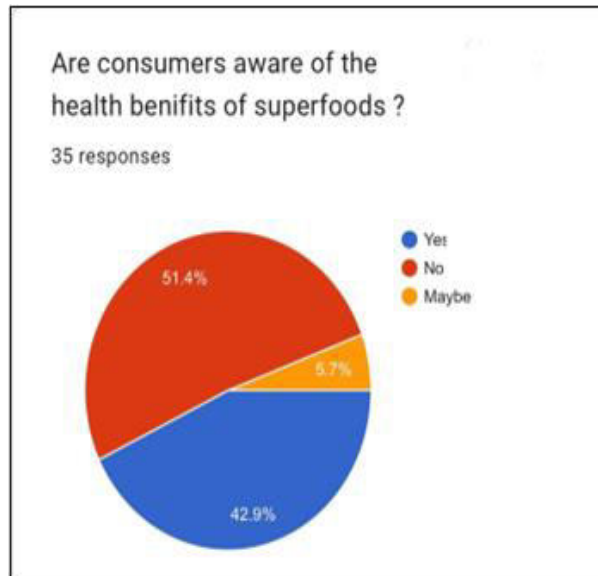
### RESEARCH METHODOLOGY

A survey was taken on google forms, which consisted of the below five questions to know the knowledge and awareness among consumers about superfoods and its benefits. The results of this study allow for a better understanding of superfoods perception by identifying the

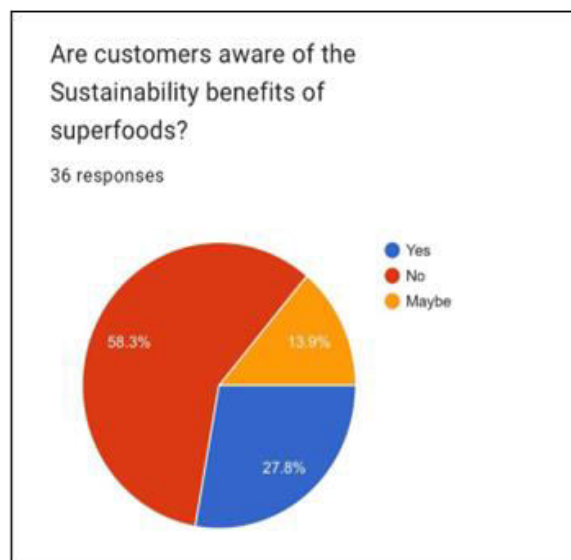
characteristics of individual consumer groups. Consumer behaviours regarding superfoods depend on the socioeconomic situation of the household, and they found that superfoods consumption is driven by “a process of social distinction.”

**DATA INTERPRETATION & FINDINGS**

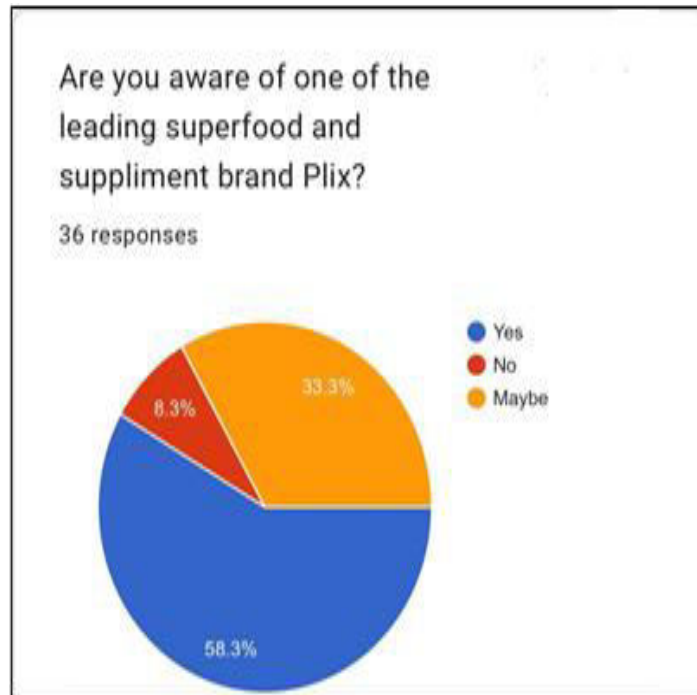
CHART 1: This chart gives information about the awareness of the consumers about the health benefits of superfoods, Where 51.4% are not aware about superfoods and 42.9% are aware about it.



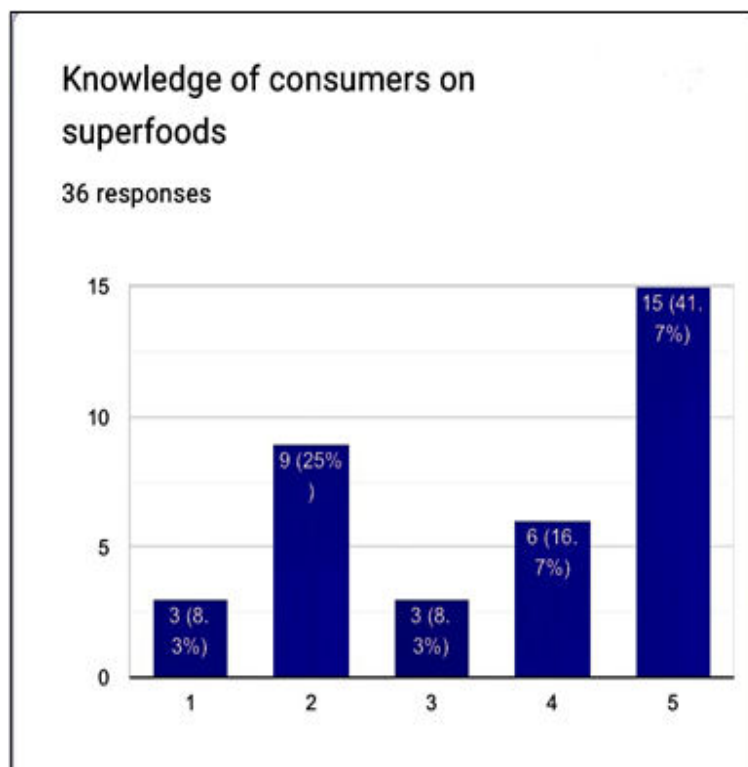
**Chart 2:** This chart gives information about how many people are aware of the Sustainability benefits offered by superfoods. In the below chart, 58.3% consumers are not aware about the sustainability benefits of superfoods, 13.9% have a rough idea about and 27.8% are aware about the sustainability benefits of superfoods.



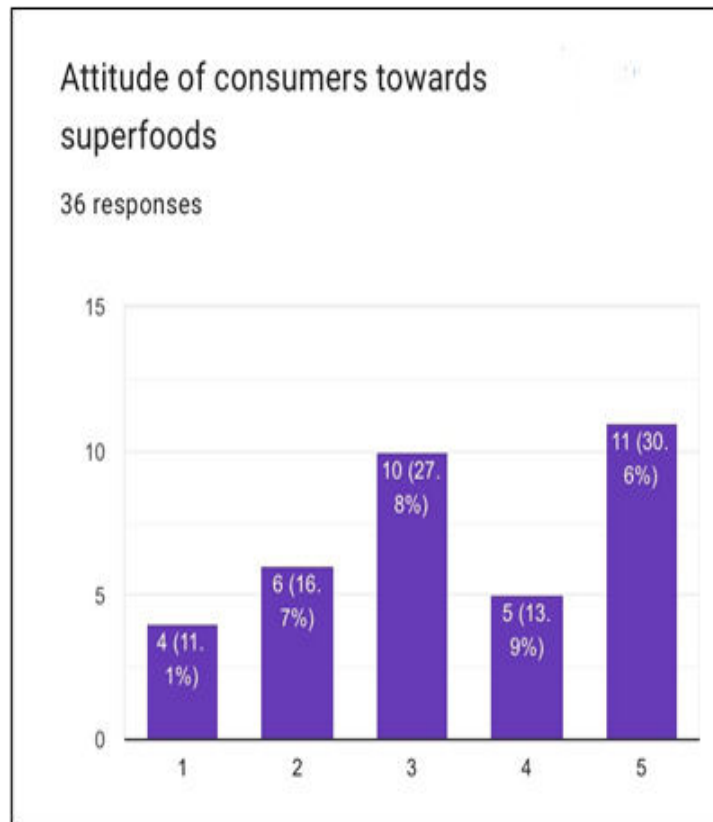
**Chart 3:** This chart gives information about how many people are aware of Plix, a leading brand in manufacturing superfoods and supplements. The survey states, that 58.3% are aware about the brand Plix, 33.3% have are not sure about knowing the brand and 8.3% are completely unaware about the brand Plix.



**Chart 4:** This chart provides the information about the knowledge of the consumers about superfoods, where 1 being the least and 5 being the most in the below chart. The survey states 41.7% i.e. most of the consumers know about the concept of superfoods.



**Chart 5:** This chart provides with the information about the attitude of consumers towards superfood, most of the consumers have a positive and neutral attitude towards the concept of superfoods. 30.6% of the consumers have a positive attitude towards superfoods.



### SUGGESTIONS

The superfoods industry in India, requires a new marketing approach, especially when homegrown superfoods are considered. The consumers need to be educated properly on the health benefits of superfoods. Also because they are sustainable and can lead to financial growth of the country. The benefits of superfoods should be known to people because of the health benefits they provide to consumers. Superfood markets are gaining considerable space in the food market due to the rising awareness on leading a naturally healthier lifestyle. People especially the youth are ready to spend significant money on health and nutrition and superfoods can contribute towards achieving that.

### CONCLUSION

This study allowed for a better understanding of how superfoods are perceived by different consumer groups. Consumers were identified and described regarding their food-behavioural patterns, attitudes and sociodemographic characteristics. Superfoods, or more precise fruits, are typically comprised of exotic fruits that are not well-known across the world. A broad range of different health benefits are considered to be claimed by many superfoods including the effective activity of anti-oxidants; the presence of an extraordinary amount of bioactive components such as flavonoids, phenolics, etc.; and/or potential impact on disorders such as cardiovascular diseases, diabetes mellitus, etc., typically through effecting specific markers such as blood pressure, body mass index, or waist circumference, and fasting concentrations of glucose, etc. In this review, we will systematically discuss different “superfoods” including Brazil nuts, hempseed, garden cress, amla, camel milk, jackfruit, and goji berry along with their macro- and micro-nutrient profile and their potential benefits for human health. and economical Plant-based protein alternatives which are readily available and easily acceptable by the consumers worldwide.

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## A STUDY ON THE INFLUENCE OF INNOVATIVE IDEAS AND MARKETING STRATEGIES OF MAMAEARTH TOWARDS SUSTAINABLE DEVELOPMENT

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### ABSTRACT

*Mamaearth provides cruelty free and organic products in the Indian market. It is Asia's 1<sup>st</sup> brand with Made Safe™ Certified products. The products are free of all known toxins that are banned in most countries. This study will assist researchers in understanding various innovative ideas and marketing strategies of Mamaearth towards sustainable development. This research will study the effect of marketing on brand awareness and overall perception of the brand Mamaearth. This research will understand the Indian consumer's views and interest towards natural and toxin free ingredients. This research will examine the characteristics of Mamaearth that are more likely to attract customers. The data collected for this research is a combination of primary and secondary data. The sample size of the questioner is 100 respondents.*

*Keywords: Marketing strategies, Mamaearth, digital marketing, natural ingredients.*

### INTRODUCTION

The Mamaearth founders, Ghazal Alagh and Varun Alagh, were trying to look for safe, non-toxic baby care product line for their son as they were parents for the first time in 2016. However, no such brand or companies offered such type rather they were filled with chemicals such as parabens, sulphates, bleach, etc. They began ordering items from the US but found them to be pricey and inconvenient because they were particularly detrimental for the sensitive skin. In response to all of this battle, Mamaearth, a company incorporated under Honasa Consumer Private Limited, emerged with the intention of supplying items made with organic and natural ingredients in the Indian market.

Gaining the trust of your target market is the most crucial thing for any brand. Mamaearth executed this to perfection. They produced commercials specifically for mothers and focused them from the beginning. The Mamaearth founders are committed to offering their consumers high-quality items. Even after the uncertainties, they gave it their all, specially during COVID-19. The brand has selected environmental goodness with their newest program, "Plant Goodness." The company will associate each order placed on their website with a tree planted as part of this mission. Mamaearth advocates recycling plastic because it protects the environment. The amount of waste that ends up in landfills is decreased by recycling plastic bottles into new goods.

As of January 3, 2022, the company is expected to be worth more than \$1.2 billion. The operating income of Mamaearth for the fiscal year 2022 was 9.4 billion Indian rupees. Compared to the prior financial year, there was a rise. According to a Reuters story, Mamaearth is negotiating to raise about \$300 million in an IPO scheduled over the next 12 to 15 months and is requesting a valuation of about \$3 billion.

### MARKETING STRATEGIES OF MAMAEARTH

- Concentration on Digital Platforms -We cannot ignore this factor because we are living in a digital age; Mamaearth is fully aware of this. As an outcome, the business is creating a strong online presence. Online channels account for the majority of company sales.
- Brand Message - The brand message is highly significant because it sums up your brand. "Goodness Inside" is the brand's motto and mission statement. It guarantees that the brand won't put customers' health at risk.

- Social Media Marketing- What consumers see on social networking sites is what they believe. Mamaearth is conscious of its role as a platform for common people to voice their ideas. They access different influencers to spread the word about Mamaearth since they know the audience they're after is on social media. The company is present on a variety of social media channels, including Twitter, Facebook, and Instagram. The most effective strategy used by Mamaearth is influencer marketing, which uses hashtags on social media.
- Brand Endorsement and collaborations- raises the brand's total worth. Consumers will always believe what a celebrity says about a product, it's just a fact. Mamaearth's brand representative is Samantha Ruth Prabhu.
- YouTube Marketing- In order to change its marketing strategy, Mamaearth contacted YouTube influencers. Many such YouTube influencers with sizable fan base are available to promote the goods.
- Word of Mouth – People are influenced by television, which is why they made the decision to try out some TV advertising as well. They did release their initial onion hair oil commercial for the big screen. The fact that they emphasized the advantages of utilizing onion hair oil was a plus. Although this tactic may appear nebulous, it is true what is said that "the word spread faster than air." They chose a word-of-mouth strategy where mom bloggers could educate the public about the business and how it offers the greatest goods for their children.

## **LITERATURE REVIEW**

One of the key tools used by marketers to capture their target market is their brand. For a variety of reasons, branding influences and draws in a large customer base. They include things like excellence, longevity, and outstanding services (P. Vanitha). Digital marketing is currently a popular method for building a brand's reputation and awareness among consumers, as well as communicating the true worth of the brands. Consumers perceptions of brands were indifferent and distanced , before the availability of such platforms (Kathirvel Deepika, 2018). The term "image" pertains to how these people interpret cues from a specific product or service or the brand's communication. In the context of brand image research, which concentrates on how individuals look at things, brands, individuals, etc., In this regard, it is reasonable to state that businesses should first consider their message before considering their image (Dr., 2015). In the market place companies with a good brand image or reputation lowers the risk of making an unsatisfactory purchase. Therefore, customers are more willing to purchase goods from companies with a good image in the market(Gandotra Radhika, 2017). A strong brand image in the market should be built as part of marketing tactics since this not only helps a business attract new clients but also keeps its current customers, which is a crucial indicator of a profitable firm (Muhammad, 2021). Companies want their clients to recommend products to new clients because brand image influences brand loyalty and enhances customer happiness (Pratama, 2017).

## **OBJECTIVES**

Therefore, this research was conducted to achieve the following goals:

1. To study the effect of marketing on brand awareness and overall perception of the brand Mamaearth.
2. To identify whether Mamaearth stand out in India's competitive market.
3. To examine the characteristics of Mamaearth that are more likely to attract customers.
4. To understand the Indian consumer's views and interest towards natural and toxin free ingredients.

## LIMITATIONS

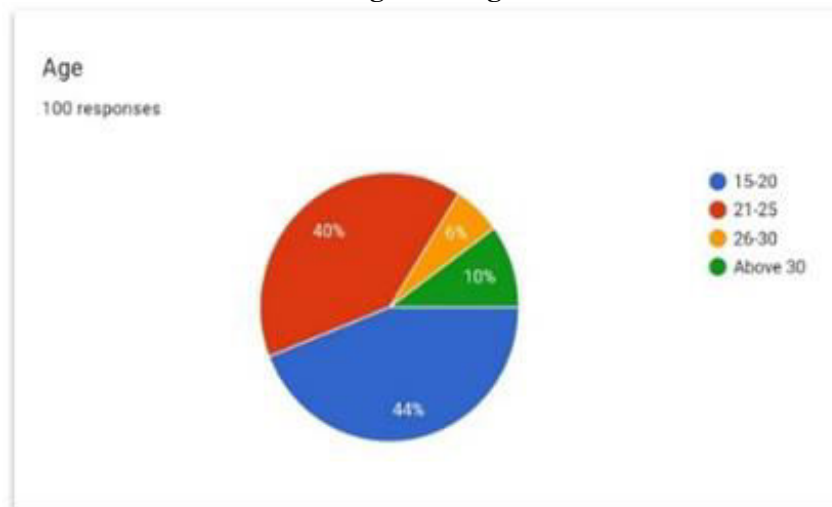
- People who are not active on digital platforms.
- Limited to only one geographical place i.e., Mumbai.

## RESEARCH METHODOLOGY

The data collected for this research is a combination of primary and secondary data. Primary data sources are Google forms and secondary data sources through books, published journals, reports, internet, newspaper articles. The sample size collected is 100 audiences.

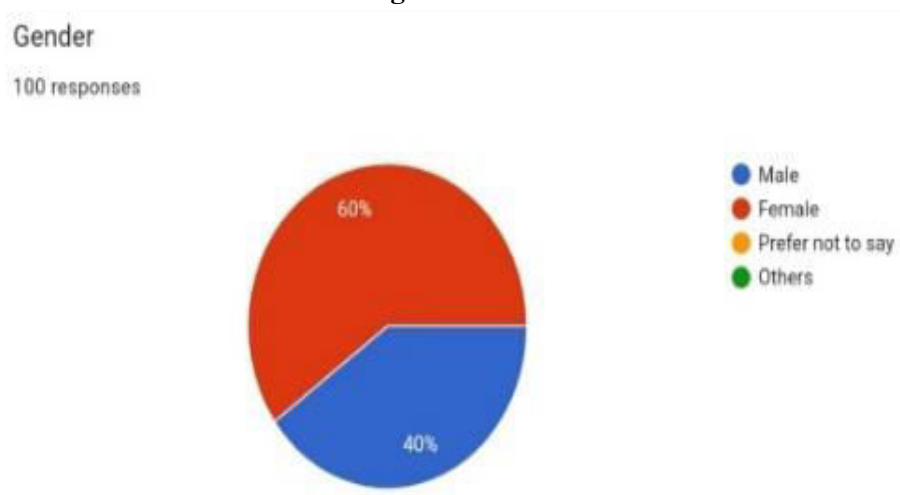
## DATA ANALYSIS AND FINDINGS

**Figure 1: Age**



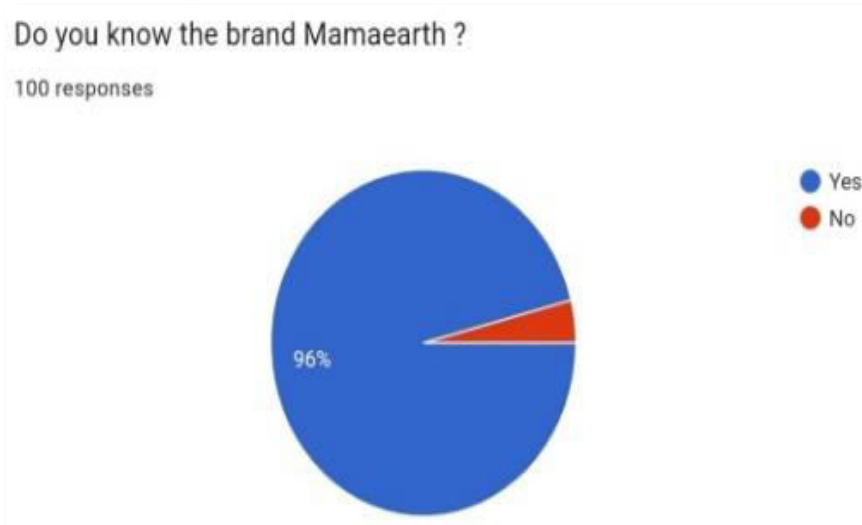
The sample consisted of 44% of the respondents who belonged to the age group of 15-20years which is the highest, followed by 40% of the respondents who belong to the age group of 21-25 years, 6% of the respondents from the age group of 26-30 years and 10% of the respondents form the age group of above 40.

**Figure2: Gender**



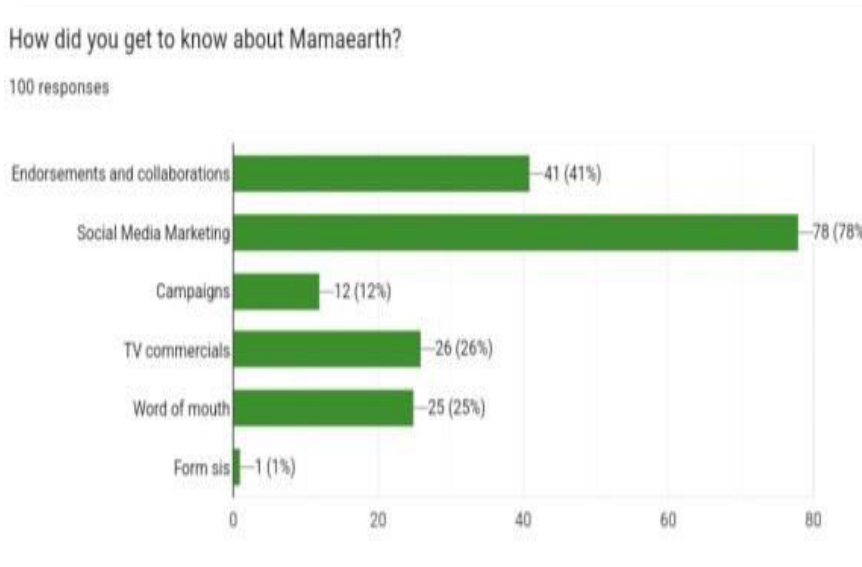
Under this study 100 respondents are taken into consideration, out of which 60 persons (60%) are females, 40 persons (40%) are males and none from others.

**Figure 3:** Do you know the brand Mamaearth?



As good as 96% people are aware of the brand Mamaearth and only 4 have answered for no as they might not know about the brand Mamaearth.

**Figure 4:** How did you get to know about Mamaearth?



For this question, respondents can go for more than one choice, as from where they got familiar with Mamaearth. When it comes to knowledge about new brands in the market, we can clearly see from the above chart that social media platforms do help majorly in establishing an image in the minds of the Consumer. 78% people out of 100 voted for social media sites as the major marketing is Done on such platforms, 41%people came to know through endorsements and collaborations, 26% people were Introduced this brand through T.V commercials, 25% people know about this from word of mouth, 12% people know about this for campaigns and only 1% people know about this form others.

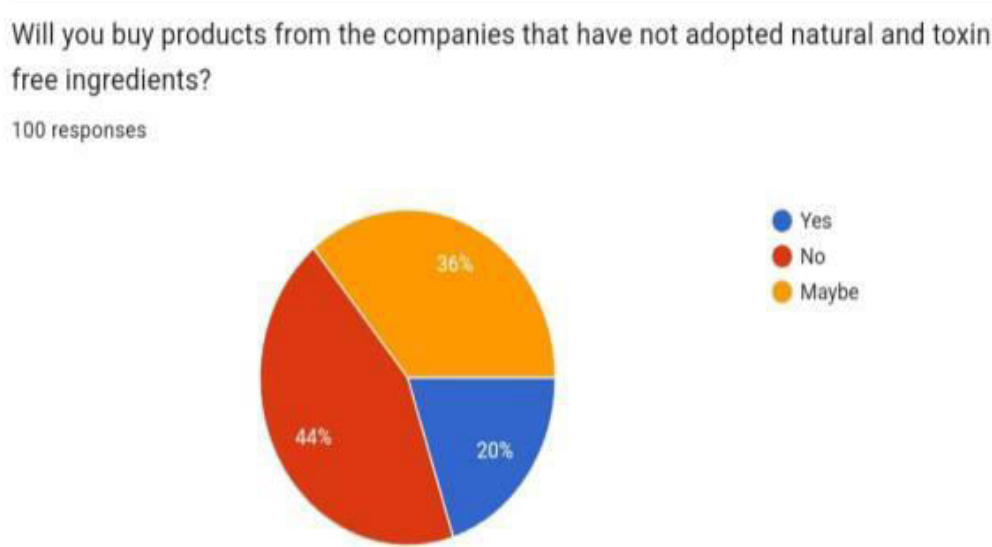
**Figure 5:** Have you purchased any products from Mamaearth?

As good as 77% of people have purchased products from Mamaearth and 23% of people have not purchased any products from Mamaearth.

**Figure 6:** What kind of products do you buy from Mamaearth?

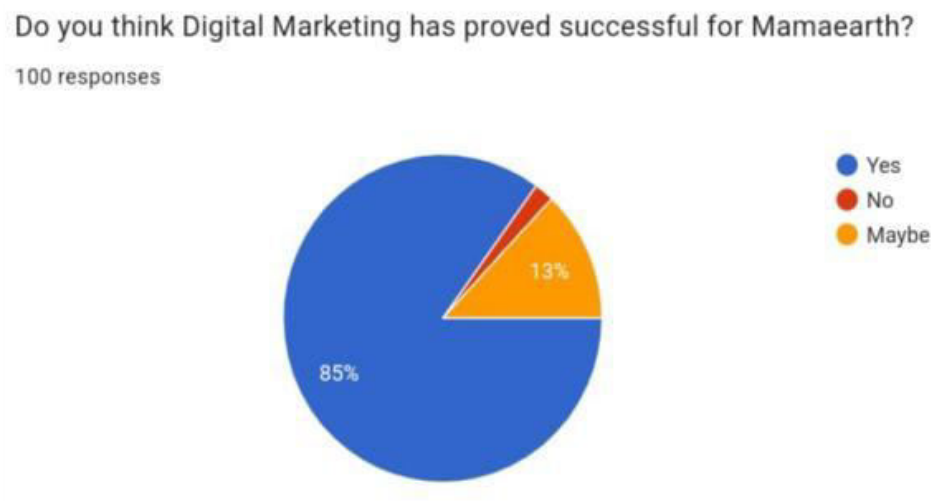
In this question, the participants were allowed to choose more than one option as their answer, for what kind of products do they buy from Mamaearth. 61 people (64.9%) of the people voted for hair care, 55 people (58.5%) voted for skin care, 17 people (18.1%) voted for cosmetics, 8 people (8.5%) voted for perfumes, 8 people (8.5%) for serums and only 7 people (7.4%) voted for baby care.

**Figure 7:** Will you buy products from the companies that have not adopted natural and toxin free ingredients?

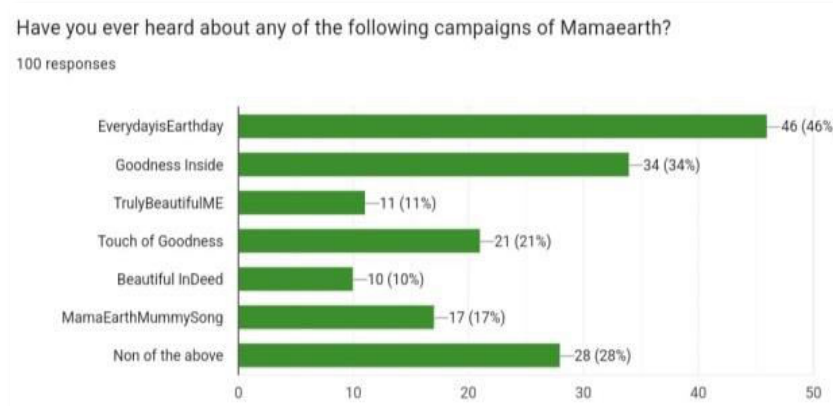


We can say from the above-mentioned data that almost 44% of the people will not buy products from the companies that have not adopted natural and toxin free ingredients, 36% people voted for maybe and 20% of people voted for yes which means they will buy for the companies that have not adopted natural and toxin free ingredients.

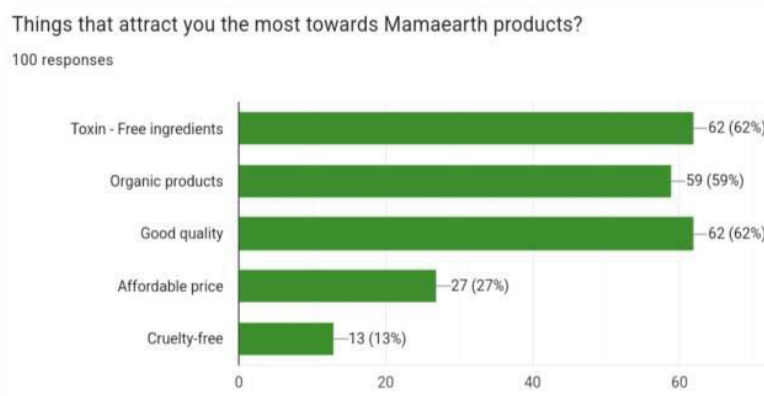
**Figure 8:** Do you think Digital Marketing has proved successful for Mamaearth?



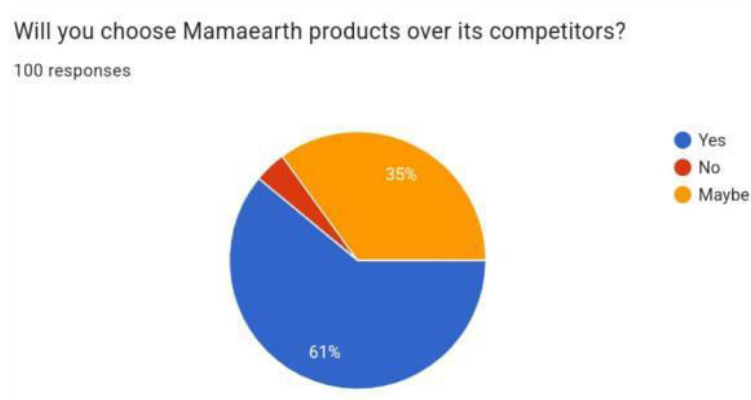
Presence of business on digital sites helps them in reaching new customers which in turn increase their sales, profit margins, increased share in the market etc. keeping all this in mind 85% (85 people) do think this way of marketing as a success, with 13% (13 people) thinking equally for both and only 2 think this as an unsuccessful step.

**Figure 9:** Have you heard about any of the following campaigns of Mamaearth?

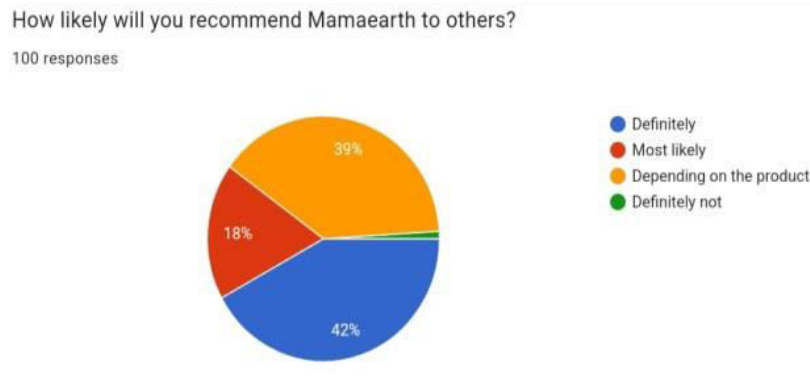
In this question, the participants were allowed to choose more than one option as their answer, nor do they know about any of the campaigns of Mamaearth. From the response we can say that Mamaearth campaigns are quite famous. The top options for which people voted majorly are 46% EverydayisEarthday , 34% Goodness inside and 21% Touch of goodness.



For this question, respondents can go for more than one choice, things that attract them towards Mamaearth. The top answers are 62% people selected for toxin free ingredients and good quality, 59% for organics products, 27% for affordable price and 13% for cruelty free.



We can say from the above-mentioned data that almost 61% of people will choose Mamaearth over its competitors, 35% thinking equally for both and only 4% percentage people will choose other competitors.

**Figure 12:** how likely will u recommend Mamaearth to others?

From the findings it can be said that 42% people will definitely recommend Mamaearth, 39% people will recommend Mamaearth depending on the products, 18% people will most likely recommend and only 1% people will definitely not recommend.

### RECOMMENDATIONS

- In the present situation people go for online shopping more as compared to the traditional shopping method, so they should implement marketing strategies for providing the best experience to the customers.
- As they do the majority of their business online, Mamaearth should plan out more social media marketing strategies for all social media platforms in order to draw in more clients.
- By creating new products, they can diversify their product line and raise their market share.
- Make sure there is effective communication between the business and the customer going forward in order to retain them.

### CONCLUSION

Under this study we came to know that how the image of Mamaearth is highly influenced with the help of various marketing strategies mainly Digital Marketing. The above results show that people are aware about this brand through social channels because of their strong presence on such sites. The characteristics of Mamaearth that attract more customers are good quality and they have toxin free ingredients made while causing no harm to the environment. Indian consumers have positive view towards natural and toxin free ingredients as most of the people will choose the product which has natural and toxin free ingredients. Mamaearth stands out in India's competitive market because of various factors such as concentration more on digital marketing, natural ingredients, organic products, cruelty free and affordable price. Usually, people purchase hair care products from Mamaearth. Mostly the people will choose Mamaearth products over its competitors. All these factors helped Mamaearth in establishing a name in the industry within 4-5 years. Mamaearth growth is an inspiration for new startups in India. All this happened because of their efforts and ideas they put in, mainly on social media considering as a golden opportunity which was life changing one for the brand.

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## A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD BRANDS IN INDIA

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### ABSTRACT

*This research aims to understand the factors that influence consumer intentions to purchase and actual purchases of organic food products, as well as consumer acceptance and perceptions of these products. The sample for data collection, which was conducted online, consisted of 101 participants in the research area, taking into account the convenience of the researcher and the goals of the study. The findings indicate that consumer's consumption motives, including health consciousness, environmental awareness, and animal welfare concerns, positively influence their intentions to purchase and actual purchases of organic food products. The study also suggests that providing consumers with more information, more options, and timely access to organic products at a reasonable price can increase their likelihood of purchasing these products. Overall, the growth of the organic food industry can be attributed to consumers' increasing focus on their health and the desire to avoid exposure to harmful chemicals or pollutants through their food choices*

*Keywords: Organic food brands, Organic food products, Consumer behaviour, Purchase frequency, Sustainability.*

### INTRODUCTION

The demand for organic food products is on the rise right now. In order to preserve their natural flavour, texture, and nutritional value, organic foods have undergone only minimal processing. These agricultural practises support the preservation and renewal of the soil's fertility, plant nutrition, the production of wholesome food that is high in essential nutrients, and human disease resistance. They also aid in the development of a positive, healthy environment in which we can raise our families. Since the demand for organic food started to increase, many new companies have been consistently entering the market. Due to changing environmental conditions, hectic lifestyle schedules, simple healthy cooking methods, etc., people are becoming more concerned with their health. The organic food companies accepted the necessities of the modern world and concentrated on building their brands there. Examining the factors that influence consumers' intentions to purchase and actual purchases of organic food products, as well as the acceptance of consumers and their perceptions of organic food products, is the goal of this research. These findings will help to identify the market potential and emerging trend of organic consumerism in the study area. A few startups have been chosen as the sources for additional details about the organic food brands based on our research on them.

### ORGANIC BRANDS AT MARKET

There are many businesses that produce organic food. In addition, a few fresh startups, like 24 Mantra Organic, Millesupergrain, Evermaa, Bighearfarms, Wholsum food Pvt Ltd, and others, have been chosen to demonstrate the strategies of organic food brands.

**24 Mantra Organic:** It was established in 2004. 24 Mantra Organic's global headquarters are in Bangalore, Karnataka, India. The main goal of the brand is to Go Organic- Eat Healthy, Live Healthy. Their product categories include cooking essentials, packaged foods, and beverages. They have mastered micromanagement; farmer care Striving for farmer sustainability, the chosen and proven principle of direct methods are the best strategies this brand has innovated.

**Millesupergrain:** 'Staying fit eating right and getting it right every time,' says Millesupergrain. They have two strategies at their disposal, one of which is to use millets, which is the special key to their success because millets require far less water than rice or wheat and grow without the use of chemical fertilisers or chemicals. Second, they offer simple healthy cooking recipes. They manufacture gluten-free grains, breakfast cereals, baking mixes, and other items.

**Slurp farm:** Slurp Farm's story begins in 2016, and its full legal name is Wholsum Food Pvt Ltd. They make the best brand of children's health food. Porridges and cereals, puffed snacks for kids, millet pancakes, millet dosa, cake mixes, Noodles and Pasta, Natural sweeteners, Milk mixes, and other products are now available in over 600 retail stores and online grocery shopping portals across India, the UAE, and Singapore. Food is made with supergrains such as ragi, jowar, bajra, foxtail millet, and amaranth, which contain a variety of essential micronutrients. Slurp Farm promotes the use of indigenous crops to empower small farmers and contribute to the development of a sustainable community.

### FINANCIAL DETAILS

**Slurp farm:** The millet-based children's food company Wholsum Foods Pvt Ltd announced on Tuesday that it has raised \$7 million (or roughly Rs 52 crore) in funding, with the Gulf Emirate's sovereign wealth fund, Investment Corporation of Dubai (ICD), serving as the lead investor. In the round, Fireside Ventures, an existing investor, also invested ( Feb, 2022 ). Over the course of 4 rounds, Slurp Farm has raised a total of \$10M in funding. Their most recent funding came from a Venture - Series Unknown round that was raised on April 19, 2022. The information indicates that Slurp Farm made a net profit of \$6.5 million in 2022. The net profits of Slurp Farm, which were \$6.5 million in 2022 and \$4.8 million in 2021, both show that the business made a profit overall that was greater than its outlays or investments.

**24 Mantra Organic:** The data show that the business made a net profit of \$4.2 million in 2021. Mantra Organic's \$5.5 million in net profit in 2022 shows that the business made \$5.5 million more than it spent or invested. Additionally, all other earnings and costs were taken into consideration. Available in more than 1500 outlets and their stores, 24 Mantra organic food brands are available in India and abroad. Additionally, all of the top e-commerce sites, including Flipkart and Amazon etc carry its products.

### LITERATURE REVIEW

The increase in awareness must be accompanied by various other marketing and promotional strategies implemented by the Indian government and marketers in order to reinforce consumers' purchasing patterns and positively change their perception of organic products (Cherrier et al., 2011).

According to a large portion of research, the health factor of organic products has been identified as the primary motivator for organic consumption (Hughner et al., 2007:101; Yiridoe et al., 2005:198).

According to renowned researcher Priya Soni's research paper, Indian consumers have a positive attitude toward purchasing organic food because they think it is healthier, better tasting, and more environmentally friendly. According to K. Sundaresh and Dr. S. Babu, the correlation between socioeconomic factors and consumers' favourable attitudes toward organic foods is purely coincidental. In making decisions about buying organic foods, family, self-decision, and friends are crucial factors. Environmental considerations and the absence of chemicals or pesticides have a significant influence on decision-making. According to K. Renugadevi and Dr. M. Ramya, despite a busy schedule, stress, and pollution, organic food is recognised as a wholesome food that promotes human health. The high price and limited supply of organic goods could hinder the growth of consumption rates. According to S. Suganya and Dr. S. Saravinth's research, it is clear that people are more aware of organic products than ever before,

and they are willing to purchase them if they are offered and reasonably priced. According to Brijesh Sivathanu. Consumers carefully consider their health before making a purchase. In addition, a variety of additional factors, like the demographics of the consumers, affect their preference. (C.K. Muthukumar, M.D, 2020).

Another study, known as the knowledge deficit model, demonstrates that one of the main reasons people don't purchase organic products is a lack of information (Eden,2009). Therefore, through product branding and promotion, marketers must change consumers' perceptions of and affinities for such goods in order to increase the market's dynamics and the number of consumers who buy organic goods. Consumer education marketing campaigns will aid them in completing their knowledge gaps and developing a favourable mindset toward incorporating organic products into their daily lives (McEchern and McClean, 2002).

### **OBJECTIVES OF THE RESEARCH**

The research on how Organic food encourages consumers to support brands was guided by the ensuing objectives:

1. To investigate how consumers in the present respond to organic products.
2. To examine the main motivating elements that influence consumer decision-making regarding organic versus inorganic products
3. To analyse the marketing challenges faced by organic products and recommend solutions.
4. To investigate people's perceptions of organic food in the market.
5. To research how companies are using their business strategies to promote sustainable consumption and organic production

### **RESEARCH METHODOLOGY**

A combination of primary and secondary data has been used in this study. Primary data: distributed to Internet and social media users via a questionnaire method that was created using Google forms. Secondary data has been used to support the study and has taken the form of websites, PDFs, and social media platforms. This research paper explains how consumers' perceptions of organic food brands have changed and how they are developing new, sustainable business models with their support.

**SampleSize:** The sample size is 101.

**Sample Method:** Survey using a Google form was used as the sampling method.

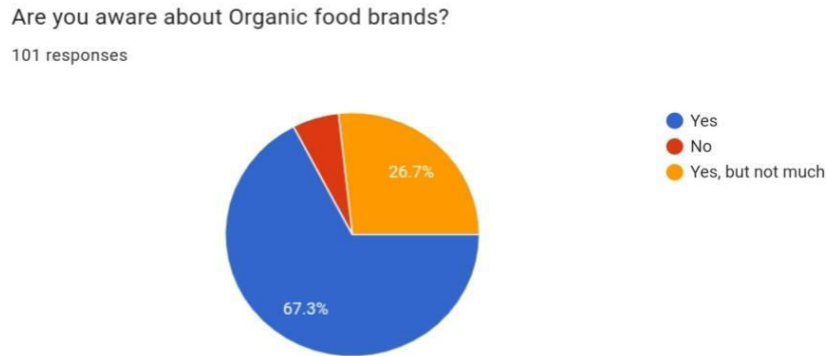
### **LIMITATIONS OF THE STUDY**

1. Sample data is gathered within India.
2. Only those who use digital platforms are included in the sample because it was only obtained using Google forms.
3. Due to time constraints, only a limited number of responses were collected.

### **DATA FINDINGS AND INTERPRETATION**

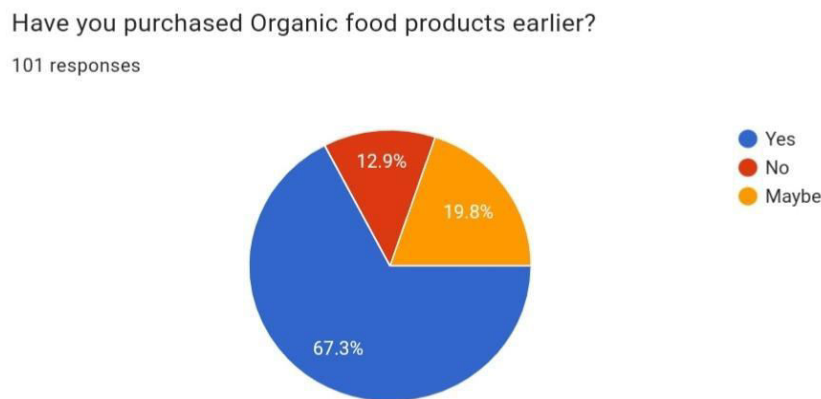
In accordance with the study, over hundred and one responses were gathered from respondents of various ages and genders. From the 101 responses, women provided 43.6% of the responses, while men provided 56.4%. Additionally, 88.1% of responses came from people aged 15 to 25, while 8.9% came from people aged 25 to 40.

**Figure: 1** Responses regarding brand awareness of organic foods



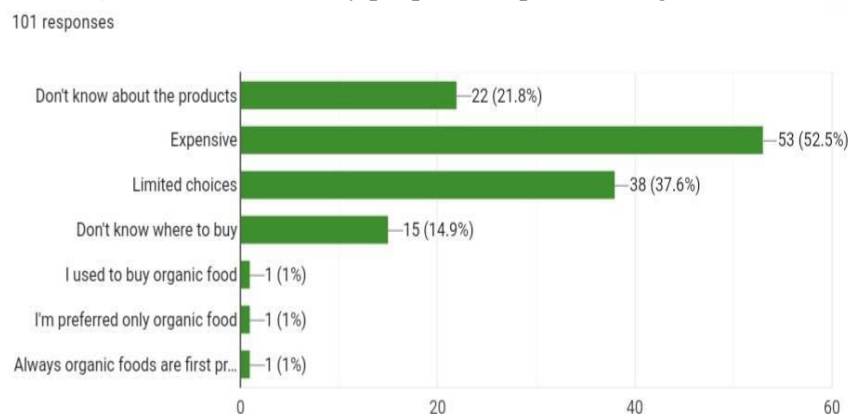
The majority of respondents to the 101 questions were aware of the organic food brands that are on the market, but some of them were less familiar with them at the time. According to the data, 63.7% of people are aware of the organic food brands that are still in business, while 26.7% are less familiar with them.

**Figure: 2** Classification of purchased organic food products earlier



According to our data, the majority of people, up to 67.3%, are consumers of organic brands, while a small minority, up to 12.9%, are not. Apart from that, 19.8% of the population is thought to potentially be organic food product consumers.

**Figure: 3\_** Reasons why people don't purchase organic foods

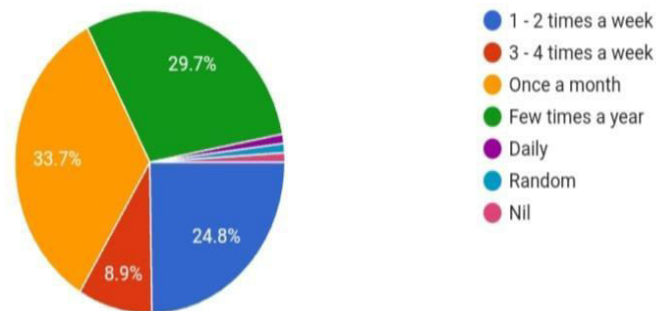


According to the data, 52.5% of respondents said it is expensive to buy organic foods, followed by 37.6% who said there are few options. Additionally, 21.8% of respondents said they are unaware of the products that are offered at the organic market. A portion of them, 14.9%, exhibit a lack of product knowledge. Some of the people who chose these options expressed their own opinions in response to the question because they have purchased products from these brands and are familiar with the options.

**Figure: 4** Frequency of regular purchase of Organic food products

Frequency of regularly purchasing organic food products

101 responses

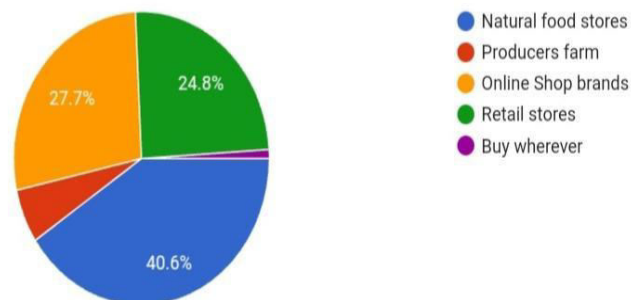


Data show that 24.8% of people selected 1-2 times per week as their typical frequency for purchasing food items. Most people (up to 33.7%) purchase products once per month on a regular basis, followed by 29.7% who purchase a few times per year and 8.9% who purchase three to four times per week.

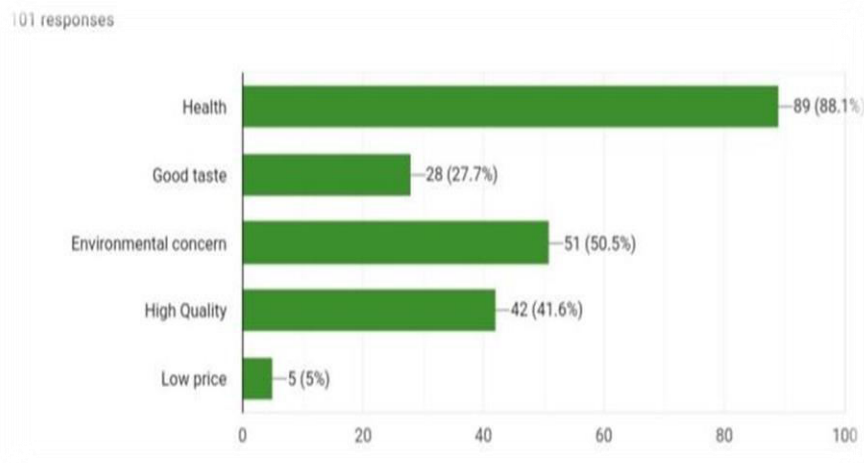
**Figure: 5** Location where Organic food products should be purchased

Location where you buy Organic food products

101 responses



Most people up to 40.6% have purchased their necessary food products at natural food stores, followed by 27.7% connected with online shop brands, and aside from that 24.8% linked with retail stores to purchase their organic food products.

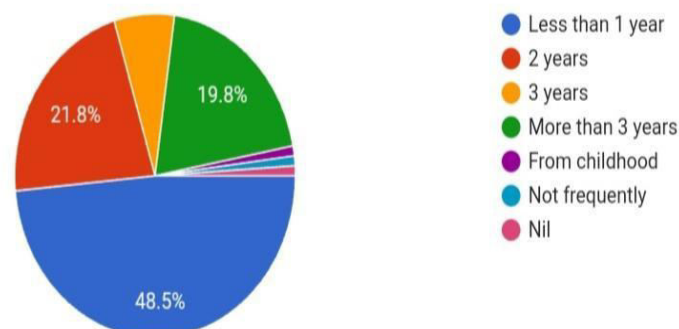
**Figure: 6** Factors influencing to purchase Organic food products

Numerous factors will pressure people to purchase organic food items. The results show that 88.1% of respondents believe that eating organic foods is better for their health, while 27.7% say that the product's good taste is one of the reasons they choose, 50.5% say that they address environmental issues, allowing the earth to continue to exist in a healthy state, 41.6% say they are of high quality, 5% say that they are inexpensive, resulting in high purchasing activity.

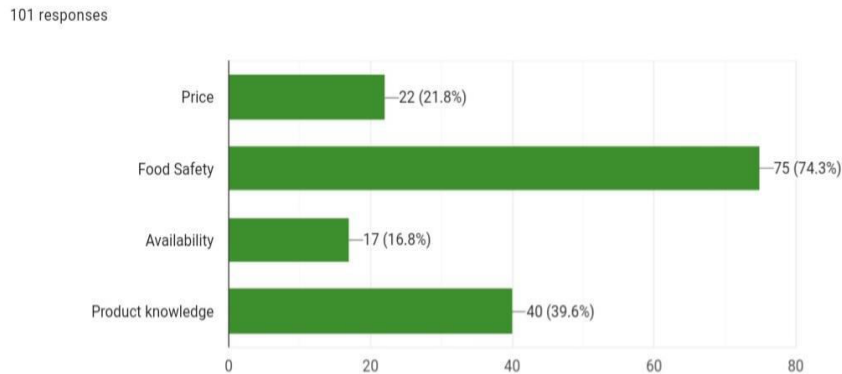
**Figure: 7** Duration of being a consumer of Organic food products

How long have you been a consumer of Organic food products?

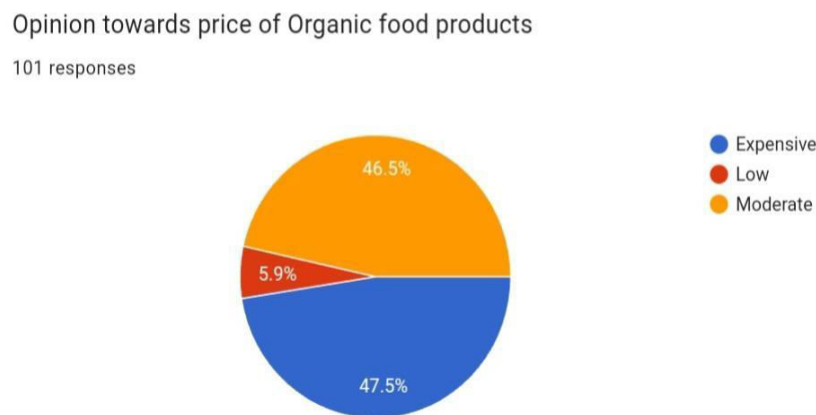
101 responses



Maximum 48.5% of them, according to the data, have been consumers for less than a year, 21.8% have been consumers for more than two years, 19.8% have been consumers for more than three years, and some have been consumers since early in life, such as since childhood. A small percentage of them hardly ever buy products from brands.

**Figure: 8** Factors influencing to make purchase decision of Organic food products

Maximum Food safety is cited by 74.3% of respondents as a purchasing motivator. Product knowledge, price, and availability are the top three factors that influence decisions, according to 39.6%, 21.8%, and 16.8% of respondents, respectively.

**Figure: 9** Classification on opinion towards price of organic food products

Maximum responses indicated that it was expensive in 47.5% of the cases, moderate in 46.5% of the cases, and low in 5.9% of the cases, compared to other items, according to the data.

## RECOMMENDATIONS

After analysing the data, the study found that consumers are still hesitant to switch to buying organic products, mostly because there isn't enough information about the products, they are more expensive, they aren't available, there aren't enough options, and there aren't enough assortments. Here are a few of the suggestions made for better managing organic food brands.

1. In order to make organic products available within easy reach and at a convenient time to draw in more customers, the marketers who are involved in selling them must review their logistic supply strategies and pay more attention to intensive marketing.
2. investing in marketing campaigns through social media and other channels is one strategy that may be used to draw in more clients and raise brand awareness.
3. The government has nevertheless started a number of marketing campaigns for organic products through national organisations like the National Program for Organic Production (NPOP). This will aid marketers in luring more customers and more frequent purchases, forming a dependable and healthy buying pattern.



## CONCLUSION

The foundation of organic brand strategy is consumer health and brand sustainability. In order to illustrate the tactics and distinctiveness of the organic brands in terms of how they sell out their products and widen their target markets for this study, a few startups—24 Mantra Organic, Millesupergrain, and Slurpp Farm—have been chosen. The word "organic" stands for sustainability. One successful tactic used by brands is the variety of options and suggestions they provide, which include products for all age groups and for the health of both people and animals. To reach a large target audience, they are building a strong online presence. As a result of these new startups entering the market and their positive behaviour, consumers are becoming more familiar with the brands. Their other tactic is to lower the price of the product and offer bulk discounts or deals in order to attract new customers.

The study claims that data interpretation reveals conclusions about consumer behaviour. Customers with sufficient knowledge of organic products, students, and employees regularly purchase them. Additionally, less frequently are organic products purchased by consumers who lack product knowledge and education. Understanding the needs of the public, organic brands began connecting people through workshops held at various locations to spread awareness of the brand, its products, taste, and other factors. However, developing strong marketing campaigns to continuously update their new products. Additionally, they collaborated with influencers to develop more creative and hip advertisements for organic food companies. These initiatives have resulted in growing consumer confidence and a solid connection to organic food brands.

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## SUSTAINABLE PRACTICES IN COSMETIC INDUSTRY

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### ABSTRACT

*As of late sustainability on the makeup business has gotten developing interest from purchasers, beauty care products ventures and associations, as well as scholastics from different disciplinary fields. Expanding worries about beauty care products wellbeing, ecological effects as deforestation and social effects as those subsequent from unreasonable exchange stand out given to such subject. Even though the life cycle of a cosmetic product has an impact on sustainability at every stage, the selection of raw materials requires more attention because there is a lack of information on this topic. Due to the potential lack of performance, instability, and aesthetic limitations typically associated with their use, formulating with alternative ingredients that are thought to be more sustainable can be quite challenging. This paper discusses the connection between the cosmetics industry and sustainability, the factors that are driving developments in this field, the need to evaluate those developments, the tools that are available, and the impacts that sustainability has throughout the product life cycle.*

*Keywords: cosmetics, safety, environment, sustainability*

### INTRODUCTION

In today's world, environmental sustainability in business management receives a lot of attention from the media and the general public. In the context of today's emerging economies, green product and service marketing is an important development. By taking on asset preserving and harmless to the ecosystem systems in every one of the phases of the worth chain, the organizations can fulfill the developing ecological worries of the humankind. During the 1980s, a series of disasters were caused by worries about the environment, pollutants, clean air and water, safe foods and products, and The Black Forest being wiped out by acid rain, toxic chemicals being accidentally released into the Rhine River, a nuclear cloud from Chernobyl spreading, and so on. As a result, the Green Movement has exerted unanticipated pressure on the European Commission during the passage of more than 200 directives and regulations pertaining to all aspects of environmental pollution. Environmental issues have gained more public attention over the past three decades. The natural mindfulness or "green development" has made "greening" a significant issue for chiefs and advertisers.

By 2022, the preference for natural, organic, and herbal products is expected to shift the global cosmetics market to nearly \$430 billion. Studies demonstrate that consumers are also driving change alongside this shift, with a focus on adopting greener packaging and sustainable products. 60% of consumers are willing to alter their shopping habits in order to lessen their impact on the environment, and roughly 80% of consumers say that sustainability is important to them.

"Sustainable inside and out" Sustainability entails considering social, environmental, and financial factors throughout a product's entire production chain to guarantee a positive impact. With regards to regular beauty care products, maintainability doesn't just allude to how fixings are obtained or the way that the item is delivered, yet additionally to the materials utilized during its creation and after creation. This maintainable "inside and out" comprehensive methodology is a fundamental piece of the. Criteria for the NATRUE Label that are consistent with the strategies and actions taken by brands whose products are NATRUE certified. Indeed, sustainability has been ingrained in the DNA of many of these cosmetic brands since their

inception, and they play a significant role in the shift toward the use of more environmentally friendly ingredients and materials in the production of natural and organic cosmetics.

Strategies for Sustainability Companies are gradually adopting strategies for sustainability, such as switching to solar or wind power as their primary source of energy; collecting rainwater; lowering manufacturing temperatures; reducing the use of water in cleaning processes; reducing energy consumption through insulation measurements for heating and air conditioning; optimizing the production planning, or the order in which the same equipment is used in different batches; and recycling energy by replacing outdated equipment with new electrical devices that use less energy. Companies can reduce their environmental, carbon, and water footprints by adopting these strategies, which can help them cut down on energy, water, emissions, and waste.

### REVIEW OF THE WRITING

The word ‘sustainability’ was first utilized in the writing on ranger service, where it implies we shouldn’t collect higher than whatever the woods yields in new development (Boyko, Cooper, Davey, and Wootton, 2006; 2010 by Kuhlman and Farrington; 1995 Wiersum). The natural resources’ future preservation was the issue at hand. According to the World Commission on Environment and Development (1987), the definition of sustainability is “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Intergenerational equity is the fundamental tenet of sustainability (Dhir, 2016a; Gladwin, Kennelly, and Krause, 1995).

### OBJECTIVES

- From the perspective of the cosmetics industry’s production of “eco-friendly” products, the current study aims to highlight sustainable development.
- To find out how people feel about the cosmetic industry
- To inform them about sustainable products that are on the market.
- To learn more about how WOW Skin Science helps the environment.

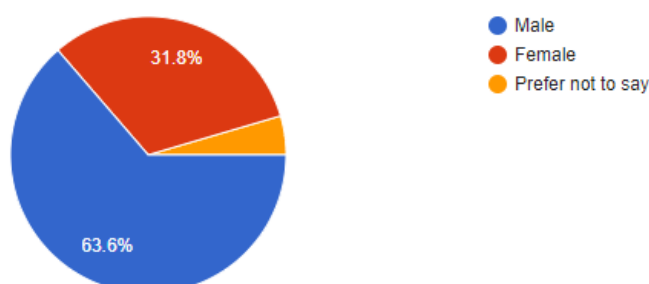
### METHODOLOGY OF RESEARCH:

To learn how customers of all ages felt about WOW Skin Science and how much they trusted it in comparison to other cosmetic industry competitors, Google forms were distributed to them. Even non-experts can comprehend the questions’ fundamental nature.

### ANALYSIS AND FINDINGS

Gender

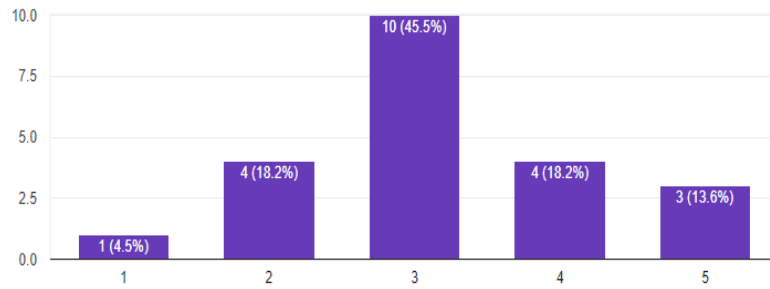
22 responses



How important is cosmetics in your life (skincare, haircare etc) ?



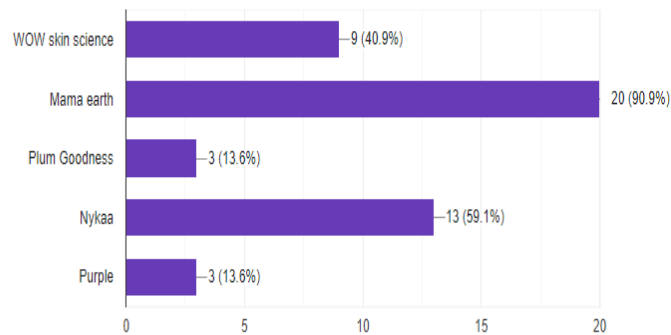
22 responses



What are your preferred brands in cosmetics

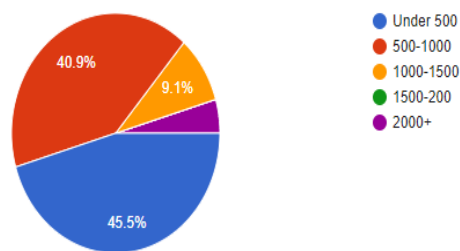


22 responses



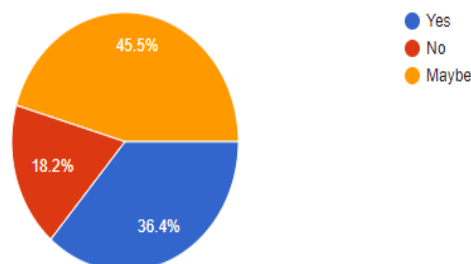
How much do you spend on cosmetics on a monthly basis ?

22 responses



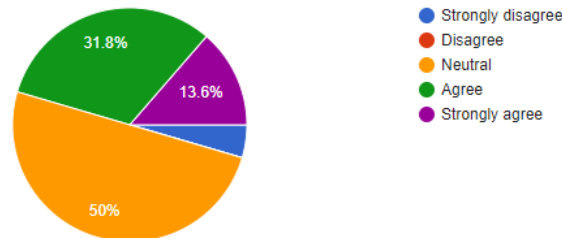
Would you buy cruelty free products even if they are expensive

22 responses



Should cruelty free be a part of their strategy even if they increase their cost

22 responses



## RECOMMENDATION

**Recycled Packaging** From product packaging and containers, the beauty industry generates a lot of waste plastic. Plastic waste might come as item packagings, like tone and shadow pallets, serums, shampoos, conditioners, or tubes for magnificence items like mascara, fluid eyeliners, or lipgloss.

**Eliminating Toxic Ingredients** Beauty products are required to adhere to the FDA's cosmetic ingredient list, which includes a list of prohibited and restricted ingredients. However, many cosmetics still contain toxic ingredients and contaminants, such as carcinogens, formaldehyde types, and chemicals that can disrupt hormones and harm the reproductive system.

**Embracing Eco-Accommodating** Assembling Eco-accommodating bundling and feasible fixings are turning out to be more famous in the excellence business than any other time in recent memory, yet similarly as critical to consider are reasonable practices that worry the production and advancement of magnificence items too.

Policies are being updated to include sustainability as part of many businesses' business models, from large corporations to small, entrepreneurial beauty businesses. Identifying the company's virtues and vices, including sustainability initiatives in the leadership model and mission statement, and holding internal and external stakeholders accountable for change are all part of adopting a green and sustainable business orientation.

## CONCLUSION

The purpose of this paper was to investigate an organization of international renown's initiatives for sustainable development without sacrificing any aspect—the environment, society, or profits. Practical case-based research has rarely been used in the literature on sustainable development to look at the practical side of making sustainable development work. By conducting case-based research and validating a few propositions derived from a literature review, this paper attempts to fill this void. The benefits to the company and the ecosystem that can result from going above and beyond what is required by law in order to sustainably encourage innovation and constant performance are the subject of the paper.

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**INNOVATIVE SUSTAINABLE PRACTICES IN TRANSFORMING YOUR DAY-TO-DAY SKINCARE ROUTINE AND HEALTH INDUSTRY: MCAFFEINE****Vinayak Krishnan and Prachi Lodha**

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**ABSTRACT**

*Caffeine is probably the most frequently ingested pharmacologically active substance in the world. It is found in common beverages (coffee, tea, soft drinks), in products containing cocoa or chocolate, and in medications. Because of its wide consumption at different levels by most segments of the population, the public and the scientific community have expressed interest in the potential for caffeine to produce adverse effects on human health. The possibility that caffeine ingestion adversely affects human health was investigated based on reviews of (primarily) published human studies obtained through a comprehensive literature search.*

*Caffeine (1,3,7-trimethylxanthine) is the most consumed psychoactive substance in the world, acting by means of antagonism to adenosine receptors, mainly A1 and A2A. Coffee is the main natural source of the alkaloid which is quite soluble and well extracted during the brew's preparation. After consumption, caffeine is almost completely absorbed and extensively metabolized in the liver by phase I (cytochrome P450) enzymes, mainly CYP1A2, which appears to be polymorphically distributed in human populations. Paraxanthine is the major caffeine metabolite in plasma, while methylated xanthine's and methyl uric acids are the main metabolites excreted in urine. In addition to stimulating the central nervous system, caffeine exerts positive effects in the body, often in association with other substances, contributing to prevention of several chronic diseases. The potential adverse effects of caffeine have also been extensively studied in animal species and in humans. These aspects will be approached in the present review.*

*Keywords: caffeine; coffee; consumption; metabolism; health benefits; potential adverse effects*

**INTRODUCTION**

We are India's 1<sup>st</sup> caffeinated brand with an exciting renege of caffeinated products for young and aspiring millennia's we are 100% vegan & cruelty free, PETA certified brand. We also have achieved zero plastic footprint to do our bit for the environment. We have pledged to eliminate our plastic pollution by coming together with a Central Pollution Control Board (CPCB) Authorized Recycler to use recycle more plastic than we.

Our products are FDA approved, made safe and dermatologically tested, with no SLS, parabens, silicones & mineral oils, we believe in confidence over all skin & body biases. Redefining the age-old notions of beauty associated with colour, we never sell insecurities. We have vowed not to make fairness products. At caffeine beauty has no colour or gender. Its about you. You are a revolution a culture, a routine, a high, and essentially now- a lifestyle. You are bold, Young and Confident.

Caffeine offers a wide range of body care (scrub, polishing oil, lotion, and cream), face care (face wash, scrub, mask, serum, moisturizer, under-eye cream, and night gel), night care, hair care products (oil, scrub, and shampoo) and face tools (caffeinating eye mask, jade roller face massager and geisha green quartz).

CAFFEINE IS A popular central nervous system stimulant commonly available in tea, coffee, and soda, as well as some foods. The effects of caffeine on behaviour have been widely studied with both humans and animals, the latter offering experimental and procedural latitude to investigators while maintaining potential extrapolation of findings to humans. The effects of caffeine on escape and avoidance behaviour have comprised a major element of caffeine research in the animal literature. In this regard, caffeine has been found to both increase the anxiogenic effect of a stimulus (i.e., increasing the likelihood of escape and avoidance) and to have an anxiolytic effect (i.e., decreasing the likelihood of escape and avoidance, and increasing the likelihood of approach), subject to dosage and timing of caffeine administration. To help elucidate these issues, we illustrate methods of caffeine research in the animal literature and exemplify modes of administration and dependent measures across frequently used species.

### **History and the Evolution of Mcaffine**

In Mumbai, Vikas and Tarun met again and researched skin care brands and extracts. By January 2016, they had commenced building their business. “We were leaving our previous roles and were wondering what to do next. We discussed several ideas and homed in on building a personal care brand,” says Tarun, Co-founder, Caffeine. He says that the reason they chose personal care was that there weren’t many new age brands for younger consumers today. Why choose caffeine as a product? This came about because while researching extracts, they found online literature which stated that caffeine is very nourishing for the skin. They roped in consultants who designed formulations for skin care and began creating caffeine-based shampoos. The results showed that they had something that could be marketed, provided they found themselves a manufacturer.

They spent the next four months meeting 12 manufacturing firms across India before they zeroed in on one in Ahmedabad. They chose this vendor because he understood how the formulation of caffeine had to be manufactured, and the name Caffeine was born. After contracting a certain set of orders, they began selling it in a local saloon in Mumbai. People validated the product for its consistency and by October 2016, the company began to order six stock keeping units (SKUs). They are planning to launch 40 SKUs by 2017. Immediately, they began selling through Amazon, Flipkart, and Snapdeal. They have so far sold 30,000 SKUs and plan to scale up further by selling on retail channels.

### **Sustainability Practices Involved in Mcaffine**

On the backdrop of World Vegan Day which is celebrated on 1<sup>st</sup> November every year, caffeine, India’s first caffeinated personal care brand which has led the coffee revolution in the personal care space since 2016, has been declared cruelty-free and vegan by PETA (People for the Ethical Treatment of Animals).

This certification testifies that caffeine does not conduct or commission the tests of any of its ingredients, formulations or finished products on animals. It also represents caffeine’s pledge that they would not carry out such tests in the future either. With this certification, caffeine will now sit squarely among other personal care brand and products known for ethical and environmentally sustainable practices and be a part of India’s growing movement for ethical and eco-friendly personal care brands.

Speaking about the PETA certification, Tarun Sharma, Co-Founder and CEO, caffeine said, “At caffeine, since the moment we launched our first product, we have always been out to make a difference. Working towards that cause, we resolved to never test on animals, and now, we are officially certified by PETA as cruelty-free and vegan. This validation makes our belief and ethos stronger.”

On the importance of ethics and environmental sustainability, Tarun Sharma further remarked, “Millennials place a high value on sustainability and transparency, and we aspire to meet their expectations. Keeping their values in mind, we have always been conscious of what ingredients we use, of not testing on animals, and of what effects our products are causing on the environment throughout their life cycle.

Our mindfulness can be observed in our use of 100% natural ingredients during product creation, and the use of glass bottles and recycled plastic for packaging,

which is so rarely seen in Indian markets. But it is through such innovation that we have turned caffeine into a 100-crore Indian brand in just four years, thus creating the phenomenon that is caffeine skincare in India.”

caffeine believes that beauty has no color or gender, it’s all about well-being. With caffeine at the heart, caffeine’s products are designed to bring you the best in skin & hair care. They believe that Skincare, Haircare and most importantly Self Care is for everyone. The brand’s promise to the world is that they will never sell fairness creams. The brand embodies the millennial ethos with key principles of: clean label (natural as a choice), why hurt (no animal testing), confidence over color (don’t sell insecurities or fairness products).

### **The Impact of Caffeine and Coffee on Human Health**

Coffee is one of the most widely consumed beverages in the world and is also a major source of caffeine for most populations. This special issue of *Nutrients*, “The Impact of Caffeine and Coffee on Human Health” contains nine reviews and 10 original publications of timely human research investigating coffee and caffeine habits and the impact of coffee and caffeine intake on various diseases, conditions, and performance traits. With increasing interest in the role of coffee in health, general knowledge of population consumption patterns and within the context of the full diet is important for both research and public health. Reyes and Cornelis used 2017 country-level volume sales (proxy for consumption) of caffeine-containing beverages (CCBs) to demonstrate that coffee and tea remain the leading CCBs consumed around the world. In a large coordinated effort spanning 10 European countries, Landis et al. quantified self-reported coffee and tea intakes and assessed their contribution to the intakes of selected nutrients in adults where variation in consumption was mostly driven by geographical region. Overall, coffee and tea contributed to less than 10% of the energy intake. However, the greatest contribution to total sugar intake was observed in Southern Europe (up to ~20%). These works not only emphasize the wide prevalence of coffee and tea drinking, but also the need for data on coffee and tea additives in epidemiological studies of these beverages in certain countries as they may offset any potential benefits these beverages have on health. Doepker et al. provided a user-friendly synopsis of their systematic review of caffeine safety, which concluded that caffeine doses (400 mg/day for healthy adults, for example) previously determined in 2003 as not to be associated with adverse effects, remained generally appropriate despite new research conducted since then. Further concerning caffeine safety is the systematic review of caffeine-related deaths by Cappelletti et al. Suicide, accidental, and intentional poisoning were the most common causes of death and most cases involved infants, psychiatric patients, and athletes. Both Doepker et al. and Cappelletti et al. alluded to the increasing interest in the area of between-person sensitivity resulting from environmental and genetic factors, of which the latter is a topic of additional papers in this special issue and thus reiterates this interest. Advancements in high-throughput analyses of the human genome, transcriptome, proteome, and metabolome have presented coffee researchers with an unprecedented opportunity to optimize their research approach while acquiring mechanistic and causal insight to their observed associations. Three timely reviews and an original report addressed the topic of human genetics and coffee and caffeine consumption. Interest in this area received a boost by the success of genome-wide association



studies (GWAS), which identified multiple genetic variants associated with habitual coffee and caffeine consumption as discussed by Cornelis and Munafiq in their review of Mendelian randomization (MR) studies on coffee and caffeine consumption. MR is a technique that uses genetic variants as instrumental variables to assess whether an observational association between a risk factor (i.e., coffee) and an outcome aligns with a causal effect. The application of this approach to coffee and health is growing, but has important statistical and conceptual challenges that warrant consideration in the interpretation of the results. Southward et al. and Fulton et al. reviewed the impact of genetics on physiological responses to caffeine. Both emphasized a current clinical interest limited to CYP1A2 and ADORA2A variations, suggesting opportunities to expand this research to more recent loci identified by GWAS. Despite the advancements in integrating genetics into clinical trials of caffeine, such designs remain susceptible to limitations. Some of these limitations were further highlighted by Shabir et al. in their critical review on the impact of caffeine expectancies on sport, exercise, and cognitive performance. Interestingly, the original findings from a randomized controlled trial of regular coffee, decaffeinated coffee, and placebo suggested the stimulant activity of coffee beyond its caffeine content, raising issues with the use of decaffeinated coffee as a placebo. The impact of coffee intake on gene expression and the lipidome were investigated by Barning and Kaung respectively. Barning et al. reported on the results from a population-based whole-blood gene expression analysis of coffee consumption that pointed to metabolic, immune, and inflammation pathways. Using samples from a controlled trial of coffee intake, Kaung reported that coffee intake led to lower levels of specific Lys phosphatidylcholines. These two reports provide both novel and confirmatory insight into mechanisms by which coffee might be impacting health and further demonstrate the power of high-throughput omics technologies in the nutrition field. Heavy coffee and caffeine intake continue to be seen as potentially harmful on pregnancy outcomes. Leviton discussed the biases inherent in studies of coffee consumption during pregnancy and argued that all of the reports of detrimental effects of coffee could be explained by one or more of these biases. The impact of dietary caffeine intake on assisted reproduction technique (ART) outcomes has also garnered interest. An original report by Ricci in this special issue found no relationship between the caffeine intake of sub-fertile couples and negative ART outcomes. Van Dijk et al. reviewed the effects of caffeine on myocardial blood flow, which support a significant and clinically relevant influence of recent caffeine intake on cardiac perfusion measurements during adenosine and dipyridamole induced hypoxia. Original observational reports on the association between habitual coffee consumption and liver fibrosis, depression, hearing, and cognition indices have extended the research in these areas to new populations. Finally, given the widespread availability of caffeine in the diet and the increasing public and scientific interest in the potential health consequences of habitual caffeine intake, Reyes and Cornelis assessed how current caffeine knowledge and concern has been translated into food-based dietary guidelines (FBDG) from around the world; focusing on CCBs. Several themes emerged, but in general, FBDG provided an unfavourable view of CCBs, which was rarely balanced with recent data supporting the potential benefits of specific beverage types. This collection of original and review papers provides a useful summary of the progress on the topic of caffeine, coffee, and human health. It also points to the research needs and limitations of the study design, which should be considered going forward and when critically evaluating the research findings.

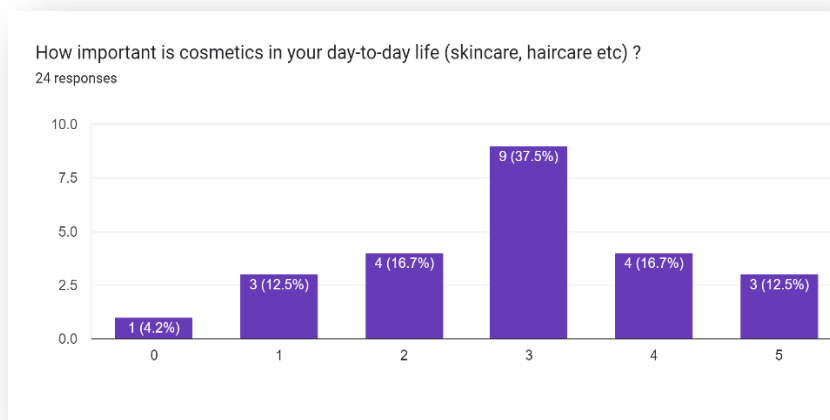
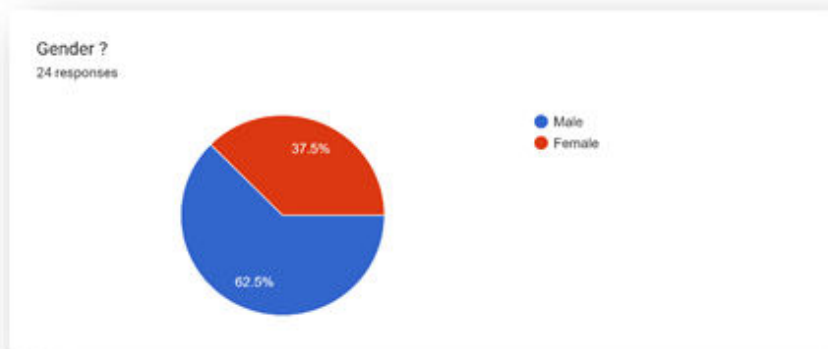
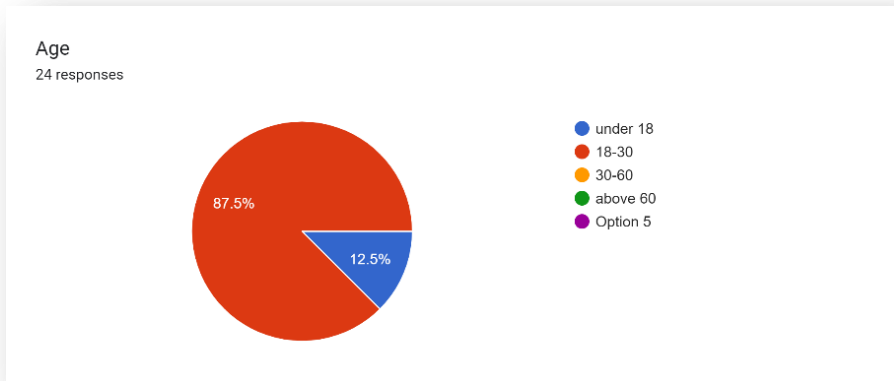
### **OBJECTIVES OF THE STUDY**

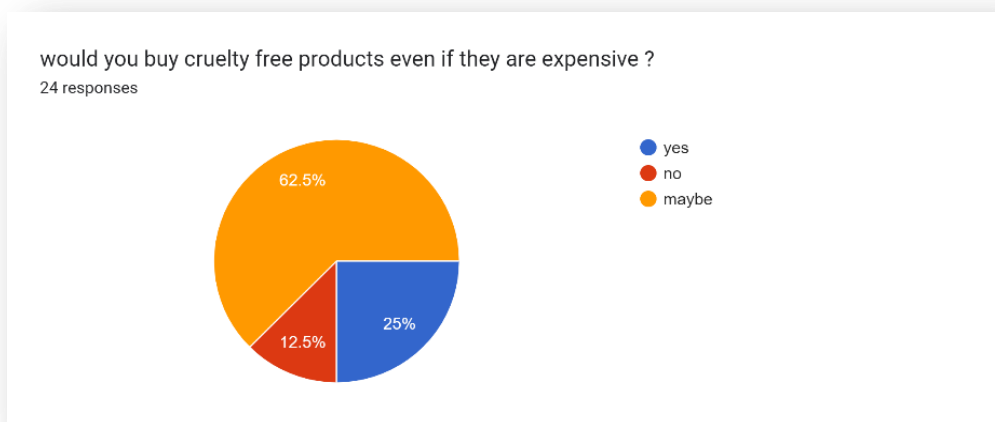
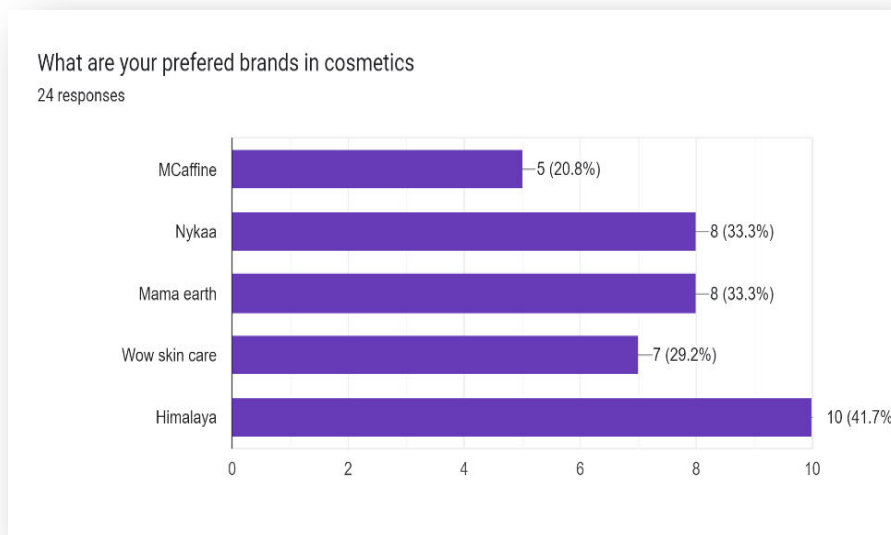
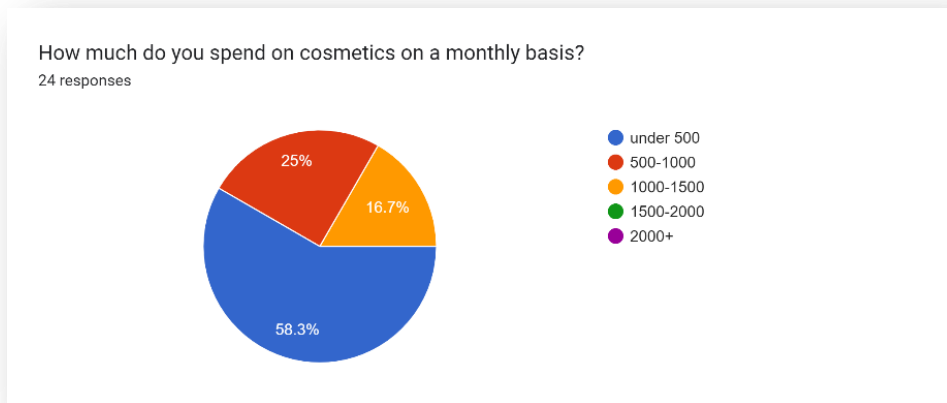
1. To find the reason how coffee or caffeine products are impacted on human health
2. To ascertain the significance of the coffee

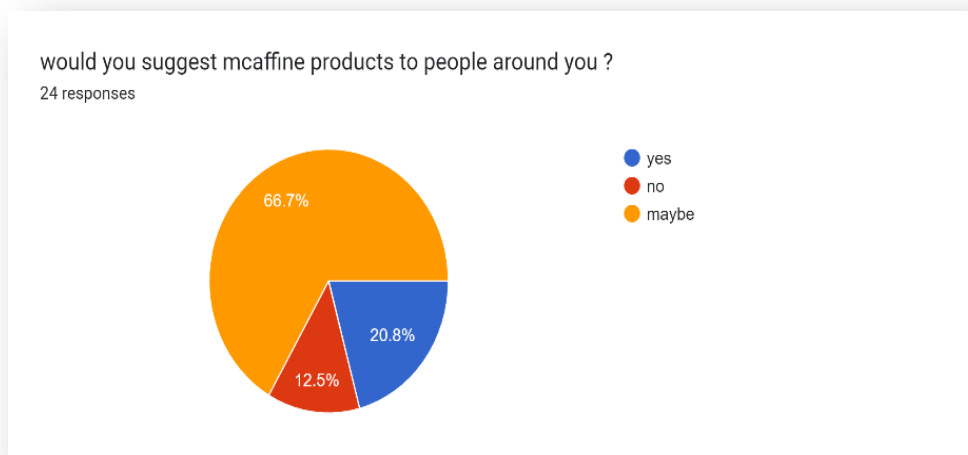
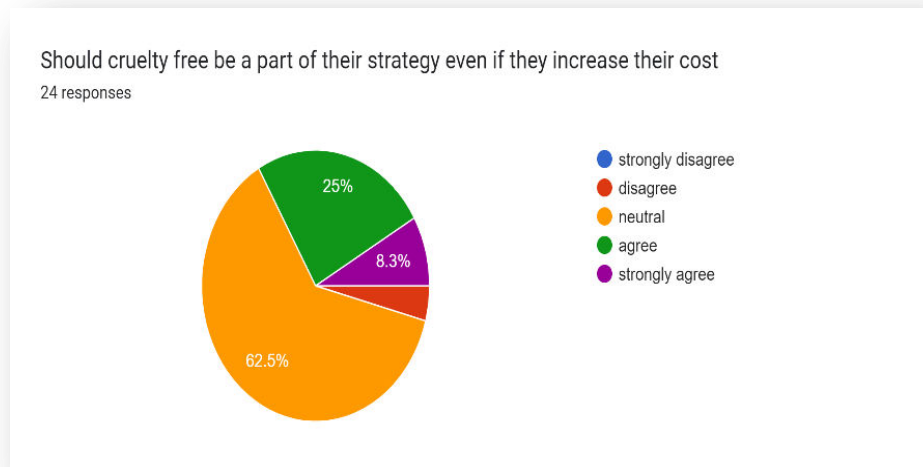
**RESEARCH METHODOLOGY**

The research on sector cosmetics topic: Caffeine is basically done to know about people’s daily skin care routine and their health involving the percentage of coffee, and transforming the amount required in the consumption of the coffee on a daily basis.

**RESPONSES THROUGH THE SURVEY**







## CONCLUSION

Caffeine is a very potent, yet unrecognized drug. Although there are beneficial side effects to caffeine intake, the negative effects clearly indicate that one should limit their caffeine consumption. Many major organ systems are adversely affected by high amounts of caffeine consumption, including the heart, stomach, respiratory and reproductive organs. Age and diet are both factors in caffeine's effects on the body. Young children and older people must be more careful in monitoring their caffeine intake and should limit themselves to less than 100 mg of caffeine per day. Those in between can intake in slightly more, but 200mg of caffeine each day is about maximum that the average person can ingest without adverse side effects. Although caffeine is a common substance found in many foods, beverages, and other supplements, it is clearly a drug and can be extremely harmful to the human body. Caffeine consumption should clearly be monitored and limited.

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## **AN EXAMINATION OF SUSTAINABILITY OF PLUM GOODNESS COMPANY IN THE DEPARTMENT OF VEGAN AND CRUELTY FREE BEAUTY AID PRODUCTS**

**Sumita Prasad and Vanshita Salian**

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### **ABSTRACT**

*The cosmetics and skincare industry is one of the major industries that have attracted many players due to its rapid growth. This study is being taken up to better understand the contribution of Plum goodness company towards sustainability and to recognize their ecological footprint of their business. Plum is one of the leading companies in the skincare industry. It is setup by Shankar Prasad in 2013. Plum is a fresh line of 100% vegan beauty products that's all about "being good"- to your skin, to your senses, to others and to the environment. They're always free from Parabens and are CRUELTY FREE and vegan. The study can serve the purpose of sustainability in green consumerism market helping the consumer draw the lines effectively between the terms harmful and effective in case of personal products. The study was able to discover the diverse opinions of consumers regarding a new term in market which can be highly taken into note for further discussion for a non polluted and better health of living beings.*

*Keywords: Sustainability, cruelty free, vegan products, organic, environment conscious*

### **INTRODUCTION**

Plum is a producer, marketer and online retailer of skin, hair and body care products. Plum believes people look prettiest in the skin they were born in. Plums are formulated with love to protect, repair, nourish- and delight, using some of the richest sources of natural nutrients, in sync with 'good science'. They're always free from Parabens and Phthalates and are also '1% FOR THE PLANET' member. For beauty, India is a large and growing market, expanding in every dimension- the categories people are beginning to use, the diversity of choice variables, the price points that are operational and so on. Plum targets customers of all age and income groups. Although there are umpteen brands in the beauty space, Shankar believes that Plum should differentiation stems from its cruelty and nasties-free philosophy and transparency of doing things. As India's first 100 percent vegan beauty brand, Plum claims to have safe ingredients, with natural extracts to suit various skin types and concerns. Plum now serves around 60,000 customers per month and hopes to double this number in the coming year. The current environmental issues and problems are the main reasons for costumers to seek for green and natural skincare products.

### **LITERATURE REVIEW**

An article published in 2016 stated that according to PETA, 250 cosmetic brands still test on an estimate of 27000 animals each year (Chitrakorn, 2016). As there are no legal standards to define what brands are cruelty free, many consumers prefer products that are verified by PETA. A survey done by (Close-up, 2018) found that 24% of the women use PETA's website to gather information on cruelty free make-up brands along with the fact that 43% of women reporting that they would be happy to stop using cosmetics products that are tested on animals. Plum is conscious about their ecological footprint the business. The start-up uses only recyclable packaging, avoiding the use of PVC (polyvinyl chloride). After an extensive research done by (Salo, consumer behavior towards green skin care cosmetics products in Finland, 2014) where 177 female respondents were interviewed, it was found that 72.7% of the women from the younger age group, and for 69.5% of women from the older age group it is fairly to very important that the skincare products is not tested on animals. It is observe that the majority of

women who choose vegan and green products do so because they do not want harmful chemicals and allergens to enter their body via their skin. Plum follow international norms on labeling products as “Natural” or “organic”. (Cahill,2018) found that 52.53% of the respondents did not know if their favorite cosmetics are tested on animals, they would stop using that brand. Plum give away 1% of their sales towards environmental causes , as a member of the global non-profit ‘One percent for the planet’.

### **OBJECTIVES**

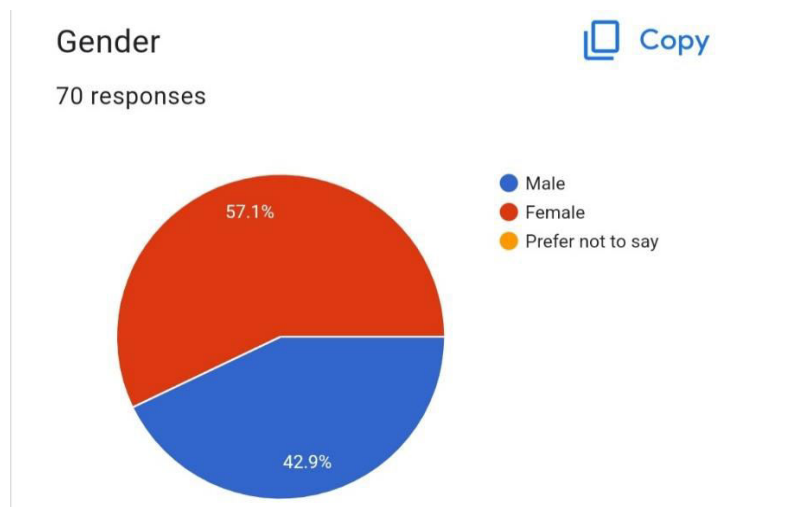
- To find why Plum is moving towards sustainability and adopting sustainable practices.
- To study the contribution of Plum donating their gains towards reducing the human impact on the ecosystem
- To learn the future trends and acceptability of vegan skincare products in India
- To examine the methods of embracing sustainability and how Plum can attract their consumers in doing so.
- To find whether Plum gains a competitive advantage by adopting sustainable practices.

### **RESEARCH METHODOLOGY**

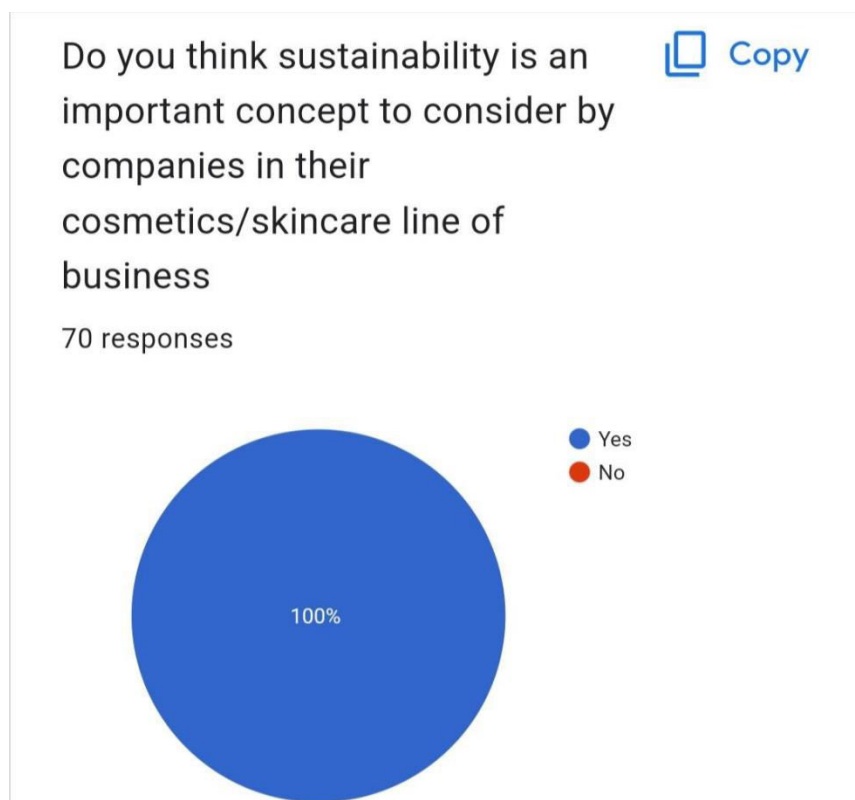
A basic, primary research was undertaken to understand the level of awareness of the Indian cosmetic buying population about “cruelty-free”, “ethical” and “vegan” cosmetics. A Structured, Closed Questionnaire was circulated through social media platforms to get the responses across many people, to add value to the study. The online surveys for this research paper took a maximum 5 minutes to complete and were anonymous to give security for participants. The questions moved from general, respondent profiling questions like age, gender etc to more specific questions used to determine their knowledge about the current cosmetic market and to study their behavior relating vegan and cruelty free skincare products, also examining their opinions on sustainable practices of plum brand. This method was chosen as it is faster, free from the bias of the interviewer, and cost effective than other methods and suited this study well. There was also no cost in conducting or creating the online surveys as it was created using Google forms. Questions were formulated in an unambiguous and straightforward manner and an effort was made to draft relevant questions and present it in a logical order. Lastly, an analysis was made based on the responses recorded as given by the sample. Data from various credible sources such as newspapers, published records, websites, journals and other articles were made use of during the course of this study

### **DATA ANALYSIS AND FINDINGS**

The primary data for this study was collected using the survey method through a closed-ended structured questionnaire. The first section was the demographic profile section, wherein personal information of the respondents such as age and gender had been collected. The remaining three sections has been allocated for the research purpose.



57.1% of the respondents were female forming the majority of the sample. However, the male respondents were also close to the female sample reaching 42.9% . This means an equal presentations of two samples is maintained throughout the study.

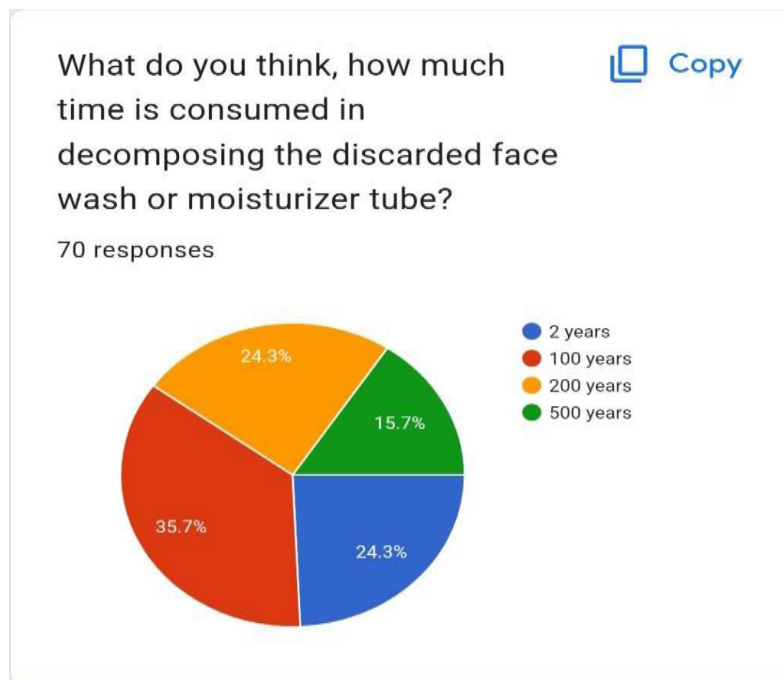


Sustainability is a prime component in everyone's life in today's scenario. Environmental consciousness is now mainstream, with more and more people understanding the the concept. When a product is sustainable in the beauty industry, it really means that is made from renewable raw materials. According to the survey undertaken, 100% of the respondents are of the opinion that sustainability should be considered as a foremost factor in skincare market.





An animal test is any form of a scientific experiment that is carried out on a living animal that can cause harm, distress or pain to the animals being tested on. These tests are conducted in laboratories that intentionally hurt the animals. Cruelty free simple guarantees that the cosmetics products have not been tested on animals. Majority of the respondents that is 61.4% of them won't be agreeing to utilize skincare products that are not cruelty free.

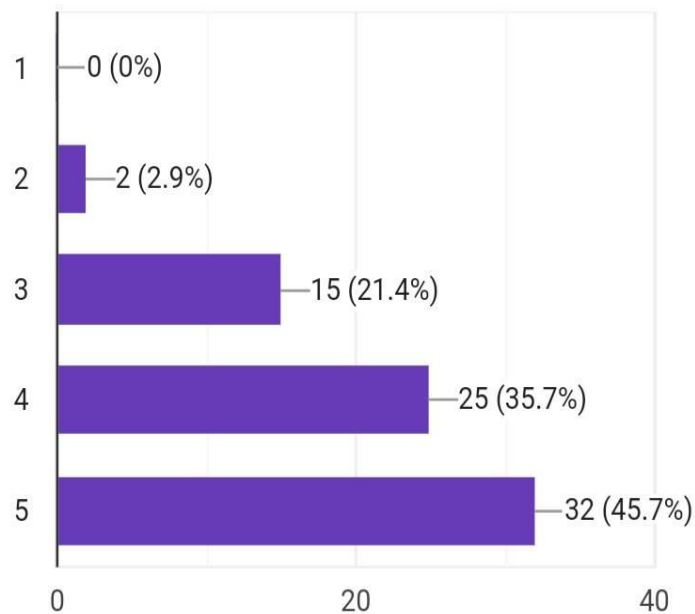


Major part of the survey, are not aware of the decomposition ingredient. Only 15.7% of the respondents know that it takes a huge 500 years to decompose your used face wash or moisturizer tube. This causes leakage of pollutants into soil and water.

Plum do not believe in unnecessary packaging to make the product look more visually appealing than useful. On a grade of 1(least) to 5(most) how favorable you think is this plan?



70 responses

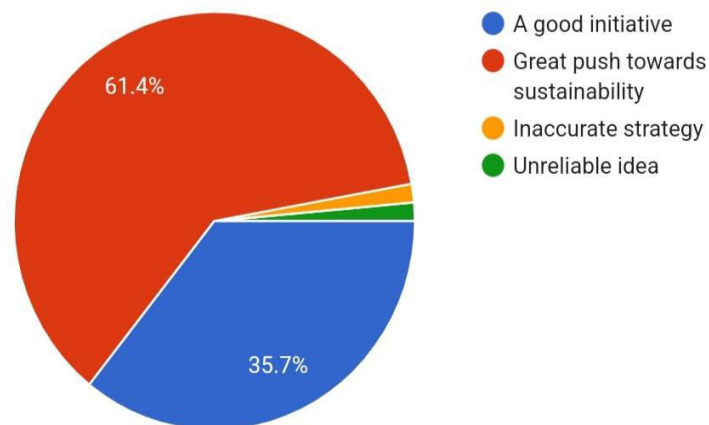


As 70% of the waste is from packaging, 45.7% of the respondents think that it is a great initiative by Plum to block out the unnecessary packaging component of the syllabus. Plum uses only recyclable packaging, avoiding the use of PVC, ABS and SAN. Plum avoids over-packaging and constantly looks for ways to reduce the use of packaging. Plum's tubes and bottles are made from the least damaging plastics.

Plum picks empty plum containers from the consumers and for every plum plastic container they reward them with INR 50, which can be redeemed from the website, what are your views about the same



70 responses



Innovating with new sustainable business models is the beginning point in today's Era. It has become imperative for every organization to live with a duty towards and its consumers. Plum finds a way to attract its consumers attention in driving their 1% towards the element of sustainability. They reward the consumers with INR 50 who send back the used plum plastic container and many of my respondents (61.4%) considered this action as a great push towards sustainability

#### RECOMMENDATION

The research studies the perspective of Plum goodness company on adopting sustainable in the skincare and beauty market. They contribute a part of their sales to an international non-governmental organization- WWF (World Wide Fund) to reduce the human impact on the environment. Plum should acquire more of marketing strategies in order to advertise their brand to their final consumers. According to this research, we have root in that plum has commenced a great initiative for vegan and cruelty free skincare products, it has set up a benchmark for its competitors . It also has done certification by PETA, which is a great beginning towards the growth of the company. Marketing the brand is an important element to take into consideration as Plum can make their consumers aware of the various services and products offered by them, which in further course can increase their profit margin. Plum trapped both Nykaa-Femina award and Cosmopolitan beauty award in the year 2019.

**CONCLUSION**

This research was aimed at understanding and testing the level of awareness an average Indian consumer has about the Plum goodness stepping towards sustainability in their cosmetics line of business. The study has reached to its conclusion that consumers are still purchasing from companies that are cruel and unethical. Plum donates a percentage of its annual profits to 1% for the Planet initiative. Transparency in terms of ‘no false bottom’ is another aspect which resonates with the brand's philosophy. They do not believe in unnecessary packaging to make the product look more visually appealing than useful. As harmful and chemically it sounds, Plum is the exact opposite of it. While its competitors such as Nykaa, Mamaearth, Purple and many have only focused on the product and their customers, Plum Goodness seeks to care about the environment too. Which is what makes Plum products both healthy for your skin and for the nature. Its sustainable packaging and eco friendly, a 100% vegan and cruelty free is what makes it the NUMBER 1 Indian beauty brand in today's Era.

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## A STUDY ON THE INFLUENCE OF GREEN MARKETING ON CONSUMER BEHAVIOR

**Aniket Swaraj and Sheetal Uppalwar**

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### **ABSTRACT**

*This study intends to examine how consumers perceive the values established by green marketing measures taken by the promoters and how that affects the decision-making process to buy environmentally sustainable products. It also demonstrates how marketers are trying to raise awareness of the effort's brands are trying to put in Green Marketing. To examine how consumers are persuaded to choose green products, it also shows the impact of green brand communication.*

*Keywords: Green Marketing, Green advertising, green billboards, Consumer behavior, Brand trust*

### **INTRODUCTION**

Major objective of marketing is reaching the consumer when it will make the biggest impact on their decision-making process. In addition to promoting and selling a product or service, marketing also strives to communicate and create value for their brand. More customers are now aware of the environmental challenges they face as a result of worries about global warming, climate change, and pollution that have been raised internationally in recent years. Both in the public sphere and the commercial environment, these environmental challenges have become more prominent. Thus, the need for green products among consumer groups and these urgent environmental challenges have given rise to the field of "green marketing." Promoting environmental awareness to a target audience is known as "green marketing." It suggests developing a receptive sense of the environment. Going green entails responsibility because it calls for companies to alter their production methods and ethical standards.

### **LITERATURE REVIEW**

According to a 2016 study by GRATIA F. MANTIA, green product and green promotion had a significant impact on The Body Shop Manado customers' purchase decisions. The Body Shop Manado's customers' shopping habits are just slightly and insignificantly impacted by green items. According to (Dian Ridho Samukti, 2020), green marketing has a big impact on the brand image of Ades mineral water. In other words, the more effective the green marketing, the more recognizable Ades mineral water's brand is. People who work in the service industry of the economy seem to be more environmentally conscious and motivated to buy green products.

Customers who want eco-friendly products and are aware of them are not willing to spend a lot of money on them. Green marketing, which is also known as environmental marketing, involves a variety of activities, including changing the production method for products, packaging, and advertising. According to Tapan K. Panda, "Green or Environmental Marketing covers all activities aiming to develop and promote any commerce intended to satiate human needs or desires such that the fulfillment of these needs and desires occurs with minimum harmful impact on the natural environment." Anuradha Gaikwad and Deepa Ingavle (2011).

Green marketing seeks to hold the company responsible for maintaining long-term social and environmental gains in addition to catering to the needs and wishes of the customer. Environmental concerns are the main focus of all green marketing campaigns. A new management approach for developing and promoting environmentally friendly products has been established since sustained growth and profitability are ensured. The purpose of this study

was to provide for the requirements and desires of the consumer while also holding the corporation responsible for preserving long-term social and environmental advantages that may be accomplished through effective green marketing. It also sought to solve the environmental problems that the globe is now dealing with, including pollution, acid rain, ozone layer concerns, the accumulation of greenhouse gases, desertification, and the degradation of agricultural land (Zainab Zulfiqar, Misbah Shafaat, 2015).

### OBJECTIVES

1. Create awareness about Green Marketing.
2. To gain knowledge about consumer perception and behavior towards brands undertaking Green Marketing.
3. Understand the relationship between Green Marketing and Brand trust.

### RESEARCH METHODOLOGY

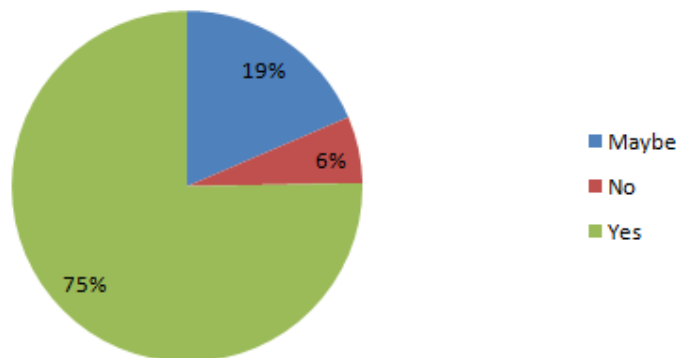
The nature of the research is quantitative and descriptive. The data came from a variety of age groups. For a thorough analysis, secondary data is gathered from published websites. A descriptive study can paint the clearest picture or give the most detailed description. This article discusses the value, practicality, and applicability of green marketing. A questionnaire was used to help gather the main data. Google forms were used to carry out the survey.

### DATA ANALYSIS AND FINDINGS

#### Primary Findings

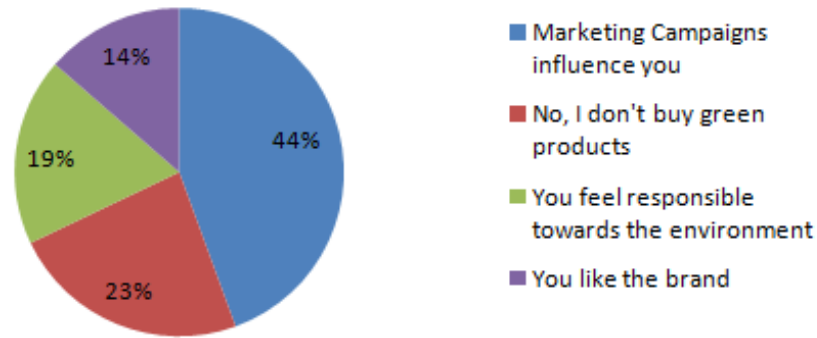
A survey was conducted obtaining 81 responses of people through a Google form containing 10 questions. Here are the results; it's visible that 75.3% people were aware of green marketing through the use of social media and other platforms.

### Are you aware of Green marketing?



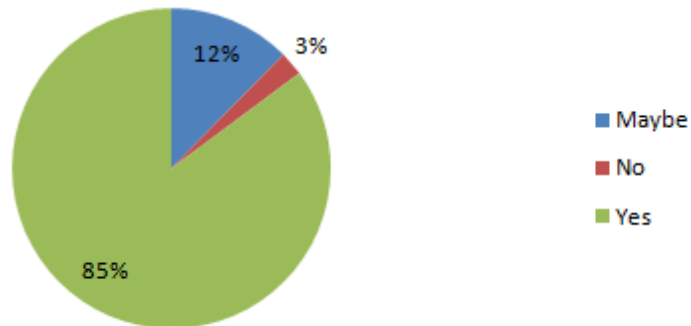
According to the responses 19% people realize a sense of responsibility towards the environment and 44% respondents are influenced by the strong marketing campaigns done by the brand.

### Do you buy green products? If yes then what is the reason?



Maximum responses show that people want brands to put in more efforts in green marketing as it has an impact on them regarding perception towards the brand, it gives more information about the green efforts the brand is putting in.

### Do you think companies should put more effort in green marketing?



The question portrayed a picture of IKEA doing green marketing using a creative billboard that said “Travel to our most sustainable store in the most sustainable way” which implies that they want consumers to use either public transport or go by foot to their store. Which visibly creates a strong brand image in the audience and also is the first step to building loyalty and trust.

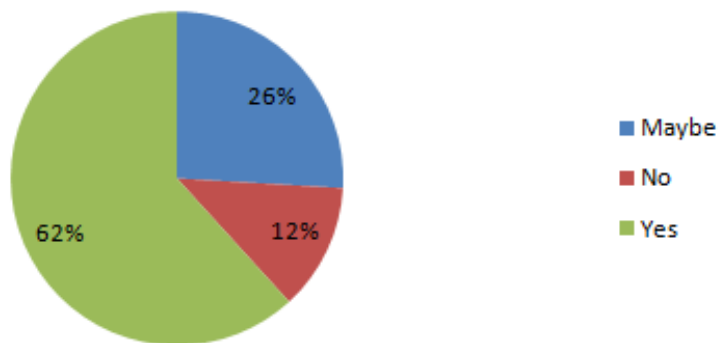
### Do you think after looking at this, It creates a positive influence about the brand?



IKEA only recently went sustainable in terms of production process as well as the raw materials they use. After looking at their green marketing campaign according to the responses below, most of the people agree that such type of advertising changed their understanding towards IKEA.

Major respondents that are 62% agreed and 26% gave a positive response, this proves that marketing plays major role in building brand trust and also the best way to communicate with the target audience.

### Does this change your perception towards IKEA?



Demand for sustainable products has steadily increased over the last few years. In particular, Gen-Zers and millennial are more selective when it comes to making purchases from companies that are working to restore the environment and stop the imminent ecological catastrophe. Now it has become more important than ever to start green advertising if you want to survive in the market. The below pie chart shows that 39% people are most likely to shift from their loyal brands to brands following green advertising, and 44% people are likely to do the same.



### How likely are you to shift to a brand taking green marketing initiatives?



#### RECOMMENDATION

1. All the emerging start-ups should do green marketing in order to create value for their brand and survive in the market.
2. Innovative green billboards should be used more to create more awareness about their green efforts which seem to show the fastest result.
3. Brands should understand the impact green marketing has on the consumer perception.

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**A STUDY ON CONSUMER PERCEPTION OF AYURVEDIC PRODUCTS WITH  
SPECIAL REFERENCE TO M/S. PATANJALI AYURVED**

**Aniket Swaraj and Afzal Shaikh**

SIES College of Commerce & Economics (Autonomous)

**ABSTRACT**

*The purpose of this study was to check the effect of brand image on brand loyalty and the role of customer perception in it. Quantitative study was conducted in Navi Mumbai. Sample of 20 local people from different regions were selected and surveyed through questionnaires. Pearson Correlation and t-tests were run to analyze the data. Finding reveals that positive and significant relation exists between Brand Image and Brand loyalty and Customer perception also has a positive moderating effect on this relation. The sample size was too short. This study can be replicated with a large sample size in similar sector or context. The impact of marketing communications and consumers' knowledge on brand loyalty can also be studied to enhance the study. Organizations ought to pay special attention to the building of brand image, achieving customer satisfaction. And through this they would also be successful in achieving brand loyalty.*

*Keyword: Sustainable Development, Ayurvedic Products, Msme Startups, Natural & Organic Material, Oldest Technology*

**INTRODUCTION**

Patanjali is a proper Indian name. Several important Sanskrit works are ascribed to one or more authors of this name, and a great deal of scholarship has been devoted over the last century or so to the issue of disambiguation.

**Amongst the more important Authors called Patanjali are:**

The author of the Mahabhasya an advanced treatise on Sanskrit grammar and linguistics framed as a commentary on Katyayana svarittikas (short comments) on Panini's Astadhyayi. This Patanjali's life is the only one which can be securely dated (as one of the grammatical examples he uses makes reference to the siege of the town of Saketa by the Greeks, an event known from other sources to have taken place around 120 BC).

The compiler of the Yoga Sutras, an important collection of aphorisms on Yoga practice, who, according to some historians, was a notable person of Samkhya, contemporaneous with Ishvarakrishna's Samkhya-karika around AD 400. He was native to Kashmir.

Patanjali is one of the 18 siddhars in the Tamil siddha (Shaiva) tradition. The author of an unspecified work of medicine (ayurveda).

In some Sanskrit grammatical works, Patanjali is called "the man from Gonarda". Gonarda is the ancient name of Gonda - a district of Uttar Pradesh, about 50 km north of Ayodhya. Greek chronicles mention about Patanjali, when they laid their siege on Saket i.e. Ayodhya in 2nd century BC. This implies that Patanjali most probably was from Gonda, a district of immense importance where Buddha and Mahavira resided. In fact Shravasti, just off Gonda, further to north, was a center of power during that millennium and was the capital of the said Janapad. Beside, this was an area of traditional Sanskrit learning. Some hold the view that he was born at the "Gonarda" situated at Thiru Kona Malai, Sri Lanka.

## LITERATURE REVIEW



### **Divya Yoga Mandir (Trust), Patanjali Yogpeeth**

The KripaluBagh Ashram on the blessed land next to the holy Ganges , was built in 1932 by the scholarly erudite and God realized ParamPujya Swami Kripalu Dev Ji Maharaj.

Concomitant with this noble struggle, Swami Kripalu DevJi along with another great spiritualist Swami Shraddhanand, who was the founder of the pure and chaste Hindus traditions of the —GURUKUL KANGRI

organized a movement of rejuvenation of **Old Building Situated In KripaluBagh Ashram** pristine Indian ancient traditions and renaissance of its glorious and hoary past whereby the country, its religion and all related aspects, covered by the gathering dust of centuries neglect, were rediscovered and extolled. It was the place where the great patriots like Sh. Rash Bihari Bose had taken shelter during their operations for freedom movements.

### **OBJECTIVES**

- The study in hand is conducted keeping in view the following objectives:
- To study the brand perception of PATANJALI‘in minds of Consumers.
- To know the attributes that a customer keeps in mind while buying PATANJALI Products.
- To study the satisfaction level of consumers after using \_PATANJALI‘Products

### **RESEARCH METHODOLOGY**

This research is based on primary data collected through questionnaires from 20 users of Patanjali Products and 3 retailers within Navi Mumbai. The questionnaire design is built up to know the type of products people use, the reason for their buying such product and their post buying satisfaction level from that product. Secondary sources have been used to collect information about \_Patanjali‘ brands. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already in place. Also websites of natural products manufacturing company and online document were investigated to conduct this research.

### **DATA ANALYSIS AND FINDINGS**

The above response shows that the 32% strongly agree, 44% agree, 18% are disagree, 6% strongly disagree to the statement of consumer perception of Patanjali Products.

Out of 20 users, dominant portion i.e. nearly 2/3<sup>rd</sup> of the users age between 20-40 years. Looking at the gender distribution, 70% of the users taken under study are females who can perceive to be more interested in buying herbal cosmetics.

1. 45% of people strongly agreed that Patanjali provide large variety of products with good quality and fair prices. They also believe that Patanjali products have appealing packaging and have good brand image.
2. 30% of people agreed that Patanjali products are excellent and satisfied with the product. And they also agree that Patanjali products are herbal and chemical-free.
3. 15% of people disagree because they do not believe much on any ayurvedic products
4. 10% of people are strongly disagree.

### **FINDINGS**

The data collected through 20 questionnaires is analyzed. Out of 20 users, dominant portion i.e. nearly 2/3<sup>rd</sup> of the users age between 20-40 years. Looking at the gender distribution, 70% of the users taken under study are females who can perceive to be more interested in buying herbal cosmetics. In Occupation frequency, nearly half of the users are students who are pursuing studies followed by 35% of service class users.

1. Some people think that patanjali product is a god brand and they are satisfied with their variety of product.
2. 57% of people agreed that Patanjali products are excellent and satisfied with the product.
3. Before buying patanjali product people keep in mind that the product is good in variety or chemical free.

### **RECOMMENDATION**

- 1) To make a successful product, Patanjali's marketing strategy should attract long term consumers.
- 2) They can increase their distribution channels.
- 3) They have to focus back on product efficacy. Rising above the noise of advertising.
- 4) They can increase their outlet and stores.
- 5) They should do aggressive Digital Marketing of their product.

### **CONCLUSION**

In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of customer. Patanjali is enjoying the advantageous position in market through spirituality element involved in its products. However, it should not ignore the competitors like Naturals, pure roots, Vindhya herbals. Patanjali in order to retain more customers and satisfy them, must fulfil the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality.

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- [www.google.org](http://www.google.org)

## **A STUDY ON PERCEPTION & EFFECTIVENESS OF GENERIC MEDICINES VS BRANDED MEDICINES BY ANALYSING THE START-UP GENERIC AADHAAR IN MAHARASHTRA**

**Aniket Swaraj and Pooja Suvarna**

### **ABSTRACT**

*Generics have an important role to play in public health as they are well known to medical community and costs less due to competition. Timely and effective use of medicines can ensure effective treatment of many illnesses and avoid costly hospital treatment for patients. Significantly, generic medicines can effectively treat many of today's illnesses and its use provides an opportunity to substantially reduce costs to health care budgets and patients. There is no doubt that branded medicines have great influence in the field of medicines, but generic drugs, being equivalent to their brand-name counterparts, are considered safe as well as cost-effective. The use of generic drugs is steadily increasing internationally because of its benefits. This research is about consumer preference of generic medicines in Maharashtra. Nowadays, most people prefer buying medicines from generic due to comparatively lower cost of medicines. Generics are less expensive because the drug manufacturer does not have to duplicate the original clinical trials for effectiveness and safety, which lowers the cost to bring the medicines to market. There is no degradation of quality of medicines in this process. But the effectiveness varies from person to person. Generic drugs also shows less clinically effective in reducing patient's low-density lipoprotein cholesterol levels. In this paper we are studying the effectiveness of generic medicines and consumer behaviour towards generic medicines. Generic drugs show different results among different population and age groups.*

*Keywords: Generic, branded, effectiveness, medicines, quality*

### **INTRODUCTION**

A drug product that is comparable to a brand listed drug product in dosage form, strength, quality and performance characteristics, and intended use. Generic medicines in comparison to general medicines are way more cheaper. This price effectiveness helps the consumer to save a lot of money. But with the lower price of generic medicines there is also a doubt among the consumers regarding the quality of the medicine. This creates low trust and confidence among the people. The aim of this study is to analyse the perception and effectiveness of generic medicines among the consumers. Generic drugs Offer patients an affordable treatment option and save a lot of money. Although, it can impact health outcomes negatively, especially for high-risk patients who are older and already have high health-Care expenditure, this results to extra costs on patients.

For this study secondary data has been collected. Generic medicines can effectively treat many of today's illnesses and its use provides the opportunity to substantially reduce costs to health care budgets and patients. There are two categories of medicines with same constituents. One : Branded medicines which are promoted by doctors and second : Generic medicines which are usually not promoted by doctors due to its low cost. This creates a sense of insecurity amongst consumers to by from the Generic. As it is not much marketed in comparison to normal medicines people see it as unsafe and less effective as compared to branded medicines.

Generic medicines are also promoted by the Government healthcare so that it can reach to every single person who needs it. On average, the cost of generic medicines is 80% lower than the branded medicines. Generic manufacturers are able to sell their products for lower prices, not because the products are of lower quality, but because generic manufacturers generally do not engage in costly advertising, marketing and promotion, or significant research and development

**LITERATURE REVIEW**

It was found that proper and clear communication with the patients can lead to more trust in Generic medicines instead of branded medicines. Appropriate understanding of generic medicines by community pharmacists can result in major cost-savings as they can be instrumental in controlling pharmaceutical expenditure when given the freedom to engage in generic and therapeutic substitution (Butt ZA,2005).

It is also found that patients who have a positive first experience with generic medicines tend to have a positive attitude towards Generic medicines. People who are less knowledge about medicines are more vulnerable to be easily convinced to buy branded medicines. Patients tend to prefer branded medications, that they have insufficient knowledge and information about generics and that physicians and pharmacists play an important role in the promotion of generic medicines to patients and in patients' acceptance of generic substitution(Allian, 2014).

Generic substitution rates have also seen to be increased nowadays because of the approval of the doctors and pharmacists and due to the third party payers (Dong-Churl,1999). Males generally tend to be less educated about medicines which make them more vulnerable to being easily convinced to use branded medicines instead of a generic which is as good as the branded medicine(Matthew,2007).

It is also seen that perception regarding generic medicines are positive in relation to safety and effectiveness but it is seen that branded medicines have shown more positive results.

**OBJECTIVE OF THE STUDY**

- 1) To study the effectiveness of Generic medicines
- 2) To study the attitude of consumers towards Generic medicines
- 3) To study the level of awareness among people towards generic medicines.
- 4) To study the relationship between effectiveness of generic medicines vs branded medicines.

**RESEARCH METHODOLOGY**

The research design undertaken is Descriptive Research Design. Descriptive research is used to depict the participants in an accurate way. In simple words, descriptive research is all about describing people who take part in the study.

The process of gathering and analysing accurate data from various sources to find answers to research problems, trends and probabilities, etc., to evaluate possible outcomes is Known as Data Collection. Data collection was done by using primary data and secondary data.

In primary data a survey was conducted by circulating a questionnaire. The research was done by analysing their responses.

In secondary data various articles from Internet were used. Various research papers and sites were also referred to gain clear information about the topic.

**Sampling Unit:** The individuals whose characteristics are to be measured in the analysis are called elementary or sampling units. Before selecting the sample, the population must be divided into parts called sampling units or simply sample units. All the consumers and buyers of generic medicines

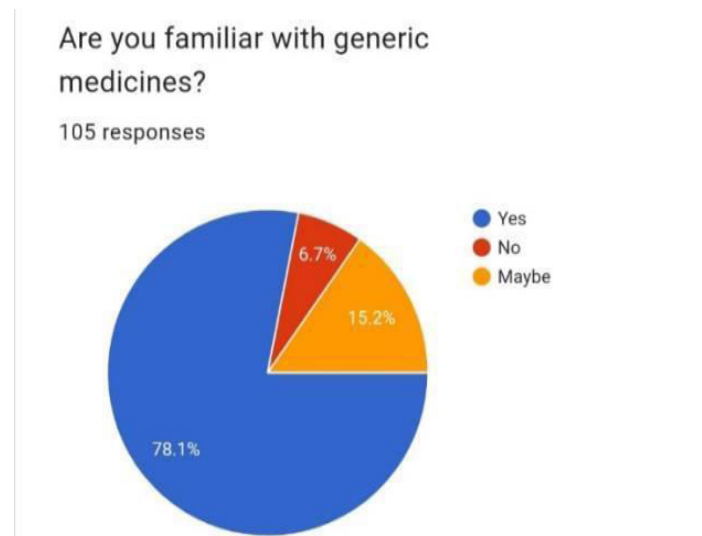
Maharashtra is the sampling unit for the project.

**Sampling Size:-**The list of all the sampling units with a proper identification (which represents the population to be covered is called sampling frame). The frame may consist of either a list of units or a map of area (in case sample of area is being taken), such that every element in the population belongs to one and only one unit.

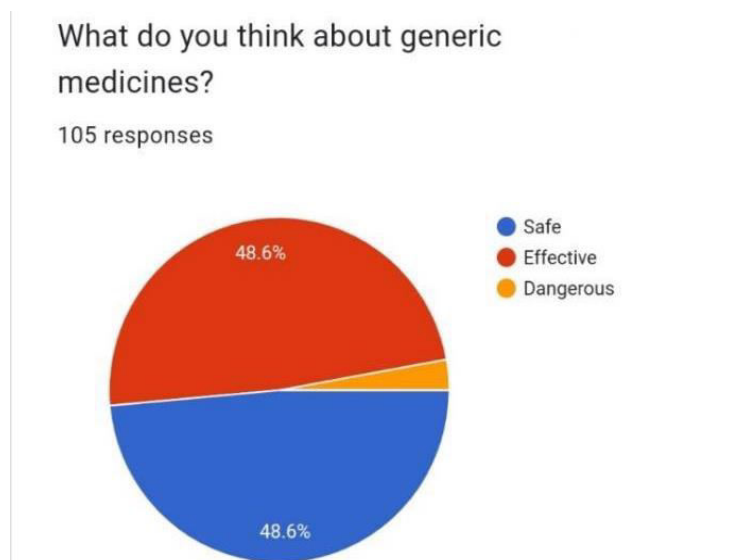
The frame should be accurate, free from omission and duplication (overlapping), adequate, upto data and the units must cover the whole of the population and should be well identified.

The sample size is around 105 as these much audience filled the questionnaire and the data was collected from them.

### DATA ANALYSIS & FINDINGS



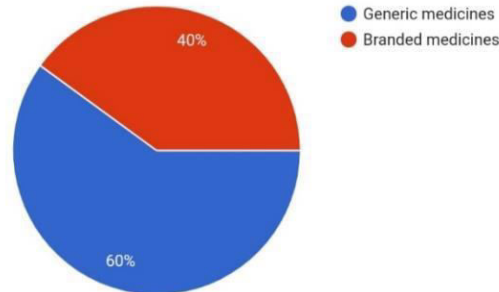
In this above data 78.1% respondents are familiar with generic medicines whereas rest 22% respondents are not much familiar about it. That means majority of respondents know about generic medicines.



In this above data of pie Chart 48.6% respondents say that generic medicines are effective and rest 48.6 feel it is safe whereas only rest few respondents think it as dangerous. It means that respondents have a positive attitude towards generic.

## What do you prefer more?

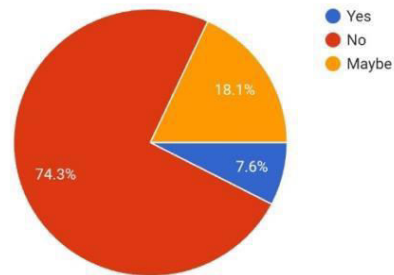
105 responses



In this above data 60% respondents prefer generic medicines whereas rest 40% prefer branded medicines. The majority respondents prefer generic medicines.

## Did you or anyone in your household face ill-effects after consuming generic medicines ?

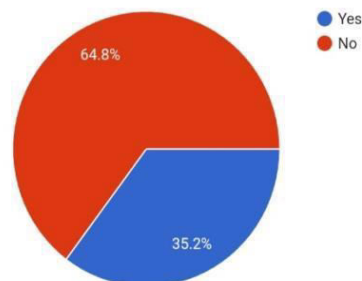
105 responses



In this above data 74.3% respondents have experienced no ill-effects after using generic medicines and the rest have faced some minor effects.

## Are you aware of the startup Generic Aadhaar?

105 responses

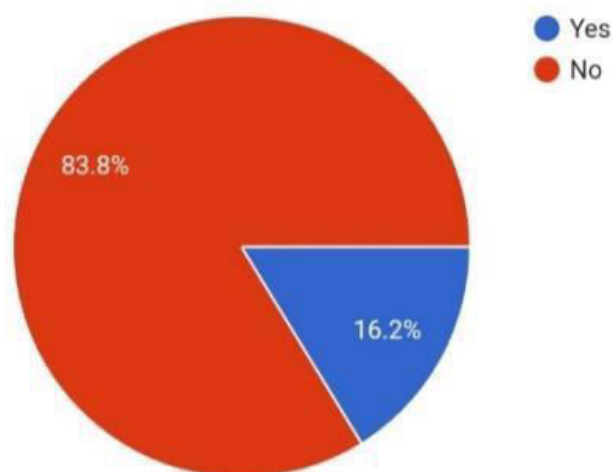


In the above Data 64.8% respondents are unaware of the startup Generic Aadhaar whereas rest 35.2% respondents are aware about it. Among these respondents 83.8% respondents have never purchased from Generic Aadhaar and rest 16.2% have purchased.



## Have you ever purchased from Generic Aadhaar?

105 responses



### RECOMMENDATION OF THE STUDY

This study shows that the people of Maharashtra are well aware of the generic brands. Though the major population is between 15-30 Age group they are more open towards the generic medicines.

It is also found that consumers have high satisfaction with its efficiency. We also got to know that generic medicines are purchased more by people suffering from chronic diseases than acute diseases because it saves a lot of expense.

Doctors should prescribe generic medicines to consumers. This will promote generic medicines among people by gaining their trust.

Pharmacists must also recommend generic medicines to the consumers because they are of same effectiveness as of branded medicines. The plus point is that they are also cost effective. There must be proper availability of generic medicines. Every area should have a generic so that the people staying in the surrounding can avail the benefits.

### CONCLUSION

A generic medicine can be a substitute used for branded medicines. However there is often a debate about the quality, safety and effectiveness of generic medicines. Often healthcare expenses are too much for elderly people who have no proper source of income. Here Generic medicines can help them to lower their expenses. One of the main thing we can do to lower our medical expense is to use generic medicines instead of expensive branded medicines which is of the same quality. Although generic medicines use have become more widespread as seen in the research but some people still hold negative view towards it. A way to promote generic can be done through educating people through advertisements, word of mouth by doctors & pharmacists can also help people to gain trust in generic medicines. If consumers are poorly

informed about the equivalence of generic medicines to branded medicines they may not buy it. Pharmacy industries must take initiative to promote generic medicines because they are of the same quality as of branded medicines. Moreover, it is cost effective to consumers. There must be policies made regarding prescription, availability and usage of generic.

Finally, this study can help future researchers to explore the differences between the effectiveness of generic medicines and branded medicines.

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**SUSTAINABILITY IN THE SKINCARE INDUSTRY- A STUDY ON MAMA EARTH****Aniket Swaraj and Jairaj Shetty**

SIES College of Commerce and Economics (Autonomous)

**ABSTRACT**

India has a number of environmental issues as a result of its substantial chemical use. Growth surges have an impact on the system, as seen in India, which has resulted in many irregularities. Environmental pollutants, however, have had an effect beyond the atmosphere as well. Concerns over the potential health risks of using non-green artificial products that respond to figures are growing. Numerous skin and hair issues have resulted from this. People now understand the importance of being natural and organic as a result of the drastic change in the environment. This has also started to bring about a change in the cosmetic industry. In a market that still has products with toxic chemicals, brands like Mama Earth have taken up this opportunity and introduced a range of natural green cosmetics. Mama Earth has focused on sustainable cosmetics as well as sustainable packaging by using recycled plastics. This research focuses on consumers behavior towards green skin care products and whether do they support it or not. The data used is primary data by using google forms and the results state that people are supporting such brands and are ready to shift to them after knowing their benefits.

*Keywords: Sustainability, Skincare, Natural Ingredients, Toxin-Free, Eco-Friendly Packaging.*

**INTRODUCTION**

Skin care products are used to treat, improve, and nourish the skin's health and appearance. They include cleansers, scrubs, toners, body lotions, moisturizers, face washes, creams, oils, and serums that are made using a variety of synthetic and organic components, including retinol, alpha-hydroxy acids, hyaluronic acid, bentonite clay, aloe vera, and tea tree oil. They help remove dead skin cells, maintain skin elasticity, and shield the skin from fine lines, wrinkles, and age spots. Additionally, they shield the skin from damaging ultraviolet (UV) radiation and prevent sunburn, acne, tanning, and hyperpigmentation. Aside from that, the demand for skin-care products is rising globally due to their ability to shield users from allergens and harmful bacteria as well as improve the condition of their skin. In 2020, the worldwide skincare market was worth USD 98.83 billion. The COVID-19 epidemic has had an unprecedented and overwhelming impact on the world, with skin nutrition products experiencing a decline in demand in every location. According to our data, the global market showed a decrease of -29.43% in 2020 compared to the average annual increase between 2017 and 2019. The market is anticipated to increase at a CAGR of 5.52% between 2021 and 2028, rising from USD 100.13 billion in 2021 to USD 145.82 billion in 2028. When the pandemic is gone, this market's demand and growth will resume to pre-pandemic levels, which explains the sudden increase in CAGR.

People are moving toward healthier lifestyles on a global scale as a result of growing worries about synthetic and chemical items. People all across the world, regardless of skin type, are more interested in organic products than products created chemically. Organic products for personal care have seen an increased rise as a result. Have you ever pondered why people buy things like facial cleanser, creams, mask, shampoos, conditioners, hair oil, etc. Consumers are encouraged to purchase skin care products by words like "natural," "organic," "sulfate-free," "paraben-free," "vegan," "cruelty-free," "no artificial preservatives, color, or scent." Today's consumers are knowledgeable, responsible, and ready to spend money on natural and organic goods, even though they may cost a little more than comparable chemical goods. Although the more expensive organic components needed to manufacture organic goods make them more

expensive, they are the best for the health of your skin. To capture this market in India where consumers are a little cost cautious Mama Earth comes to picture.

Mama Earth has propelled itself into a promising start-up in the cosmetics sector and is backed by the American Made Safe Certification, the first nontoxic label for items currently in use. It was founded in September 2016 by Ghazal Alagh and Varun Alagh. Mama Earth, with its headquarters in Gurugram (India), distinguishes itself in the country's cosmetics market as an online retailer of natural and toxic-free skin care products. They produce 100% toxin-free skin care products while being relatively priced in comparison to their toxic competitors. Along with this they are also plastic-positive in their packaging. Which means they recycle more plastic than they generate. They have also launched a new campaign 'Plant goodness' initiative. Under this for every order placed the company attaches a sapling to the order and plants it. They share this with the customer as well. Their main goal is to plant a million trees.

### LITERATURE REVIEW

**Dimitrova, V., Kaneva, M., Gallucci, T. (2009), "Customer knowledge management in the natural cosmetics industry", *Industrial Management & Data Systems*, Vol. 109, No. 9, pp. 1155-1165** - In the past, costly natural ingredients were replaced with chemicals to lower the cost and increase availability of the cosmetics. Consumer perceptions of and interest in mostly natural items, including cosmetics, are growing in today's society as a result of the movement toward a better way of life. According to several research, the most significant motivating elements for clients in Bulgaria, Montenegro, and Italy when choosing cosmetics are natural aroma, good quality, moisture, protect the skin, medical advice, highly durable, good promotion, hypoallergenic, and not tested on animals. People that live environmentally responsible lives and are concerned about their health, beauty, and appearance purchase natural cosmetics.

**Nimse, P., Vijayan, A., Kumar, A., & Varadarajan, C. (2007). A review of green product databases. A review of green product databases-** The demand for healthier, safer, and paraben-free organic beauty products has increased due to a rise in environmental consciousness (Nimse et al., 2007), health awareness, and concern about dangerous chemicals (on skin). Products for personal care include deodorants, hair and skin care, cosmetics products, toiletries, and feminine hygiene items. Organic products for personal care are quite popular since their formulations are devoid of pesticides, fertilizers, and GMOs. Since organic skincare products are made from natural substances such extracts of roots, leaves, flowers, and herbs, they are said to be safer for the skin.

**Johri, L. M., Sahasakmontri, K. (1998), "Green marketing of cosmetics and toiletries in Thailand", *Journal of Consumer Marketing*, Vol. 15, No. 3, pp. 265-281:** The findings indicate that consumers' opinions toward products and purchasing habits were influenced by their awareness of their health and the environment. People who have a great desire to keep their appearance youthful and attractive typically search for chemical-free personal grooming solutions. Consumers with a high health consciousness may take into account whether a product is safe for the skin and body when making purchases of skin/hair care products; as a result, they may take the types of components used in the product more seriously than consumers with low health consciousness.

**Eftimiya Salo: Consumer behaviour towards green skincare cosmetic products. (2016)** His research examines Finnish consumers' attitudes toward eco-friendly cosmetics. The study's objective is to investigate the many elements that affect people's decisions to buy facial cosmetics. The survey also seeks to understand how customers feel about natural cosmetics and the worth of its ingredients. A combination of research methods was used to carry out the survey. In order to accomplish the goals of the study, an online questionnaire was created. There

were 177 responses and submissions in all. In terms of natural ingredients, the results indicate a slight difference in the support for natural facial products according to the age. Women aged 21-30 years were unsure of the superiority of natural skin care products to synthetics. On the other hand, women in the age category 31-40 years showed support for green skin care products. This is evident from the fact that women from age group of 31-40 years are more willing to pay a premium price for natural products.

### OBJECTIVE

1. To study how consumers behave towards natural skincare products.
2. Harmful effects of toxic chemicals in overall skincare industry
3. Mama Earth and similar brand's key role in introducing natural skincare products in India
4. To see people's preference when presented with different aspects in skin care products.

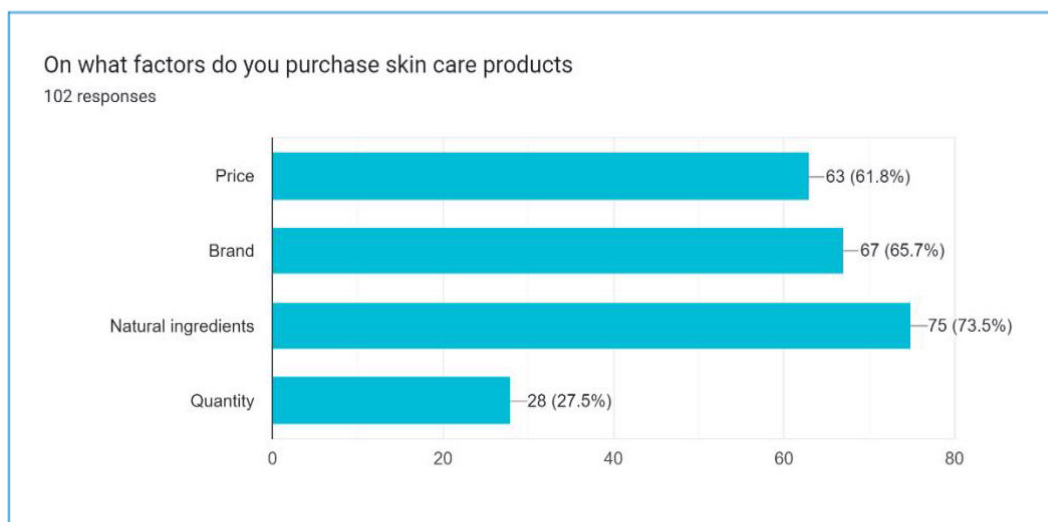
### RESEARCH METHODOLOGY

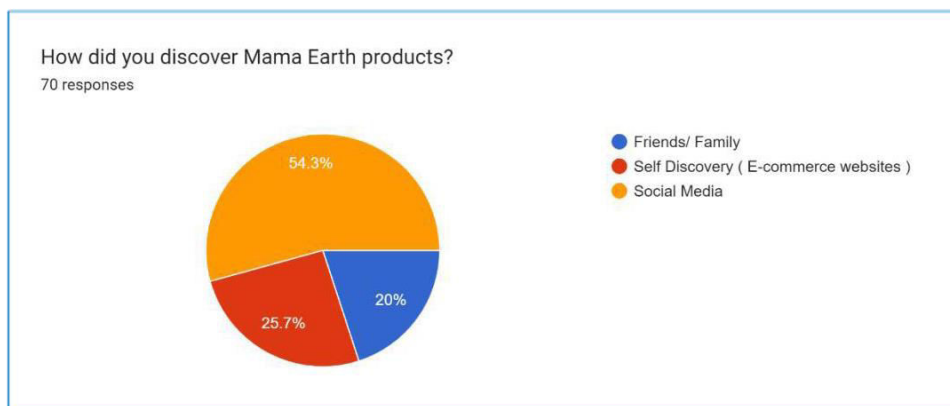
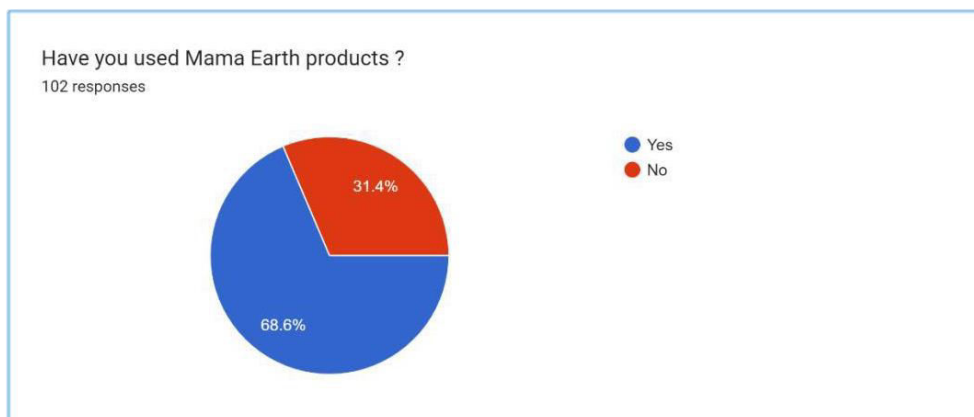
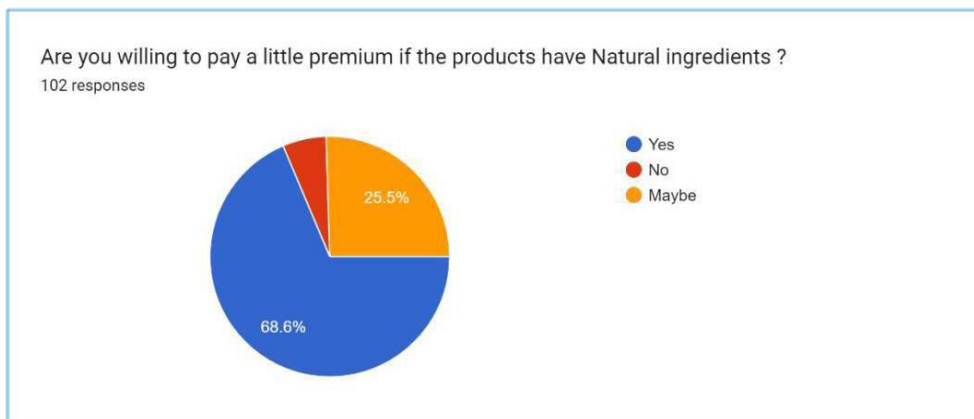
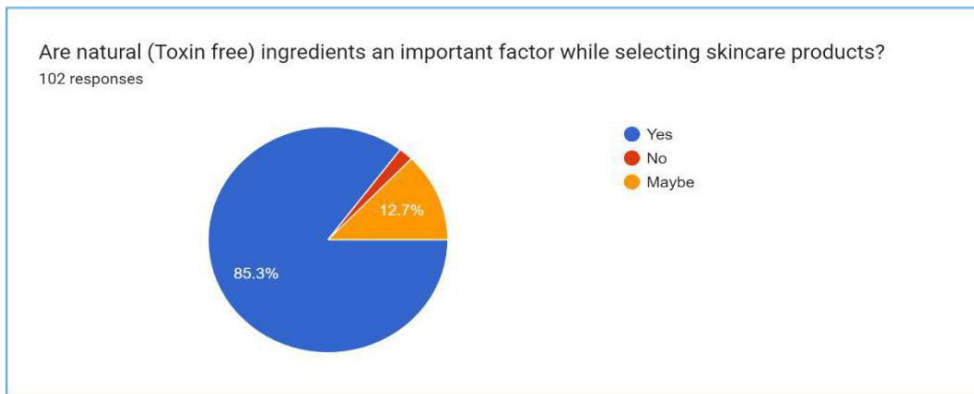
The universe of the study are mainly students from different colleges. Simple random sample collection was used to collect data. The information is collected from both primary and secondary data.

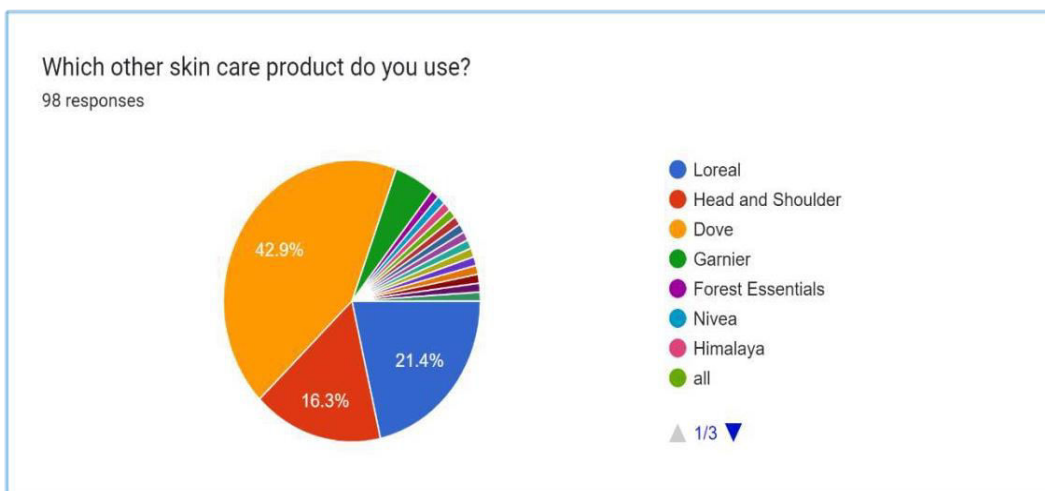
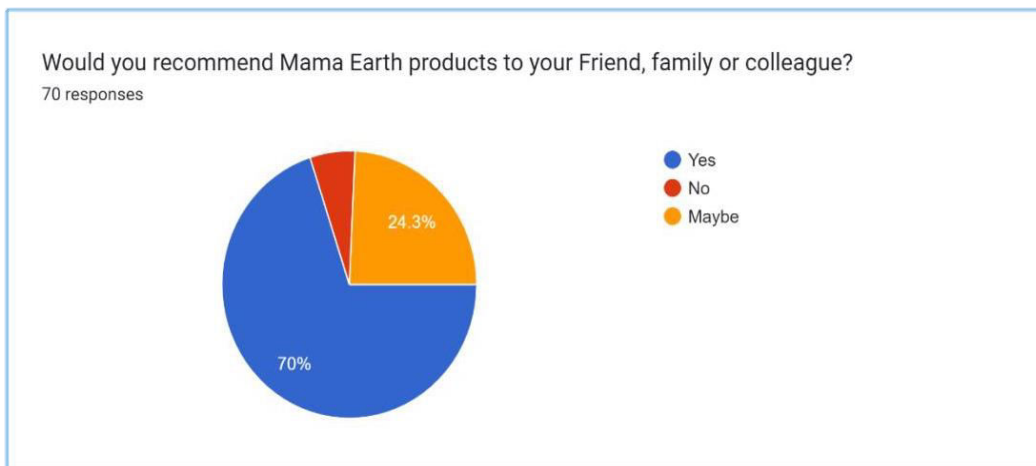
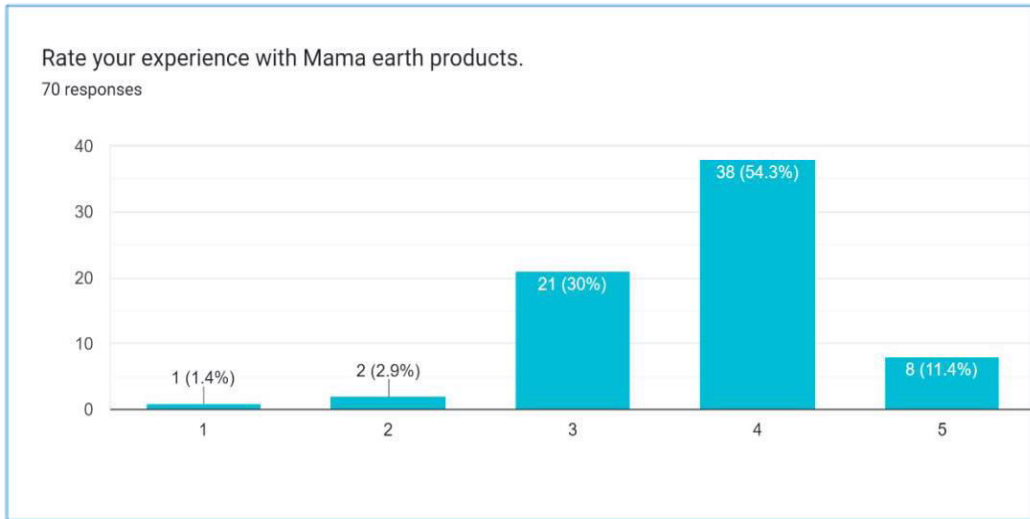
**Primary Sources:** The main sources of collection of data are primary sources. Google form was used to conduct a survey and collect data through a questionnaire. The questions were answered by choosing predetermined responses. The questions were related to usage of skincare products having natural ingredients.

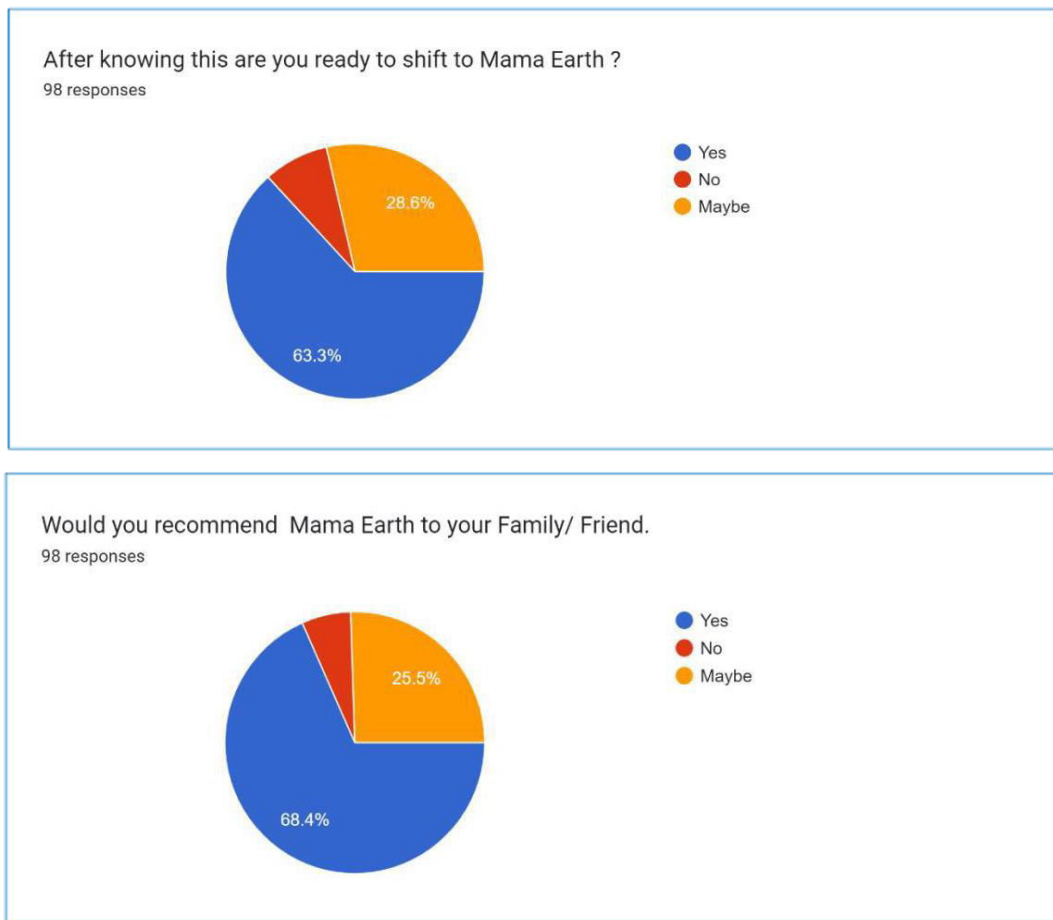
**Secondary Sources:** The other data for research have been collected from secondary sources like websites, etc.

### DATA ANALYSIS









## FINDINGS

- It was found out that 73% of the respondent look out for natural ingredients while purchasing skin care products.
- 68% are ready to pay a premium if the products have natural ingredients.
- 68% of the audience have used Mama Earth products.
- 65% were satisfied with Mama Earth products.
- 54% of these found out about Mama Earth through social media. 26% found through E-commerce websites. And 20% through family and friends.
- 63% are ready to shift to Mama Earth after knowing about the harmful effects that other brands cause.
- Almost 70% are confident about referring Mama Earth products to their friends and family.

## RECOMMENDATIONS

- Companies should start to substitute harmful chemicals with natural ingredients since a good number of audiences are aware about them.
- Companies like Mama Earth can spread more awareness about sustainable products through various platforms as almost 63% audience are ready to shift after knowing the harmful effects of chemicals currently used in their products. This shows that consumers are not as much aware about the after effects as they should be.



- Stringent regulations must be put to place to allow only those chemicals which are not too harmful over the long run.
- Companies should also take efforts to make packaging sustainable by either using biodegradable materials or by recycling plastic waste.

### **CONCLUSION**

The main aim of this research is highlight how important green skincare has become and to what extend consumers support it. It was also important to understand how much knowledge do consumers have about the products. Out of 102 participants 65 are ready to shift towards to a natural skin product (Mama Earth) after knowing the ill-effects of other brands. This shows a massive support towards natural products. Considering the fact that market for cosmetic/ beauty products is projected to witness a growth of around 25% during 2021-2026, marketers would benefit from understanding their customers. Since this research only studies consumers purchase intention, other factors which may impact intention like psychographic factors, values, personality, attitude may be explored.

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## SUSTAINABLE PRACTICES IN AUDIO MARKETS

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### ABSTRACT

*India has been a primary point of concern for every individual. Electronic waste (e-Waste) is one of the fastest growing areas of the international waste stream increasing at a much higher rate than all other waste streams. Fast growing electronics industry due to rising demand of information and communication technology around the world coupled with rapid product obsolescence and lack of end-of-life management options have all led to the un-sustainable management of the waste stream.*

*As a socially responsible company boAt has proactively joined & strengthened relationship with CPCB authorized e-Waste Management provider Attero. **Attero Recycling Pvt Ltd** is an environmentally conscious end-to-end E-Waste management solution provider in India and is one of the few such recyclers globally. Taking help of the survey conducted among consumers of electronic products, this study aims to explore the trust and sustainability factor in boAt.*

*Keywords: sustainability, boAt, e-waste, company, environment.*

### INTRODUCTION

Sustainable practices support ecological, human, and economic health and vitality. Sustainability presumes that resources are finite, and should be used conservatively and wisely with a view to long-term priorities and consequences of the ways in which resources are used. Minimizing e-waste helps to conserve resources and reduces the amount of energy we take from the earth.

E-Waste Management at Imagine Marketing Ltd (Boat), As a Responsible Organization and under SDG Goals, boAt understand that their responsibility doesn't end at manufacturing, selling and placing our product in the Market from B2B, B2C and B2G business. Imagine Marketing Ltd (Boat) has been working in the area of safe disposal of electronic waste. This thought is supported by our local and global policies both, We are jointly working on the Rules and Regulations implemented by the Ministry of Environment, Forests and Climate Change (MoEF&CC) under the E-waste Management Rules, 2016 and its amendment therefore, which has been implemented since 2016.

Imagine Marketing Ltd (Boat) is committed to quality & continuous improvement in Environment, Occupational Health & Safety Performance through maintaining documentation, Compliance & periodic review of the Environment, OHS legislation & Regulatory requirement, Resource Conservation, Prevention of ill health and injury, Zero Accident & Occupational Health Monitoring.

Creating awareness amongst Employee, Contractors & Visitors on Environment, Health, and Safety & Hygiene through involvement & Motivation of all. Empowerment to employees to act with responsibility in day-to-day safe working condition and also in emergency situation for their own & other Health & Safety. Maintain Environment, Occupational Health and Safety Management system.

Ministry of Environment, Forest and Climate Change, Government of India has implemented E-Waste Management Rules 2016, which has come into force from 1<sup>st</sup> October 2016.

These rules shall apply to every producer, bulk consumer, consumer, collection centres, dealers, e-retailers, refurbisher, dismantler and recycler involved in manufacturing, sale, transfer, purchase, collection, processing and storage of certain Electrical and Electronic Equipment.

### ➤ METHODS OF E-WASTE MANAGEMENT

1. Re-evaluate. Do you really need that extra gadget? Try finding one device with multiple functions.
2. Extend the life of your electronics. Buy a case, keep your device clean, and avoid overcharging the battery.
3. Buy environmentally friendly electronics. Look for products labeled Energy Star or certified by the Electronic Product Environmental Assessment Tool (EPEAT).
4. Donate used electronics to social programs—and help victims of domestic violence, children safety initiatives, environmental causes, and more. Ask your student REP for a postage paid mailer for your cell phone or ink cartridge. For each item received, the World Wildlife Fund will receive one dollar.
5. Recycle electronics and batteries in e-waste recycling bins located around campus. Large electronics can go in the larger bins found in your building.

### ➤ REVIEW OF LITERATURE

- Kajalben patel (2021) in her paper attempt to understand the current e-waste management system in India. According to her there is a long way to have a successful implementation of EPR in India. The informal sector that dominates the e-waste market needs to be acknowledged. Proper Framework and schemes must be drafted considering both the sectors of e-waste in India. Social and economic concerns need to be identified and overcome. Modern technology, methods, techniques, and instruments adopted by other developed countries must be put into practice.
- Md. Rezaul Hasan Shumon, Shamsuddin Ahmed, Md. Tasbirul Islam (2014) in their paper attempt to understand the present status and future perspectives of sustainable practices in reference to e-waste. They concluded that , the development of a collection model influenced by the application of advanced analytical methods could be a useful process for the nation.

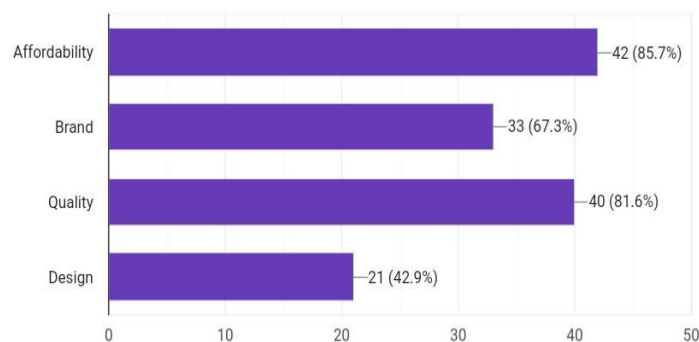
### ➤ OBJECTIVES OF THE STUDY

- To study the perception of respondents with respect to consumers trust in boAt
- To study the perception of respondents with respect to future growth of boAt.

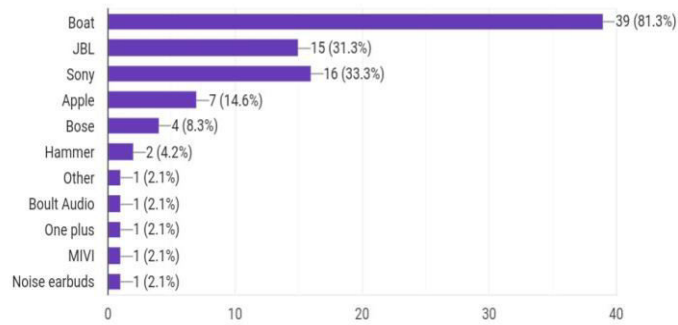
**Methodology Involved:** Google forms were passed to consumers within all age groups to understand their perception and their trust in boAt as compared to other competitors in audio market. The nature of questions are elementary that even non expert can understand.

### ➤ ANALYSIS AND FINDINGS

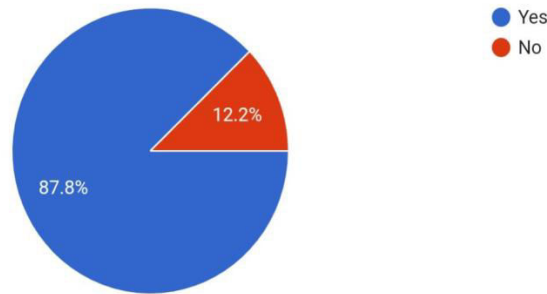
Q1) on what basis do you purchase mobile accessory products?



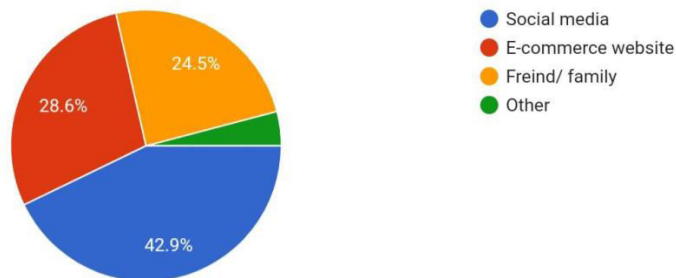
Q2) which brand you prefer the most for mobile accessory products?



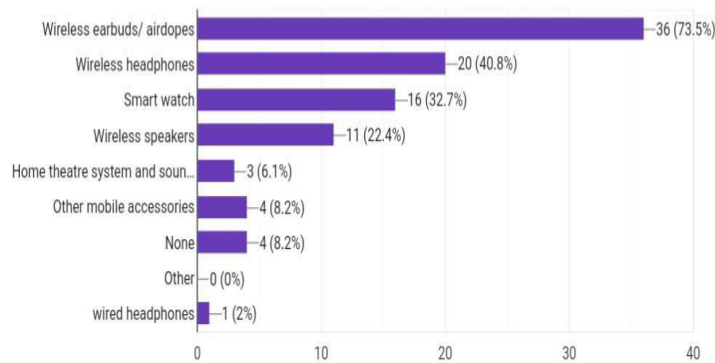
Q3) have you ever used boAt product?



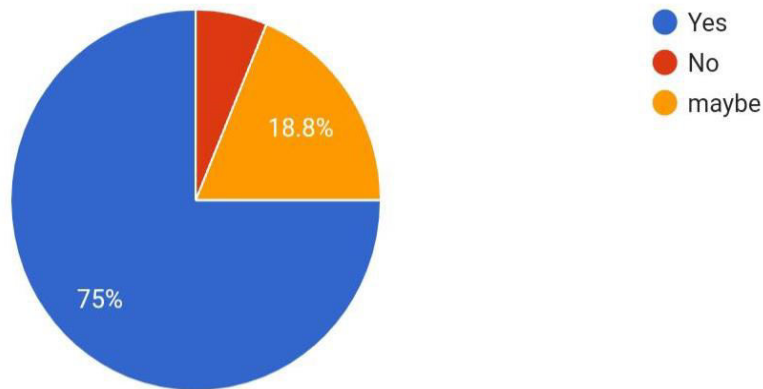
Q4) how do you discover about the boat products?



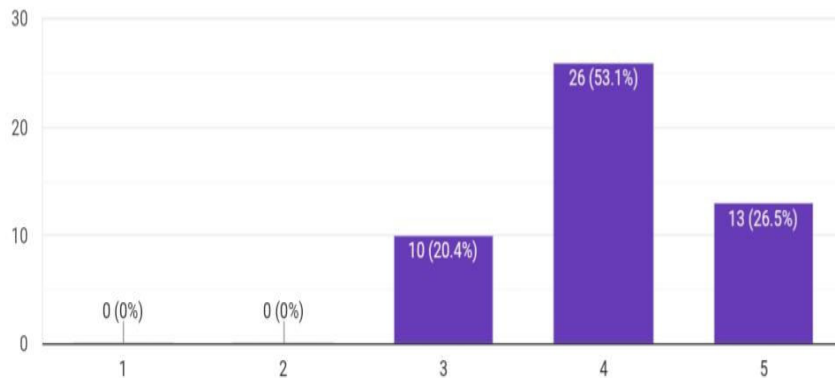
Q5) what products of boat have you used



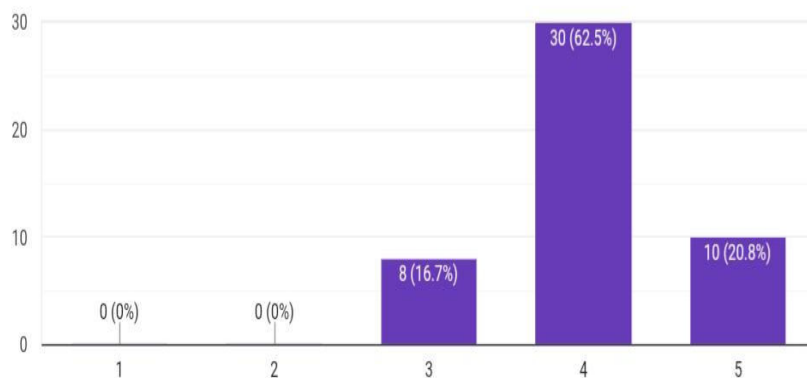
Q7) Do you find boat products more affordable and trendy as compared to other brands?



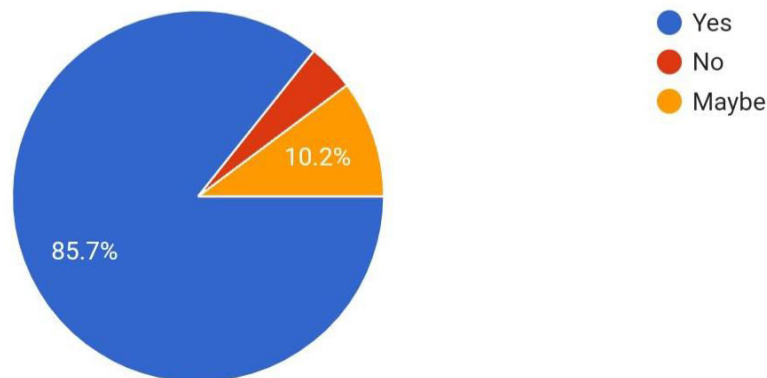
Q8) BoAt is contributing to the environment in one way by promoting safe disposal of electronic waste. They are jointly working on rules and regulations implemented by MOEF&CC under e-waste management rule, 2016. Rate the sustainability factor. They are jointly working on rules and regulations implemented by MOEF&CC under e-waste management rule, 2016. Rate the sustainability factor



Q9) On a scale of 1(poor) -5(best) how would you rate the boat products



Q10) would you recommend boat products to your friends/ family/ colleagues?



## V. FINDINGS

- It has been found that most of the consumer buy products on the basis of quality and affordability. Quality and design are somewhat secondary to them
- Almost majority of consumers buys mobile accessories products considering that they are in trend.
- Most consumers prefer boAt products in comparison to other brands in reference to audio products. Then comes the Sony and then JBL.
- 87% of the respondents have heard about boAt products which reflects that they are quite popular in market.
- Most consumers got to know about boAt through social media
- Highest selling products of boAt is airdopes / Wireless earbuds, then the smart watches and speakers.
- Most of the respondents think that boAt will sustain in the market.
- Nearly all respondents will recommend boAt products to their friends and family.

## VI RECOMMENDATIONS

1. **Recycle, Recycle, Recycle.** No matter what you have, it's important to always dispose of your e-waste properly. That means recycling all of your used electronics, with the understanding that improperly disposing of e-waste is becoming more and more hazardous, particularly since the volume of e-waste has skyrocketed.
2. **Understand Security Issues.** All of your personal information remains stored on your electronic devices even if you delete it, so that's another reason not to throw it away. A recycling firm like Great Lakes Electronics Corporation can scrub your device clean before it gets recycled, so there is no opportunity for cyber thieves to get that information.
3. **Maintain what you have.** Small moves help keep what you have working longer. Clean your computer often and don't overcharge your battery so you can improve your battery's overall lifespan.

Taking these moves and making those simple changes, and encouraging others to do the same, will help greatly reduce e-waste.

- Buy from brands that have EPR policy
- Practice 3 Rs – reduce, reuse and recycle
- Look out for recyclers, brands' collection centers, PROs

- Give off e-waste to government-approved dismantlers
- Gather e-waste at community level or organize e-waste collection drives

### **VII. CONCLUSION**

E-waste is a problem that is being faced by almost all countries globally but more so by developing countries as the e-waste is imported to these countries in bulk. Hence each of us must be committed to cutting down the waste and use, reuse and recycle all e-waste.

As time passes boAt will sustain more eco friendly in future by practicing all guidelines of ministry of environment and climate change.

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Her areas of teaching and research include Corporate Finance, Financial Markets, International Finance, Financial Services, Wealth Management, Entrepreneurship, Business Environment, Sustainability, Internships and Employability.

She received three Best Research Paper honours. She has published 24 research papers, including works in ABDC and UGC CARE. She was awarded Minor Research Project grant of Rs.27,000 by University of Mumbai for the topic. "A study of effectiveness of Internships in enhancing employability of Commerce and Management students of University of Mumbai". She also won CIMA Campus Culture Excellence Award 2022 - Global Bronze by AICPA & CIMA. She has been invited as a guest speaker for various seminars. She can be reached at dsouzaflour@gmail.com. ORCID ID: 0000-0002-3100-8211



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