



**Attitude of customers about green entrepreneurship: A study among Ayurvedic Cosmetics Products**

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**Abstract**

Green entrepreneurship has gained significant attention in recent years due to increasing environmental awareness and sustainable consumer behavior. The cosmetic industry, particularly the Ayurvedic segment, has witnessed growth as consumers seek natural, eco-friendly products that align with sustainable values. The study investigates customer attitudes towards green entrepreneurship in the context of Ayurvedic cosmetic products. The study aims to examine the attitude of customers towards green entrepreneurship in the Ayurvedic cosmetic sector and analyze the factors that influence their purchasing behavior. A total of 150 respondents were selected using the simple random sampling technique to ensure equal representation and minimize sampling bias. The respondents were consumers of Ayurvedic cosmetic products from selected urban areas. Primary data were collected through a structured questionnaire. Understanding consumer perspectives is essential for entrepreneurs seeking to design effective marketing strategies and develop products that align with sustainable values. The research explores consumer awareness, perception, purchase intention, and the factors influencing the adoption of environmentally friendly cosmetic products. Data was collected through surveys from a diverse group of customers, and the findings reveal that while environmental consciousness is rising, price sensitivity and product efficacy remain key determinants in shaping attitudes and buying decisions. The study provides insights for green entrepreneurs, marketers, and policymakers to promote sustainable business practices in the cosmetic sector.

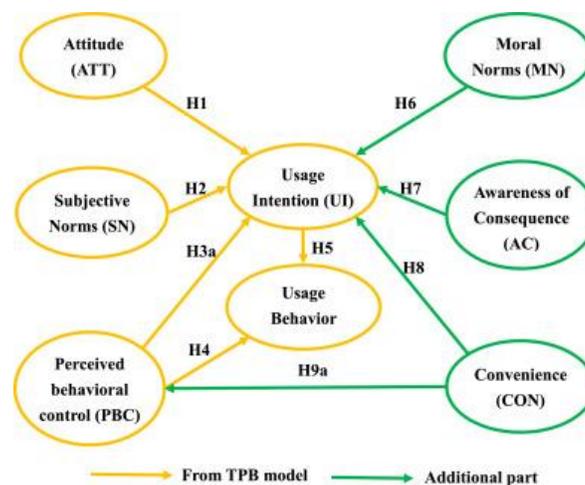
**Keywords:** Green entrepreneurship, Consumer attitude, Ayurvedic cosmetic products Sustainable consumption, Purchase intention and Environmental consciousness

**Introduction**

Environmental degradation, climate change, and resource depletion have intensified global interest in sustainable business practices. Green entrepreneurship, defined as the creation and management of businesses that minimize environmental impact while generating profit, plays a critical role in fostering sustainable development. The cosmetic industry, known for its chemical-laden products and environmental footprint, presents a unique opportunity for green entrepreneurship through natural, Ayurvedic-based products. Ayurvedic cosmetics are rooted in traditional Indian medicine, using herbal ingredients that are biodegradable,

chemical-free, and eco-friendly. Consumers are increasingly aware of the harmful effects of synthetic chemicals on health and the environment, leading to a shift towards natural products. However, the adoption of Ayurvedic cosmetics is influenced by various factors, including awareness, attitude towards sustainability, perceived product quality, and cost considerations. The study seeks to explore customers’ attitudes toward green entrepreneurship in the Ayurvedic cosmetic sector and to identify the key factors influencing their purchasing behavior. Gaining insight into consumer perspectives is crucial for entrepreneurs to formulate effective marketing strategies and develop products that are aligned with sustainability-oriented values.

Figure: 1



## **Literature Review**

### **Green Entrepreneurship**

Green entrepreneurship integrates environmental sustainability into business operations, emphasizing eco-friendly products, resource efficiency, and social responsibility. Scholars argue that green entrepreneurs not only address environmental concerns but also capitalize on emerging market opportunities. In the context of consumer goods, green entrepreneurship is particularly relevant as customers increasingly prefer products that are safe, natural, and environmentally responsible.

### **Customer Attitude Towards Green Products**

Customer attitude towards green products is influenced by awareness, perceived benefits, environmental consciousness, and social influence (Chen, 2010). Positive attitudes towards sustainable products often result in higher purchase intention, brand loyalty, and willingness to pay premium prices. However, barriers such as higher costs, lack of trust, and limited availability can hinder adoption.

### **Ayurvedic Cosmetics and Consumer Behavior**

Ayurvedic cosmetics combine traditional knowledge with modern cosmetic practices. Studies have shown that consumers choose Ayurvedic products for their perceived safety, natural ingredients, and ethical production practices (Singh & Kaur, 2019). Brand credibility, product efficacy, and packaging sustainability are critical factors influencing consumer preferences.

### **Research Agenda**

**Prajapati, R. I. (2024)** explores the significant role of Ayurveda and indigenous knowledge systems in fostering green entrepreneurship in India. Prajapati argues that traditional knowledge, particularly Ayurvedic principles, provides a sustainable framework for environmentally responsible business practices. The study emphasizes that Ayurveda inherently promotes harmony between humans and nature through the use of natural resources, herbal formulations, eco-friendly production methods, and minimal environmental impact. The author highlights how indigenous knowledge contributes to sustainable sourcing, biodiversity conservation, organic

cultivation, and ethical consumption patterns. By integrating traditional wisdom with modern entrepreneurial strategies, businesses can develop green products such as herbal cosmetics, organic medicines, and natural wellness solutions. The paper further discusses the economic potential of Ayurveda-based enterprises in rural development, employment generation, and women empowerment. The article also identifies challenges such as lack of standardization, inadequate commercialization strategies, intellectual property concerns, and limited policy support. It recommends stronger government initiatives, research collaboration, digital marketing adoption, and quality certification systems to enhance global competitiveness. Overall, the study concludes that Ayurveda and indigenous knowledge systems serve as powerful foundations for sustainable development and green entrepreneurship, aligning economic growth with ecological preservation and cultural heritage conservation.

**Srivastava et al. (2024)** investigates the key antecedents influencing consumers' purchase of green cosmetics in India using a **fuzzy-set qualitative comparative analysis (fsQCA)** approach. Unlike traditional linear

models, the fuzzy approach allows the authors to examine how combinations of factors jointly lead to green cosmetic consumption rather than evaluating each factor independently. The research identifies several major determinants, including **environmental concern, health consciousness, perceived product effectiveness, social influence, brand trust, price sensitivity, and environmental knowledge**. The findings reveal that no single factor alone drives green cosmetic consumption; instead, different configurations of psychological, social, and product-related variables lead to high purchase intention. Environmental concern and health consciousness emerge as core conditions in most successful combinations. Social influence and brand trust also play significant roles in strengthening consumer confidence toward green cosmetic products. However, high price sensitivity may reduce adoption unless supported by strong perceived value and effectiveness. The study contributes methodologically by demonstrating the usefulness of fsQCA in retail and sustainability research. Managerially, it suggests that marketers should focus on building trust, educating consumers, emphasizing health and

environmental benefits, and designing effective communication strategies rather than relying solely on pricing tactics. Overall, the article concludes that green cosmetic consumption in India is driven by multiple interacting antecedents, highlighting the importance of holistic marketing strategies in promoting sustainable consumption behavior.

Singh et al. (2025) examines the determinants of consumer behaviour and purchase intentions toward green cosmetic products in North India, adopting a gender-neutral perspective. Unlike many prior studies that focus primarily on female consumers, the authors analyze behavioural patterns across genders to provide a more inclusive understanding of the green cosmetics market. The research investigates key psychological and behavioural constructs such as environmental concern, health consciousness, perceived quality, product knowledge, social influence, attitude, and perceived value. Using quantitative analysis, the study finds that environmental awareness and health consciousness significantly shape positive attitudes, which in turn strongly influence purchase intention. Perceived product effectiveness and trust in green claims also

emerge as critical drivers. Importantly, the findings reveal that green cosmetic consumption is not limited to women; male consumers also demonstrate substantial interest when they perceive environmental and personal health benefits. The gender-neutral analysis shows minimal differences in core determinants, suggesting that marketers should adopt inclusive communication strategies rather than targeting only female segments. The study highlights challenges such as greenwashing concerns, price sensitivity, and limited consumer knowledge. It recommends transparent labelling, awareness campaigns, digital engagement, and evidence-based product communication to strengthen consumer trust. Overall, the article concludes that green cosmetic purchase intentions in North India are driven by attitudinal, environmental, and value-based factors, and a gender-neutral marketing approach can significantly expand market potential.

Chandran et al. (2020) study investigates how **brand awareness, product awareness, brand use, and product use** influence **brand satisfaction and product satisfaction** in the context of Ayurvedic products in India. The authors aim to

understand consumer perception and satisfaction patterns in the growing Ayurveda market, which blends traditional knowledge with modern branding practices. Using quantitative research methods, the study analyzes consumer responses to examine the relationships between awareness, usage, and satisfaction. The findings reveal that **brand awareness significantly influences brand satisfaction**, while **product awareness strongly impacts product satisfaction**. Consumers who are more familiar with Ayurvedic brands and their specific products tend to report higher levels of satisfaction. Additionally, actual **usage experience (brand use and product use)** plays a crucial mediating role. Positive consumption experiences strengthen satisfaction levels, which in turn can enhance customer loyalty and repeat purchase intentions. The study suggests that awareness alone is not sufficient; experiential use is essential in shaping favorable consumer attitudes. The research provides managerial implications for Ayurvedic companies, emphasizing the importance of effective branding strategies, consumer education, trial opportunities, and consistent product quality. Strengthening both brand-level and product-level

communication can improve overall customer satisfaction. Overall, the article concludes that in the Ayurvedic product sector, awareness combined with usage experience significantly determines customer satisfaction, which is vital for sustaining competitive advantage in the herbal and natural product market.

### **Importance of Studying Attitude**

Understanding consumer attitudes is crucial for green entrepreneurship. Positive attitudes can enhance market growth, encourage innovation, and promote sustainable consumption patterns. By examining the specific context of Ayurvedic cosmetics, entrepreneurs can tailor strategies that resonate with eco-conscious consumers while balancing affordability and effectiveness. Green entrepreneurship has emerged as a critical driver of sustainable business practices, combining environmental responsibility with economic opportunities. In the context of the cosmetic industry, where chemical-based products have long dominated, Ayurvedic cosmetics present a promising avenue for green entrepreneurship. These products, grounded in traditional Indian medicine, use natural ingredients, are eco-friendly, and align with

consumer preferences for sustainable and safe alternatives. As environmental awareness grows, understanding the factors that influence customer attitudes and purchasing behavior becomes crucial for entrepreneurs and marketers seeking to promote Ayurvedic products.

### **Research Gap**

Despite the growing global emphasis on sustainability and green entrepreneurship, limited empirical research has specifically examined customers' attitudes toward green entrepreneurship within the Ayurvedic cosmetics sector. Existing studies largely focus on green marketing, sustainable consumer behavior, or organic cosmetic products in general, without adequately integrating the unique dimensions of Ayurveda, such as traditional knowledge, natural formulations, and cultural trust. Moreover, there is a lack of age-based and demographic analysis exploring how different consumer segments perceive green entrepreneurial practices and how these perceptions influence purchase behavior. Many studies emphasize producers' or firms' perspectives, while consumer attitudes—particularly in emerging markets—remain underexplored. In

addition, inconsistencies exist in understanding the relative influence of factors such as eco-friendly packaging, pricing, and brand reputation on green purchase intentions in the Ayurvedic context. This study seeks to bridge these gaps by providing focused, consumer-centric insights into attitudes toward green entrepreneurship in Ayurvedic cosmetics, thereby contributing to both academic literature and practical decision-making.

### **Importance of the Study**

The importance of this study lies in its potential to provide valuable insights into consumer attitudes toward green entrepreneurship in the Ayurvedic cosmetics sector, an industry experiencing rapid growth alongside rising environmental awareness. Understanding customer perceptions enables entrepreneurs to design products and strategies that align with sustainable values while meeting consumer expectations for quality, safety, and affordability. The findings can assist marketers in developing targeted campaigns that effectively communicate green practices and Ayurvedic authenticity. From a policy perspective, the study offers evidence-based insights that can support the formulation of

regulations and incentives encouraging sustainable business practices. Academically, the research contributes to the limited body of knowledge on green entrepreneurship in traditional and nature-based industries. Overall, the study supports sustainable development by promoting environmentally responsible consumption and strengthening the long-term viability of green Ayurvedic enterprises.

### **Statement of the Problem**

The increasing demand for environmentally friendly and sustainable products has encouraged the growth of green entrepreneurship in the Ayurvedic cosmetics sector. However, despite this trend, many entrepreneurs face challenges in understanding customers' attitudes toward green practices and the factors influencing their purchasing decisions. Consumers may express positive attitudes toward sustainability, yet these attitudes do not always translate into actual buying behavior. Additionally, variations in perceptions related to product quality, price, brand reputation, and eco-friendly packaging create uncertainty for entrepreneurs attempting to position their products effectively. The lack of clear, empirical

evidence on how customers perceive green entrepreneurship in Ayurvedic cosmetics limits the ability of businesses to develop effective strategies. Therefore, the problem addressed in this study is the insufficient understanding of customer attitudes and behavioral drivers related to green entrepreneurship in the Ayurvedic cosmetics market, which hinders sustainable growth and competitive success.

### **Objective and Methodology**

This study examines the attitude of customers toward green entrepreneurship in Ayurvedic cosmetic products. To identify Factors Influencing customers about Green entrepreneurship Study among Ayurvedic Cosmetics product. A quantitative research design was adopted to obtain measurable and statistically analyzable data. The study is descriptive in nature, aiming to assess customer perceptions, awareness, and attitudes toward environmentally sustainable Ayurvedic cosmetic brands.

A total of 150 respondents were selected using the simple random sampling technique to ensure equal representation and minimize sampling bias. The respondents were consumers of Ayurvedic cosmetic products

from selected urban areas. Primary data were collected through a structured questionnaire consisting of close-ended questions measured using a five-point Likert scale (ranging from strongly disagree to strongly agree). The questionnaire included variables such as environmental concern, health consciousness, product quality perception, price perception, and overall attitude toward green entrepreneurship practices. For data analysis, One-Way ANOVA (Analysis of Variance) was applied to examine whether there are significant differences in customer attitudes across demographic variables such as age, income, or education level. Statistical analysis was conducted using appropriate software to test hypotheses at a 5% significance level. **The methodology ensures reliability, objectivity, and validity in examining consumer attitudes toward green entrepreneurship in Ayurvedic cosmetics.**

### **Analysis and Results**

Several factors determine customer decisions when purchasing green products, including product quality, brand reputation, price, and eco-friendly packaging. Product

quality, particularly the effectiveness and safety of ingredients, is a primary concern for consumers across age groups. Brand reputation influences trust and loyalty, as consumers are more likely to purchase from established and credible brands. Price plays a significant role in purchase decisions, with younger and middle-aged consumers showing sensitivity to cost while balancing sustainability concerns. Finally, eco-friendly packaging has become an important consideration, reflecting customers' environmental consciousness and willingness to support sustainable practices. Understanding these factors provides valuable insights for green entrepreneurs in the Ayurvedic cosmetic sector. By focusing on high-quality products, building trustworthy brands, offering competitive pricing, and adopting sustainable packaging, businesses can effectively appeal to environmentally conscious consumers. This study aims to contribute to the literature on green entrepreneurship by analyzing customer attitudes and the determinants of purchase behavior in the growing market of Ayurvedic cosmetics.

**Table: 1**

**Factors Influencing customers about Green entrepreneurship Study among Ayurvedic  
Cosmetics product**

<b>Factors Influencing Purchase Behavior</b>		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>F</b>	<b>Sig</b>
<b>Product Quality</b>	Below 25 years	29	16.6286	2.74266	11.106	.002
	25–34 years	32	18.2412	2.07046		
	35–44 years	43	18.3571	2.53004		
	45–54 years	46	17.6800	2.45961		
<b>Brand Reputation</b>	Below 25 years	29	17.1543	3.75456	10.886	.006
	25–34 years	32	19.5370	2.92560		
	35–44 years	43	17.0000	3.06343		
	45–54 years	46	18.6320	3.43922		
<b>Price</b>	Below 25 years	29	22.3371	3.56476	11.434	.011
	25–34 years	32	24.1961	2.58222		
	35–44 years	43	22.7143	4.90570		
	45–54 years	46	23.5040	3.16132		
<b>Eco-Friendly Packaging</b>	Below 25 years	29	18.1943	5.17920	9.083	.019
	25–34 years	32	19.6206	5.43205		
	35–44 years	43	18.9286	5.21041		
	45–54 years	46	19.1020	5.37115		
	Total	150	19.9520	3.80722		

In order to understand customer attitudes towards green entrepreneurship in Ayurvedic cosmetic products, the study examined four key factors: **Product Quality, Brand Reputation, Price, and Eco-Friendly Packaging**. Analysis was conducted across different age groups, and the results were tested for statistical significance using ANOVA..

The table presents an analysis of factors influencing customers' purchase behavior toward green entrepreneurship in the Ayurvedic cosmetics sector across different age groups. One-way ANOVA was used to examine whether significant differences exist among age categories.

The results indicate that **product quality** significantly influences purchase behavior across age groups ( $F = 11.106, p = .002$ ). Customers aged **35–44 years** reported the highest mean score, suggesting that this age group places greater importance on product quality when purchasing Ayurvedic cosmetic products compared to younger consumers.

Similarly, **brand reputation** shows a statistically significant difference among age

groups ( $F = 10.886, p = .006$ ). Respondents aged **25–34 years** recorded the highest mean value, indicating that brand image and trust play a crucial role in shaping purchase decisions for this segment.

The factor **price** also significantly affects purchase behavior ( $F = 11.434, p = .011$ ). The highest mean score was observed among customers aged **25–34 years**, implying that price sensitivity is particularly strong in this age group, possibly due to balancing quality expectations with affordability.

Further, **eco-friendly packaging** demonstrates a significant influence on purchasing behavior across age groups ( $F = 9.083, p = .019$ ). While all age groups showed relatively similar mean values, respondents aged **25–34 years** again exhibited slightly higher concern for environmentally friendly packaging, reflecting stronger environmental awareness and sustainable consumption values.

Overall, the findings suggest that **age plays a significant role in shaping consumer perceptions and purchase behavior** toward green entrepreneurial initiatives in the

Ayurvedic cosmetic sector. Product quality, brand reputation, price, and eco-friendly packaging are all important determinants, with the **25–34 and 35–44 age groups** emerging as particularly influential segments for marketers and green entrepreneurs.

## **Discussion**

The findings indicate that consumers have a favorable attitude towards Ayurvedic cosmetic products and green entrepreneurship. Environmental consciousness is growing, and customers recognize the role of sustainable businesses in reducing ecological harm. However, price sensitivity remains a significant challenge, suggesting that green entrepreneurs must balance cost with sustainability.

The study aligns with previous research emphasizing the importance of product quality and brand credibility in influencing consumer choices (Singh & Kaur, 2019). Additionally, effective marketing strategies that highlight the environmental and health benefits of Ayurvedic cosmetics can enhance adoption.

Green entrepreneurship in the cosmetic sector also has broader implications. By promoting sustainable products, businesses can foster eco-conscious consumption, reduce chemical pollution, and contribute to public health. Educating consumers about the environmental and social benefits of Ayurvedic cosmetics can strengthen positive attitudes and support market growth.

## **Implications for Green Entrepreneurs**

**1. Product Innovation:** Product innovation plays a vital role in strengthening green entrepreneurship in the Ayurvedic cosmetics sector. Entrepreneurs should focus on developing products that combine traditional Ayurvedic formulations with modern scientific validation to ensure safety, effectiveness, and quality. The use of natural, organic, and ethically sourced ingredients enhances consumer trust and aligns with sustainability values. Innovation can also extend to eco-friendly packaging, such as biodegradable or refillable containers, which reduces environmental impact. Continuous research and development, supported by consumer feedback, helps firms introduce new variants that address evolving customer needs such as skin sensitivity, wellness orientation, and

environmental consciousness. By emphasizing innovation rooted in authenticity and sustainability, green entrepreneurs can gain a strong competitive advantage in the market.

**2. Marketing Strategies:** Effective marketing strategies are essential to communicate the value of green entrepreneurship in Ayurvedic cosmetics. Marketers should highlight the environmental benefits, ethical sourcing, and traditional heritage of Ayurvedic products through transparent and informative messaging. Digital marketing platforms, social media campaigns, and influencer collaborations can be used to reach environmentally conscious consumers, especially younger age groups. Storytelling that emphasizes sustainability, community support, and eco-friendly practices helps build emotional connections with customers. Certifications, eco-labels, and testimonials further enhance credibility and trust. By aligning marketing communication with green values and consumer expectations, entrepreneurs can strengthen brand positioning and influence positive purchase intentions.

**3. Pricing Strategies:** Pricing strategies significantly influence consumer acceptance of green Ayurvedic cosmetic products. While eco-friendly and natural products often involve higher production costs, entrepreneurs must adopt pricing approaches that reflect value rather than just cost. Value-based pricing, supported by clear communication of quality, health benefits, and environmental impact, can justify premium prices. At the same time, offering different product ranges, promotional discounts, and smaller pack sizes can make green products more accessible to price-sensitive consumers. Transparent pricing that explains sustainable practices helps consumers understand what they are paying for. Balanced pricing strategies enable firms to remain competitive while sustaining green entrepreneurial initiatives.

**4. Customer Engagement:** Customer engagement is crucial for building long-term relationships and encouraging sustainable consumption behavior. Green entrepreneurs in the Ayurvedic cosmetic sector should actively involve customers through feedback mechanisms, social media interactions, and educational content on sustainability and Ayurveda. Loyalty programs, eco-reward initiatives, and community-driven

campaigns can motivate repeat purchases and brand advocacy. Engaging customers in sustainability efforts, such as recycling programs or refill schemes, enhances their sense of participation and responsibility. Personalized communication and responsiveness to customer concerns further strengthen trust and satisfaction. Strong customer engagement not only improves brand loyalty but also reinforces the overall impact of green entrepreneurship.

**5. Policy Collaboration:** Policy collaboration plays an important role in promoting green entrepreneurship in the Ayurvedic cosmetics industry. Entrepreneurs should work closely with government agencies, regulatory bodies, and industry associations to ensure compliance with quality, safety, and environmental standards. Supportive policies such as subsidies, tax incentives, and funding for sustainable practices can encourage innovation and adoption of green technologies. Collaboration can also facilitate certification processes and standardization, increasing consumer confidence in green Ayurvedic products. Public-private partnerships and awareness programs help expand market reach and promote sustainable consumption. Effective

policy collaboration creates a favorable ecosystem that supports the growth and long-term sustainability of green entrepreneurship

## **Conclusion**

The study highlighted a positive customer attitude towards green entrepreneurship in the Ayurvedic cosmetic sector. Consumers value eco-friendly, safe, and natural products, and awareness of environmental issues significantly influences their purchase behavior. While challenges such as price sensitivity exist, the findings suggest substantial market potential for green entrepreneurs in the cosmetic industry. The study highlights the growing importance of green entrepreneurship in the Ayurvedic cosmetics sector, driven by increasing consumer awareness of sustainability and environmental responsibility. The findings reveal that factors such as product quality, brand reputation, price, and eco-friendly packaging significantly influence customers' purchasing behavior, with noticeable variations across age groups. These insights emphasize the need for entrepreneurs to adopt innovative product development, transparent marketing, balanced pricing, and active customer engagement strategies

aligned with green values. Furthermore, collaboration with policymakers and regulatory bodies is essential to strengthen standards, encourage sustainable practices, and build consumer trust. Overall, the integration of sustainability with traditional Ayurvedic principles offers significant opportunities for green entrepreneurs to achieve competitive advantage while contributing positively to environmental and social well-being. By integrating sustainable practices, innovative product development, and strategic marketing, Ayurvedic cosmetic businesses can not only achieve profitability but also contribute to environmental conservation and consumer well-being. Future research can explore longitudinal studies on behavioral change, cross-cultural comparisons, and the impact of policy interventions on green entrepreneurship adoption.

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