

Impact of Environmental Awareness on Customer Satisfaction Towards Green Cosmetics in Kerala

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Abstract - Awareness about environmental issues is becoming a significant determinant of consumer behavior in the consumer goods sector, especially in the case of green cosmetics that are made using natural components, do not involve animal testing, and use eco-friendly packaging. In the case of Kerala, a state known for its high literacy rate and rising interest in adopting sustainability practices, knowledge about the influence of environmental awareness on consumer satisfaction becomes necessary for devising an effective marketing strategy. The present paper seeks to fill this existing research gap by studying the effect of environmental awareness on consumer satisfaction in relation to green cosmetics. The uniqueness of this study is that it focuses on the influence of environmental awareness on consumer satisfaction and not on purchase intentions in Kerala. Data were collected using questionnaires from 200 randomly selected respondents on a Likert scale. The data analysis process entailed tests of reliability (Cronbach's alpha test), correlations, and regression analysis using SPSS. High internal consistency is revealed by Cronbach's alpha value of 0.929 for environmental awareness and 0.925 for customer satisfaction. A strong positive correlation ($r = 0.714$; $p < 0.01$) is found, and regression analysis proves that there is a significant influence of environmental awareness on customer satisfaction ($\beta = 0.714$; $p < 0.001$), accounting for 51% of the explained variance ($R^2 = 0.510$; $F = 206.010$, $p = 0.000$). It can be concluded that consumer environmental awareness can positively impact consumer satisfaction from green cosmetics when increased by means of proper education and labeling. Therefore, companies should make their operations more sustainable to improve customer satisfaction and loyalty.

Keywords: Environmental Awareness, Customer Satisfaction, Green Cosmetics, Sustainable Consumption, Eco-friendly Products, Kerala Market, Consumer Behavior

I. INTRODUCTION

Issues related to the environment have gradually become powerful factors influencing consumer preferences in the fast-moving consumer goods industry. Awareness about climate change, pollution, chemicals, waste disposal, and the environmental effect of packing materials has made consumers consider more than just price and performance of products while evaluating their choices. Green cosmetic products have emerged as popular products in this scenario

owing to the presence of natural ingredients, minimal chemical elements, cruelty-free production methods, recycling friendly packing, and environmentally conscious manufacturing processes. The state of Kerala, which enjoys higher literacy rates and rising sustainability consciousness among the masses, could benefit significantly from the issue of the environment for meeting customer expectations. As per previous studies, environmental consciousness and health consciousness have been found to play critical roles in the purchase intention of green products among customers in the FMCG sector in Kerala (Sajini et al., 2025). Customer perceptions of green products in South Kerala depend upon factors like product awareness, environmental consciousness, product quality, and claim of environmental benefits (Raj, 2025). Moreover, green marketing activities in Kerala also reveal the role of customer attitude during the promotion of environmentally responsible products (Thangavel et al., 2024). This research would be quite pertinent to green cosmetics because the decisions made while buying such cosmetics will largely be based on consumers' trust regarding their composition, safety, packaging, brands, and their environmental benefits. In this context, satisfaction levels will probably rise when customers find that what have expected from green cosmetics actually corresponds to reality. The use of environmentally friendly cosmetics is also associated with altered lifestyles and the desire to use natural products. A study on organic food consumption in Kerala reveals that consumer decisions were affected by health consciousness, product quality, awareness, and values (Ms Krishna & Balasubramanian, 2021).

Even though both organic products and green cosmetics belong to distinct product lines, there are behavioural variables that can play a role in determining customer satisfaction when buying these products. For example, people buying green cosmetics might be interested in enhanced safety, ethical manufacturing, less harm to the environment and transparency regarding the ingredient list. In turn, studies concerning service quality in the wellness industry in the Kerala region state that the degree of satisfaction with a product is based on the degree of meeting customer

expectations (Anju & Bindu, 2024). Furthermore, sustainable behavior in urban areas of Kerala is affected by various socio-cultural aspects, suggesting that environmentally conscious behavior is not limited to an individual action (Simon-Kumar, 2025). Literature on sustainable tourism and ecotourism also illustrates the significance of awareness when it comes to environmentally friendly behavior. Research into homestays and alternative tourism preferences points to increasing popularity of sustainable consumption behavior (Dash, 2022).

Studies done in Munnar, Kerala, have shown the role of environmental awareness and attitude towards promoting eco-tourism (Chandran & Bhattacharya, 2024). Green marketing practice in the hospitality sector is yet another example where customer awareness and attitudes on green product, pricing, promotional strategy and delivery services can play an important role (Mohammad et al., 2023). Studies related to climate change and its effects in Kerala have indicated the growing significance of public awareness and adaptation in environmentally sensitive industries (George et al., 2026). Taken together, all these pieces of research point to the potential for customer expectations to be shaped by environmental awareness in various product markets, such as personal care and cosmetic products. Yet, there appears to be less research done on the link between environmental awareness and customer satisfaction from green cosmetic products in Kerala. Prior literature has predominantly addressed the issues of purchase intention, perception of green products, organic food consumption, and tourism and hospitality. The question of customer satisfaction has to be investigated separately as buying the environmentally friendly cosmetic does not imply its quality, cost, accessibility, packaging, or performance. Therefore, the current research aims to explore the impact of environmental awareness on customer satisfaction with green cosmetic products in Kerala.

Key Contribution

- Empirical data on the connection between environmental awareness and satisfaction – The paper presents empirical evidence that demonstrates how the knowledge of consumers regarding the environment, sustainability, and other environmental features is related to their satisfaction with the use of green cosmetics in Kerala.
- Satisfaction drivers' identification – In addition to identifying key factors that are involved in the connection between environmental awareness and consumer satisfaction, the paper provides important information regarding what kind of aspects may positively affect the studied phenomenon.
- Insights on marketing and policy strategy development – By revealing key aspects that are involved in the connection between environmental awareness and consumer satisfaction from the use of green cosmetics,

the results obtained could serve as a basis for further marketing and policymaking activities.

This research is followed by various sections. Section I explains the introduction, and Section II explains the literature review, problem statement, research objective, research hypothesis, and research questions. Section III describes the conceptual framework for the proposed methodology, and Section IV explains the research methodology, which consists of Data Design, Tools and Techniques, Measurement of Variables, Sampling, and Data Collection. Section V describes the Results and analysis, which consists of sample demographic information, Reliability analysis, Correlation analysis, Regression analysis, Discussion, managerial implications, and limitations of the study. Section VI describes the main summary of the research in the conclusion section.

II. LITERATURE REVIEW

The environment has turned out to be a key component when formulating customer expectations and satisfaction within sustainable products and services. While different research studies have been conducted in the areas of tourism and hospitality, organic produce, and consumption in the wellness area, these results give useful knowledge about consumer satisfaction in the context of green cosmetics in Kerala. Customer satisfaction depends on perception, possibilities for realization, and consistency between expectations and the reality that customers experience (Joseph et al., 2022). The same principle can be applied to green cosmetics, as consumers may judge different aspects of products, such as the quality of products, claims, packages, components, prices, and brands (Mathew et al., 2024).

Another factor worth considering in connection with environmental awareness is waste-management behavior. Waste management strategies in relation to plastics in Kerala depend on certain sociodemographic and individual factors (Kannankai et al., 2024). This information is useful in the context of green cosmetics, as cosmetics typically have plastic packaging. Customers who possess environmental awareness might opt for products using reusable, biodegradable, refillable, or minimal waste packaging. In addition, the approach to customer experiences and their physical, mental, spiritual, and environmental well-being underscores the significance of environmental variables (Kandan Parakkal et al., 2024). Given that cosmetic products are associated with wellness, cosmetics brands with an environmentally friendly attitude might contribute to enhancing the satisfaction of customers, as well.

Further evidence to consider satisfaction in the green cosmetics industry can be found in the consumer behavior studies with regard to cosmetics products (Rai et al., 2022). Factors affecting consumer behavior with regard to cosmetics include product and personal variables. With regards to the purchase of green cosmetics, factors such as effectiveness, safety, affordability, availability, scent, packing, as well as confidence in their environmentally responsible nature may

play roles in the formation of satisfaction. Environmental education is another significant issue which promotes environmentally responsible behavior among consumers (Vinodan & Meera, 2024). Hence, environmental communication and sustainable labelling can contribute to more informed choices of customers marketing. Nature-inspired well-being innovations imply that environmental products offer added value (Sulaiman et al., 2020).

Marketing mix continues to play an essential role in shaping customer rating and satisfaction. Product, price, place, and promotion greatly impact the customer reactions towards Indian Ayurvedic products (Saji, 2020). This has much to do with green cosmetics from Kerala, where customers might be interested in herbal, Ayurvedic, organic, and natural cosmetics. While environmental consciousness may ensure consumer satisfaction on its own, green cosmetics must be made affordable, accessible, effective, and accompanied by trustworthy promotional messages to attract consumers. Environmental consciousness, price justice, subjective norms, and perceived behavioural control also determine consumer intention for buying organic products (Fairros, 2025). It is safe to assume that such variables also affect customer satisfaction in relation to green cosmetics.

Environmental sustainability is also emphasized by research conducted in the tourism industry of Kerala. Sustainable development of environmentally fragile areas may lead to a positive perception and value addition (Prasad et al., 2024). The use of resilient development approaches that are based on responsible utilization of resources may also contribute towards emphasizing the importance of sustainable practices (Sooraj et al., 2025). Even though these examples relate to the tourism industry, their significance for the cosmetics industry cannot be overlooked.

Other recent research on consumer perceptions focuses on ethics and environmental awareness within cosmetics firms. Consumer satisfaction regarding vegan cosmetic products is a function of their perceived quality, ethicality, and user marketing (Kusumah & Lee, 2020). These types of cosmetics include cruelty-free, natural ingredients, and environmental sustainability. The practices of environmental sustainability need to be balanced with profitability as well (Singh et al., 2024). This is very important in the case of green cosmetics, since consumers want products that are environmentally sustainable but do not sacrifice affordability, quality, and efficiency.

Green supply chains might also affect customer satisfaction indirectly by boosting the credibility of green brands. Competitive sustainability is achieved through responsible sourcing, minimized waste, and efficient resource utilization (Sujatha & Maheswari, 2023). These processes will help in supporting green cosmetic brands through sustainable sourcing of ingredients, minimized packaging waste, energy conservation in production, and environmentally-friendly distribution. Young consumers often find it hard to pay for green products, making them price sensitive (Pathak &

Malakar, 2024). This may negatively impact their level of customer satisfaction if perceive green cosmetics to be too costly compared to regular products. Based on the above literature review, environmental awareness affects consumer satisfaction through product quality, safety, value systems, packaging, pricing fairness, brand credibility, availability, and sustainability measures in business practices. However, the relationship between environmental awareness and customer satisfaction in the consumption of green cosmetics in Kerala has not been researched adequately. Most of the related literature has focused on tourism, hospitality, waste management, organic foods, wellness, and general green consumption habits. This paper fills this research gap by examining the effects of environmental awareness on satisfaction with green cosmetics among consumers in Kerala.

Problem Statement

Though the demand for green cosmetics is on the rise, little is known about the impact of the level of environmental awareness among consumers on their satisfaction from using such products, especially in the context of Kerala. Though environmental awareness is playing an increasingly prominent role in consumer behavior, there are gaps in the ability of firms to gauge whether environmental awareness leads to greater customer satisfaction. This is important because it presents problems for green cosmetic manufacturers in formulating effective marketing strategies for their products.

Research Objective

- To assess the environmental awareness levels of consumers purchasing green cosmetics in Kerala.
- To measure customer satisfaction levels with green cosmetics among environmentally aware consumers.
- To examine the influence of environmental awareness on customer satisfaction towards green cosmetics in Kerala.

Research Hypothesis

- H1: Higher environmental awareness among consumers positively influences their satisfaction with green cosmetics in Kerala.
- H2: Consumers with greater knowledge of environmental issues exhibit higher satisfaction levels with eco-friendly cosmetic products.
- H3: Environmental awareness is a significant predictor of customer satisfaction with green cosmetics in Kerala.

Research Questions

RQ1: What is the level of environmental awareness among consumers of green cosmetics in Kerala?

RQ2: How satisfied are consumers with green cosmetics based on their environmental awareness?

RQ3: To what extent does environmental awareness influence customer satisfaction with green cosmetics in Kerala?

III.CONCEPTUAL FRAMEWORK FOR PROPOSED METHODOLOGY

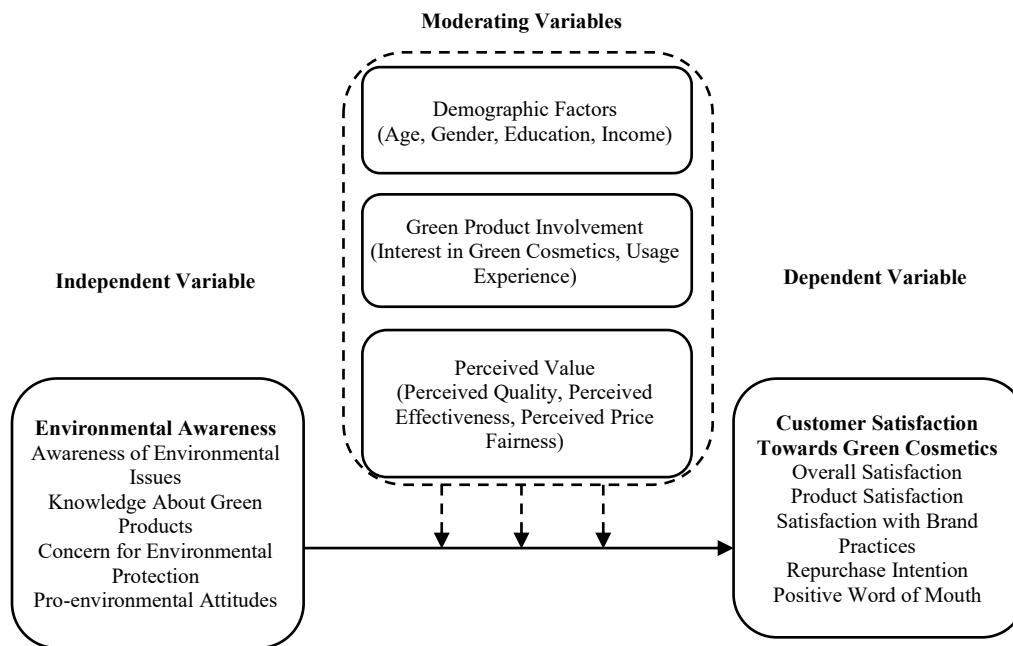


Fig. 1 Conceptual Framework for Research Methodology

Fig. 1 describes the conceptual framework that captures the link between Environmental Awareness and Customer Satisfaction Towards Green Cosmetics, taking into account some moderating variables. Environmental Awareness can be considered an independent variable that includes awareness of environmental concerns, awareness of green products, concern over environmental protection, and environmentalism. The dependent variable is Customer Satisfaction, captured through general satisfaction, satisfaction with green cosmetic products, satisfaction with brand behavior, purchase intentions, and positive word of mouth. The conceptual framework further captures the roles of moderating variables, including Demographic Variables (age, sex, education, income levels), Green Product Involvement (involvement with and experience with green products), and Perceived Value (quality, effectiveness, price fairness). Arrows capture the hypothesized direct effect and moderating effect of environmental awareness on customer satisfaction where demographic and perceptual factors could mediate the influence of environmental awareness on customer satisfaction.

IV.RESEARCH METHODOLOGY

4.1 Data Design & Tools and Techniques

The research methodology employed a descriptive design and used a quantitative approach to investigate the influence of environmental awareness on customer satisfaction with green cosmetics in Kerala. Data collection involved the

administration of questionnaires using the Likert scale in order to achieve quantification and standardization of measurement of the variables. SPSS was used for analysis of data whereby internal consistency of the variables was checked through Cronbach's Alpha test, relationship between the variables was calculated via correlation analysis, and regression analysis was used to determine the influence of environmental awareness on customer satisfaction. The use of statistical tools made it possible to obtain measurable and statistically sound results from the data analyzed.

4.2 Measurement of Variables

The research methodology followed by the study is descriptive with the use of a quantitative design to study the impact of environmental awareness on customer satisfaction in the case of green cosmetics among customers of Kerala state. The primary data was gathered using structured questionnaires that were scored using the Likert scale method for consistent evaluation. Environmental Awareness served as the independent variable and consisted of dimensions evaluating consumers' level of awareness and understanding of green products, concern for the environment, and positive attitude towards environmental protection. Customer Satisfaction was considered the dependent variable and was defined based on dimensions such as satisfaction in general, satisfaction with the product, satisfaction with brand practices, repurchase intention, and positive recommendation intention. In total, 200 respondents were selected through purposive sampling, and their responses were analyzed using SPSS. Measures of reliability (Cronbach's Alpha),

correlation, and regression were used to measure internal consistency, association, and the impact of environmental awareness on customer satisfaction, respectively. Quantitative methods and statistics enabled the objective measurement of outcomes, with results that could be scientifically verified.

4.3 Sampling and Data Collection

The research used a purposive sampling method, where 200 subjects, who are customers of green cosmetics in Kerala, were selected. The samples had balanced gender, age, educational level, occupations, and income levels to facilitate generalization. Primary data was collected using a questionnaire method, which was done by asking participants about their environmental awareness and customer satisfaction levels. The samples were diverse in terms of their demographic profiles, allowing the researcher to evaluate the impact of environmental awareness on customer satisfaction.

V. RESULTS AND ANALYSIS

5.1 Sample Demographic Information

TABLE I DEMOGRAPHIC INFORMATION (N=200)

Category	Particulars	No. of Responses	Percentage (%)
Gender	Male	71	35.5
	Female	62	31.0
	Other	67	33.5
Age	Below 20 Years	43	21.5
	21 – 30 Years	54	27.0
	31 – 40 Years	46	23.0
	Above 40 Years	57	28.5
Educational Qualification	Undergraduate	72	36.0
	Postgraduate	58	29.0
	Others	70	35.0
Occupation	Student	47	23.5
	Employed	44	22.0
	Self-employed	57	28.5
	Others	52	26.0
Income	Below Rs. 20,000	50	25.0
	Rs. 20,001 – Rs. 40,000	45	22.5
	Rs. 40,001 – Rs. 60,000	57	28.5
	Above Rs. 60,001	48	24.0

Table I describes the demographics of the 200 respondents, the percentage of male is 35.5%, that of female is 31.0%, while other responses make up to 33.5%. Age-wise, the largest percentage of respondents is from the age group of 21–30 years, which is 27.0%, followed by those above 40 years (28.5%), 31–40 years (23.0%), and finally below 20 years (21.5%). As far as the level of education of the respondents is concerned, the maximum percentage of undergraduate respondents was found (36.0%), 29.0% of respondents were postgraduates, and others made up to 35.0%. Occupation-wise, students were 23.5%, employed respondents 22.0%, self-employed 28.5%, and others

constituted 26.0%. Income-wise, those respondents having their earnings below Rs. 20,000 were 25.0%, those in the range of Rs. 20,001–40,000 comprised 22.5%, and others earned between Rs. 40,001–60,000 and Rs. 60,001 and above.

5.2 Reliability Analysis

TABLE II RELIABILITY ANALYSIS FOR STUDY VARIABLES

Variable	Number of Items	Cronbach's Alpha
Environmental Awareness	6	0.929
Customer Satisfaction	6	0.925

Table II defined the first and main purpose of this study, which was to explore environmental awareness levels of consumers buying green cosmetics in Kerala and to study the effect of such awareness on consumers' satisfaction with green cosmetics. According to hypothesis H1, high levels of environmental awareness of consumers have a positive impact on their satisfaction with green cosmetics. Empirical evidence supports this hypothesis. Reliability analysis showed a very high internal reliability for the two variables: the coefficient of Cronbach's Alpha was equal to 0.929 for Environmental Awareness and 0.925 for Customer Satisfaction, well surpassing the minimum acceptable value of 0.70. Moreover, correlation analysis identified a very strong positive association between environmental awareness and customer satisfaction ($r = 0.714$, $p < 0.01$), while regression analysis proved the predictive power of environmental awareness concerning customer satisfaction ($\beta = 0.714$, $R^2 = 0.510$, $p < 0.001$). This means that the more knowledge consumers have about the environmental problems and eco-friendly features of products, the higher their level of satisfaction with green cosmetics.

5.3 Correlation Analysis

TABLE III CORRELATION ANALYSIS

Variables	Environmental Awareness	Customer Satisfaction
Environmental Awareness	1	0.714**
Sig. (2-tailed)		0.000
N	200	200
Customer Satisfaction	0.714**	1
Sig. (2-tailed)	0.000	
N	200	200
Correlation is significant at the 0.01 level (2-tailed).		

(Source: Primary Data)

Table III addresses the objectives of this study, which were to determine the levels of customer satisfaction with the use of green cosmetics among environment-oriented customers in Kerala (OB2) and to determine whether there is a link between increased environmental awareness and customer satisfaction (H2). Correlation analysis reveals a strong positive relationship between Environmental Awareness and Customer Satisfaction, with a coefficient of 0.714, which is statistically significant at the 0.01 significance level ($p = 0.000$). It means that customers with a better understanding of environmental issues are more satisfied with the use of environmentally friendly cosmetic products.

The statistical significance and magnitude of the coefficient support the research hypothesis and indicate that environmental awareness is a key driver of customer satisfaction. Thus, H2 can be accepted.

5.4 Regression Analysis

TABLE IV MODEL SUMMARY

Model	R	R ²	Adjusted R ²	Std. Error
1	0.714	0.510	0.507	0.35874

(source: Primary Data)

TABLE V ANOVA ANALYSIS

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	26.513	1	26.513	206.010	0.000
Residual	25.482	198	0.129		
Total	51.995	199			

(Source: Primary Data)

TABLE VI COEFFICIENTS

Variable	B	Std. Error	Beta	T	Sig.
Constant	0.679	0.245	-	2.775	0.006
Environmental Awareness	0.835	0.058	0.714	14.353	0.000

(source: Primary Data)

Tables IV, V, and VI present the results of the study intended to investigate the effect of environmental awareness on customer satisfaction towards green cosmetics in Kerala (OB3), and whether environmental awareness predicts customer satisfaction (H3). Results of regression analysis reveal the existence of a strong positive relationship between environmental awareness and customer satisfaction, with an R of 0.714 and an R² of 0.510, implying that roughly 51% of the variation in customer satisfaction can be attributed to environmental awareness. According to the ANOVA results (F = 206.010, p = 0.000), the regression model is statistically significant. From the coefficients table, it can be observed that environmental awareness positively affects customer satisfaction, with a coefficient of 0.835 and a standardized coefficient of 0.714, and is statistically significant at t = 14.353 with a p-value < 0.05. Hence, it may be concluded that there is a positive correlation between environmental awareness and customer satisfaction; the higher the former, the higher the latter. Accordingly, H3 is accepted, as environmental awareness is a significant predictor of customer satisfaction.

5.5 Discussion

The research results conclusively indicate a very positive impact of environmental awareness on consumer satisfaction with green cosmetics among the people of Kerala. The reliability test showed that internal consistency was extremely high (Cronbach's alpha: 0.929 for environmental awareness and 0.925 for consumer satisfaction), indicating validity in how the two constructs were measured. The

correlation analysis also showed a strong positive relationship (r = 0.714; p < 0.01) between the two variables.

The regression results showed that awareness accounts for approximately 51% of the variance in customer satisfaction (R² = 0.510). With respect to awareness being positively correlated with customer satisfaction ($\beta = 0.714$, p < 0.001), it can be seen that the higher the awareness amongst customers regarding the environment, the higher their satisfaction with green cosmetics. This is consistent with past literature, which states that greater awareness about green features increases consumer satisfaction.

From a management perspective, the findings suggest that green cosmetic brands should increase consumer awareness of environmental issues and the features of sustainable products. Promoting sustainable practices, such as eco-friendly ingredients, recyclable packaging, and ethically responsible production, can contribute to greater consumer satisfaction. Furthermore, transparency in product labelling, together with the brand's commitment to sustainability, will lead to higher levels of consumer loyalty. The moderating effect of such demographic variables as age, education, and income can be expected.

Such results help broaden our theoretical perspective on green consumers, not only regarding their intentions but also the impact of such awareness on their satisfaction. In fact, many researchers focus solely on green purchase intentions, paying little attention to what makes customers satisfied. Thus, it is essential to emphasize that any company manufacturing eco-friendly products should meet its customers' demands regarding environmental awareness, product pricing, and other factors. Environmental awareness plays an important role in customer satisfaction with the use of green cosmetics in Kerala. In this regard, it becomes possible to speak of high levels of consumer satisfaction if companies successfully raise consumer awareness.

5.6 Managerial Implications

From the research findings, one learns that higher consumer awareness of the environment contributes positively to increased satisfaction from the use of green cosmetics in the state of Kerala. Therefore, in developing marketing strategies for promoting their products, the management needs to give priority to strategies that involve education of customers regarding the green nature of their products. The promotion campaigns for these products must include not only environmental benefits but also information about the high-quality, affordable, and credible green nature of the products offered. Green chain management will also prove useful in increasing brand credibility and loyalty. Communication campaigns and products must be tailored to suit customers from different demographics.

5.7 Limitations of the Study

There are some limitations associated with this study that must be taken into account when interpreting its results. First

of all, the purposive sampling used in the research involved only 200 individuals, which may not be sufficient to ensure adequate representation of the entire population of green cosmetics consumers in Kerala. Secondly, data were collected through self-reports, which are often associated with response biases, such as overestimating one's knowledge of environmental issues or being overly satisfied with certain products. Thirdly, the research included a rather limited number of product types, while other products could affect consumer perceptions. Finally, the cross-sectional design used in the research allows capturing consumer perceptions at a specific point in time but not before or after.

VI. CONCLUSION AND FUTURE WORK

Environmental awareness has been established to play an important role in influencing customer satisfaction with green cosmetics in Kerala. Internal reliability was high (Environment Awareness: $\alpha = 0.929$; Customer Satisfaction: $\alpha = 0.925$). Results from correlation tests indicate a significant positive relationship between the two variables ($r = 0.714$, $p < 0.01$). Regression analysis showed that environmental awareness explained 51% of the variance in customer satisfaction ($R^2 = 0.510$; $\beta = 0.714$, $t = 14.353$, $p < 0.001$). These results indicate that consumers who are aware of environmental concerns and green product features tend to be highly satisfied with their purchases. Future research may consider using longitudinal approaches to investigate how consumer satisfaction levels change as environmental awareness evolves over time. The scope of the study may be broadened by considering different product categories and by using random rather than convenience samples, as in this paper. It would be valuable to examine how consumer demographics, involvement with green products, and perceptions of the value offered affect consumer awareness and satisfaction. Furthermore, specific marketing campaigns designed to educate consumers about the benefits of green products could also be analyzed for their effectiveness in generating consumer satisfaction.

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