

ANALYZING COGNITIVE AND AFFECTIVE COMPONENTS OF CONSUMER ATTITUDES TOWARDS ECO-FRIENDLY COSMETIC PRODUCTS IN RAIPUR, CHHATTISGARH**¹Sourabh Guha and ²Dr. Byju John**¹Research Scholar and ²Professor, Department of Management Studies, Kalinga University, New Raipur
¹mr.sourabhguha@gmail.com and ²byju.john@kalingauniversity.ac.in**ABSTRACT**

This study focuses on the cognitive and affective dimensions of consumer attitudes toward eco-friendly cosmetic products in Raipur, Chhattisgarh. With increasing awareness of sustainability, this research aims to analyze how well-informed consumers are about eco-friendly cosmetics (cognitive component) and the emotional positivity they associate with these products (affective component). Data collected through a structured questionnaire from 407 respondents were analyzed using validity and reliability testing methods such as Cronbach's Alpha and factor analysis. The findings reveal a high level of awareness and positive emotions across various demographic categories, underscoring the importance of sustainability in consumer behavior. Recommendations are provided to further strengthen consumer attitudes and bridge gaps in eco-friendly product adoption.

Keyword: Cognitive Attitudes, Affective Attitudes, Eco-Friendly Cosmetic Products, Consumer Behavior.

INTRODUCTION

In recent years, sustainability has emerged as a key influencer in consumer behavior, driven by growing awareness of environmental concerns such as climate change, deforestation, and pollution. This shift has led to the development and promotion of eco-friendly products in various sectors, including cosmetics. Understanding the cognitive and affective components of consumer attitudes is critical in comprehending how these factors shape purchasing decisions.

The cognitive component reflects consumers' knowledge and awareness of eco-friendly products, such as their environmental and health benefits, availability, and ingredients. Meanwhile, the affective component captures the emotional reactions and positivity that consumers associate with such products, including their feelings toward green packaging, organic ingredients, and environmental preservation.

This study explores these two aspects of consumer attitudes to determine how they contribute to the overall perception of eco-friendly cosmetics in Raipur, Chhattisgarh.

OBJECTIVES

1. To analyze the consumers' cognitive aspects of attitude toward eco-friendly cosmetic products.
2. To identify the consumers' affective aspects of attitude toward eco-friendly cosmetic products.

LITERATURE REVIEW

Attitudes, a critical component of consumer behavior, are shaped by cognitive and affective dimensions. Schultz and Zelezny (2000) emphasized that attitudes of environmental concern are deeply rooted in an individual's self-concept and connection to the natural environment.

Eagly and Chaiken (1993) highlighted that attitudes encompass evaluative responses expressed through cognitive (knowledge-based), affective (emotion-based), and behavioral dimensions.

Rosenberg & Hovland's (1960) tri-component model underpins this study, focusing on the cognitive (beliefs and knowledge) and affective (emotions and feelings) elements. Blackwell et al. (2006) further elaborated that consumer purchasing decisions are heavily influenced by environmental attitudes.

Recent studies, such as Soundari and Balakrishnan (2020) and Chen et al. (2022), have demonstrated significant relationships between cognitive and affective attitudes and eco-friendly product adoption, making these dimensions pivotal in understanding sustainable consumer behavior.

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Table 1: Summary of Literature on Cognitive and Affective Components of Attitudes

Author(s)	Year	Key Focus	Findings
Schultz and Zelezny	2000	Environmental concern and self-concept	Attitudes toward eco-friendly products are deeply tied to individual self-concept.
Eagly and Chaiken	1993	Cognitive and affective attitudes	Attitudes consist of cognitive (knowledge) and affective (emotions) elements.
Soundari and Balakrishnan	2020	Green product adoption in Coimbatore	Cognitive and affective attitudes significantly influence eco-friendly product adoption.
Chen et al.	2022	Green product literacy and purchase intention	Positive affective attitudes mediate the relationship between green literacy and behavior.
Kazancodlu and Kose	2024	Barriers to green product adoption	Emotional and cognitive attitudes are influenced by factors like skepticism and price-value.

RESEARCH METHODOLOGY

This study employs a descriptive research design to analyze the cognitive and affective attitudes of consumers in Raipur. A structured questionnaire, using a 5-point Likert scale, was administered to 407 respondents. The sample size was determined using Cochran's formula, ensuring adequate representation.

Validity was tested using factor analysis, where only variables with rotated factor loadings above 0.4 were considered stable. Reliability was measured using Cronbach's Alpha, with all values exceeding the acceptable threshold of 0.7, confirming the consistency of the data. Data were categorized by demographics such as gender, marital status, family type, and education, and analyzed using SPSS to derive insights.

Table 2: Demographic Distribution of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	223	54.80%
	Female	184	45.20%
Marital Status	Married	301	74.00%
	Unmarried	93	22.90%
	Other	13	3.10%
Family Type	Joint Family	201	49.40%
	Nuclear Family	167	41.00%
	Living Alone	39	9.60%
Age Group	≤ 20 Years	43	10.60%
	21–40 Years	141	34.60%
	41–60 Years	159	39.10%
	> 60 Years	64	15.70%
Education	Below 12th	21	5.20%
	12th	57	14.00%
	Diploma	39	9.60%
	Graduate	231	56.80%
	Postgraduate	52	12.80%
	PhD	7	1.70%
Family Income Group	Below ₹3 Lakhs	65	16.00%
	₹3–5 Lakhs	189	46.40%
	₹5–10 Lakhs	125	30.70%
	Above ₹10 Lakhs	28	6.90%

DATA ANALYSIS

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The findings reveal the following insights across demographic categories:

- **Cognitive Component:** Respondents demonstrated a high level of awareness regarding the benefits, availability, and environmental impact of eco-friendly cosmetics. Average mean values for cognitive attitudes across categories exceeded 4.3, indicating strong positivity.
- **Affective Component:** Positive emotional reactions were observed, with respondents appreciating green packaging, natural ingredients, and sustainability efforts. Average mean values for affective attitudes ranged between 4.1 and 4.3 across categories.

Table 3: Questionnaire Structure for Cognitive and Affective Components

Question Number	Component	Sample Statement	Measurement Scale
Q1–Q15	Cognitive	"I am aware of the eco-friendly cosmetics' benefits for the environment."	5-Point Likert Scale
		"I am aware that eco-friendly cosmetics contain natural ingredients."	
Q16–Q30	Affective	"I feel positive about purchasing cosmetics with green packaging."	5-Point Likert Scale
		"I feel good to see companies offering eco-friendly cosmetic products."	

FINDINGS

1. **Cognitive Component:** Respondents across all demographic groups are highly aware of eco-friendly cosmetic products, including their benefits and attributes.
2. **Affective Component:** Consumers exhibit positive emotional associations with eco-friendly cosmetics, reflecting appreciation for their sustainability and health benefits.
3. Across categories like gender, marital status, and education, no significant differences were observed in cognitive and affective attitudes, showcasing uniform positivity.

Table 4: Descriptive Statistics for Cognitive and Affective Components (Category-Wise Mean Values)

Category	Sub-Category	Cognitive Component (Mean)	Affective Component (Mean)
Gender	Male	4.32	4.12
	Female	4.42	4.2
Marital Status	Married	4.43	4.23
	Unmarried	4.52	4.3
	Other	4.49	4.28
Family Type	Living Alone	4.42	4.24
	Nuclear	4.39	4.18
	Joint	4.41	4.19
Age Group	≤ 20 Years	4.51	4.28
	21–40 Years	4.34	4.12
	41–60 Years	4.42	4.23
	> 60 Years	4.37	4.18
Education	Below 12th	4.27	4.09

	12th	4.34	4.14
	Diploma	4.41	4.23
	Graduate	4.29	4.09
	Postgraduate	4.36	4.14
	PhD	4.45	4.23
Family Income Group	Below ₹3 Lakhs	4.53	4.35
	₹3–5 Lakhs	4.48	4.28
	₹5–10 Lakhs	4.39	4.17
	Above ₹10 Lakhs	4.51	4.3

Table 5: Hypothesis Testing Results for Cognitive and Affective Components (p-values Across Categories)

Category	p-value for Cognitive Component	p-value for Affective Component
Gender	0.37	0.33
Marital Status	0.41	0.46
Family Type	0.31	0.28
Age Group	0.26	0.24
Education	0.39	0.38
Family Income Group	0.25	0.33

Table 6: Comparison of Cognitive and Affective Mean Values Across Demographic Categories

Category	Cognitive Component (Overall Mean)	Affective Component (Overall Mean)
Gender	4.37	4.16
Marital Status	4.48	4.27
Family Type	4.41	4.2
Age Group	4.41	4.2
Education	4.35	4.15
Family Income Group	4.48	4.28

CONCLUSION

Consumers in Raipur are well-informed about eco-friendly cosmetic products and exhibit strong positive emotions toward their usage. These attitudes are consistent across various demographic categories, highlighting the effectiveness of sustainability campaigns and the appeal of eco-friendly cosmetics.

SUGGESTIONS

- For Companies:** Maintain and enhance consumer awareness through targeted marketing campaigns, focusing on the cognitive benefits of eco-friendly products.
- For Policymakers:** Support initiatives that promote emotional engagement with sustainability, such as public education campaigns and incentives for eco-friendly product adoption.

LIMITATIONS

- The study focuses only on cognitive and affective attitudes, excluding the behavioral dimension.
- Cross-sectional design limits insights into attitude changes over time.
- Findings are specific to Raipur and may not be generalizable to other regions.

FUTURE SCOPE

1. Investigate the behavioral aspects of consumer attitudes toward eco-friendly products to identify the intention-behavior gap.
2. Extend the study to other product categories and geographic regions for broader insights.
3. Conduct longitudinal studies to analyze changes in consumer attitudes over time.

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