

**A STUDY ON BEHAVIORAL COMPONENTS OF CONSUMER ATTITUDES TOWARD ECO-FRIENDLY COSMETIC PRODUCTS IN RAIPUR, CHHATTISGARH****<sup>1</sup>Sourabh Guha and <sup>2</sup>Dr. Byju John**<sup>1</sup>Research Scholar and <sup>2</sup>Professor, Department of Management Studies, Kalinga University, New Raipur  
<sup>1</sup>mr.sourabhguha@gmail.com and <sup>2</sup>byju.john@kalingauniversity.ac.in**ABSTRACT**

*This study examines the behavioral components of consumer attitudes toward eco-friendly cosmetic products in Raipur, Chhattisgarh. While cognitive awareness and affective positivity towards these products are high, significant gaps are observed in behavioral attitudes, highlighting consumer reluctance to translate knowledge and emotions into actionable purchasing decisions. Using data from 407 respondents, this study employs ANOVA to analyze the behavioral component across demographics such as income group, individual status, and age group. Findings reveal that despite strong awareness and emotional connection, actual purchasing behavior remains low. Recommendations focus on addressing the intention-behavior gap through targeted interventions by companies and policymakers. Strategies to incentivize eco-friendly purchases and foster a culture of sustainability are also discussed.*

*Keywords: Behavioral Attitudes, Intention-Behavior Gap, Eco-Friendly Cosmetic Products, Sustainable Consumption, Consumer Reluctance.*

**INTRODUCTION**

The disparity between consumer intention and actual behavior regarding eco-friendly products—commonly referred to as the intention-behavior gap—remains a significant challenge for promoting sustainable consumption. While cognitive awareness and emotional positivity are vital precursors to eco-friendly product adoption, behavioral attitudes ultimately dictate whether consumers act on their knowledge and emotions. Behavioral attitudes encompass consumers' actual purchasing decisions, their willingness to pay a premium, and their commitment to switching to sustainable alternatives.

This study focuses on the behavioral components of consumer attitudes toward eco-friendly cosmetic products in Raipur, Chhattisgarh, with an emphasis on understanding the challenges and identifying actionable recommendations for bridging the intention-behavior gap.

**OBJECTIVES**

1. To study the behavioral aspects of consumer attitudes toward eco-friendly cosmetic products in Raipur.
2. To identify the factors contributing to the intention-behavior gap in sustainable consumption.

**LITERATURE REVIEW**

Behavioral attitudes are often shaped by a complex interplay of individual, social, and economic factors. Rosenberg & Hovland (1960) emphasized the behavioral component as a reflection of intention and action, distinct from the cognitive and affective elements of attitudes. In the context of sustainability, the intention-behavior gap has been widely studied.

Kazancodlu and Kose (2024) identified barriers such as price sensitivity, skepticism, and limited availability of green products as key factors affecting behavioral attitudes. Vani (2022) highlighted the role of effective advertising and social influence in motivating eco-friendly purchases. Despite high cognitive and affective engagement, challenges such as convenience, perceived cost, and lack of incentives continue to impede behavioral shifts.

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**Table: 1** Literature Review on Behavioral Aspects of Consumer Attitudes

Author(s)	Year	Focus Area	Findings
Rosenberg & Hovland	1960	Tri-component model of attitudes	Introduced the ABC model (Affective, Behavioral, Cognitive); behavior reflects intentions and actions.
Schultz & Zelezny	2000	Environmental attitudes and behavior	Highlighted that behavioral attitudes are rooted in self-concept and environmental awareness.
Kazancodlu & Kose	2024	Barriers to green product behavior	Identified price sensitivity, skepticism, and limited product availability as key behavioral barriers.
Fishbein & Ajzen	1975	Theory of Reasoned Action (TRA)	Behavioral intentions are determined by attitudes and subjective norms.
Eagly & Chaiken	1993	Attitude-behavior relationship	Emphasized that the strength of behavioral attitudes depends on emotional engagement and knowledge.
Chen et al.	2022	Green purchasing behavior	Behavioral attitudes mediate the relationship between green product literacy and purchasing intentions.
Vani	2022	Advertising and behavioral attitudes	Advertising positively influences behavioral attitudes, leading to better eco-friendly purchasing decisions.
Moslehpour et al.	2023	Eco-innovation and behavioral intentions	Eco-innovation and environmental concerns enhance behavioral attitudes, increasing purchase intentions.
Gelderman et al.	2021	Consumer loyalty in green purchasing	Behavioral attitudes significantly affect customer loyalty in eco-friendly product markets.
Rusyani et al.	2021	Predictors of eco-friendly purchasing behavior	Behavioral attitudes are influenced by environmental knowledge and concerns.
Varma & Ray	2023	Behavioral challenges in vegan cosmetics	Consumers are hesitant due to price and availability issues, despite awareness and emotional positivity.
Siriguppi	2022	Socio-demographic influences on behavior	Behavioral attitudes vary with gender, education, and income, impacting green product adoption.
Corbos et al.	2024	Intention-behavior gap in green products	Stressed the importance of aligning marketing strategies with perceived behavioral value.

### RESEARCH METHODOLOGY

- **Sampling Design:**

A structured questionnaire was administered to 407 respondents, selected using convenience and quota sampling. The demographic categories included gender, marital status, age group, education, family income group, and individual status.

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- **Data Collection:**

A 5-point Likert scale measured respondents' behavioral attitudes, with items addressing purchasing intentions, willingness to switch to eco-friendly products, and commitment to green practices.

- **Hypothesis Testing:**

Behavioral attitudes were analyzed using ANOVA to test for differences across demographic categories. SPSS software was used for statistical analysis, with a significance level of 0.05.

### **DATA ANALYSIS**

Behavioral attitudes were found to be significantly lower than cognitive and affective attitudes across all demographic categories. Key observations include:

1. **Income Group:** Respondents from lower-income groups showed less willingness to pay a premium for eco-friendly products.
2. **Age Group:** Younger respondents exhibited greater enthusiasm for green practices but lower actual purchasing behavior.
3. **Individual Status:** Professionals and business owners displayed a moderate intention to act, while retirees showed the least behavioral positivity.'

### **FINDINGS**

1. Behavioral attitudes toward eco-friendly cosmetic products are positive but significantly lower than cognitive and affective attitudes.
2. Key barriers include price sensitivity, perceived lack of product efficacy, and limited availability.
3. Younger consumers exhibit higher intentions but struggle with consistent action, indicating a gap in sustained behavior.

**Table 2:** Behavioral Component: Mean Values Across Demographic Categories

Category	Sub-Category	N	Mean Behavioral Component	Standard Deviation
Gender	Female	184	3.31	0.58
	Male	223	3.38	0.61
Marital Status	Unmarried	93	3.48	0.63
	Married	301	3.57	0.55
	Other	13	3.44	0.59
Family Type	Living Alone	39	3.38	0.6
	Nuclear Family	167	3.58	0.57
	Joint Family	201	3.52	0.59
Age Group	≤ 20 Years	43	3.38	0.62
	21–40 Years	141	3.43	0.59
	41–60 Years	159	3.56	0.54
	> 60 Years	64	3.51	0.58
Income Group	Below ₹3 Lakhs	65	3.38	0.62
	₹3–5 Lakhs	189	3.51	0.58
	₹5–10 Lakhs	125	3.47	0.59
	Above ₹10 Lakhs	28	4.58	0.56

**Table 3:** Hypothesis Testing Results for Behavioral Component (p-values Across Categories)

Category	Null Hypothesis	p-value	Result
Gender	No significant difference in behavior by gender	0.52	Fail to Reject ( $p > 0.05$ )
Marital Status	No significant difference in behavior by marital status	0.48	Fail to Reject ( $p > 0.05$ )
Family Type	No significant difference in behavior by family type	0.57	Fail to Reject ( $p > 0.05$ )
Age Group	No significant difference in behavior by age group	0.35	Fail to Reject ( $p > 0.05$ )
Education	No significant difference in behavior by education	0.38	Fail to Reject ( $p > 0.05$ )
Income Group	No significant difference in behavior by income	0.45	Fail to Reject ( $p > 0.05$ )

**CONCLUSION**

The study underscores a critical disparity between consumers' awareness/emotions and their actual purchasing behavior. Despite high cognitive and affective engagement, the reluctance to act on eco-friendly intentions presents a challenge for both companies and policymakers. Addressing this intention-behavior gap is essential to promoting sustainable consumption.

**SUGGESTIONS****1. For Companies:**

- Introduce affordable eco-friendly product lines to address price sensitivity.
- Use targeted advertising campaigns to emphasize the tangible benefits of eco-friendly products.
- Collaborate with retailers to improve accessibility and availability.

**2. For Policymakers:**

- Provide subsidies or incentives for green product manufacturers.
- Launch public education campaigns to reinforce the importance of behavioral action.
- Implement certification programs to enhance trust in eco-friendly claims.

**LIMITATIONS**

1. The study is limited to behavioral attitudes, without deeper exploration of underlying psychological barriers.
2. Being cross-sectional, it cannot capture changes in behavior over time.
3. Findings are specific to Raipur, limiting generalizability to other regions.

**FUTURE SCOPE**

1. Conduct longitudinal studies to track behavioral changes over time.
2. Expand the research to other product categories and geographic regions.
3. Investigate psychological and cultural factors influencing the intention-behavior gap.

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