UNLOCKING A GREENER FUTURE: EMBRACING BRAND EVANGELISM AS THE CATALYST FOR GREEN PURCHASE INTENTION IN THE COSMETIC INDUSTRY.

Dr Rethy B Menon

Department of Commerce and Management, Amrita School of Arts, Humanities, and Commerce Amrita Vishwa Vidyapeetham Karnataka, India, rethyneeraj@gmail.com

Prreetha Shri S

Department of Commerce and Management Amrita School of Arts, Humanities, and Commerce Amrita Vishwa Vidyapeetham Karnataka, India preethapritu03@gmail.com

Abstract—This study explores the relationship between sustainability-focused brand evangelism and green purchase intention among customers in the Cosmetic Industry, with a specific focus on Mysuru City. Brand evangelism refers to customer loyalty and advocacy towards a brand, while green purchase intention reflects the willingness to choose environmentally responsible products. The findings will contribute to understanding the impact of brand evangelism on green purchasing behavior and provide insights the creation of sustainable marketing plans for the cosmetics sector. In order to determine the association between brand evangelism and green purchases depending on gender, locality, age, and income, the study intends to determine the connection between brand evangelism and green buying intention among customers of cosmetics industry It is a survey study, and the data was gathered from the sample using convenience sampling methods. 300 replies from the customers make up the study's sample. The brand evangelism scale and the green buy scale are tools for data collection. The t-test, correlation, ANOVA, and descriptive analysis are the statistical methods employed. The study found that there is a moderate level of brand evangelism and green purchase intention among customers of Cosmetic products and there is a positive relation between brand evangelism and green purchase intention among customers of Cosmetic industry

Keywords—Sustainability, eco-friendliness, environmental impact, green products, organic, brand evangelism , green purchase intention .

I. INTRODUCTION

The worldwide cosmetics market has experienced rapid expansion in recent years and is anticipated to keep growing. In India, the cosmetics market has also experienced substantial growth, driven by elements such as growing urbanization, rising disposable income, and shifting consumer tastes. As environmental concerns have become more prominent, Products that are sustainable and green are in greater demand, including in the cosmetics industry. Consumers are actively seeking products that are both effective and environmentally friendly. The present study focuses on Karnataka India, a city known for its environmentally conscious population, to investigate the connection between brand evangelism and plans to make green purchases in the cosmetics sector. Brand evangelism refers to the advocacy and loyalty of consumers towards a

particular brand, while green purchase intention pertains to consumers' willingness to purchase ecologically sound goods and sustainable products.

Using both qualitative and quantitative approaches, including questionnaires and interviews, the research tries to gather data. Various factors, including individual values, social media influence, perceived quality, and environmental consciousness, will be examined to understand their impact on brand evangelism and green purchase intention.

The study also references several relevant literature reviews (Warinrampai Rungruangjit and Thitinan Chankoson, 2023) Examining the motivational factors affecting millennial fans' engagement on Facebook pages of cosmetic products and their impact on brand evangelism. (Mohd Adil, Justin Paul, 2020), investigating customer reluctance to purchase eco- friendly cosmetics and how environmental concern affects purchase intentions.(Warinrampai Rungruangjit and Kitti Charoenpornpanichkul , 2022), Investigated the impact of micro-influencers on brand evangelism in Southeast Asia, with a focus on Instagram as the preferred platform for fashion influencers.(Richa Chaudhary, 2018), In the culturally distinct environment of India, the article validates the significance of the Theory of Planned Behaviour (TPB) in predicting green buying practices. (Nora Amberg and Csaba Fogarassy , 2019), Highlight the preferences of consumers for natural cosmetics and the ongoing trend of health and environmental awareness in the cosmetic industry.

The business that manufactures and markets cosmetic products for people of all sexes and ages, is generally referred to as the cosmetics sector, which is also known as the beauty sector. This industry is thought to be one of the fastest growing in India for end-user goods, with great potential for international companies. India retailing beauty from all over the world, the beauty sector has demonstrated constant and strong expansion. (Rethy B. Menon, K.S. Hamsavardhini ,2021)

The findings of this research will be valuable for the cosmetics industry and beyond, aiding in the development of marketing strategies that make environmentally conscious customers. Furthermore, the study aims to advance our understanding of brand evangelism as well as green purchasing intentions in the cosmetics industry and provide insights for creating sustainable marketing campaigns.Maintaining the Integrity of the Specifications

II.   DEFINITION

Brand evangelism is a term commonly used in marketing to describe the advocacy and loyalty of consumers towards a specific brand. It refers to customers who become enthusiastic advocates, promoting the brand voluntarily and influencing others to support it. The concept of brand evangelism was popularized by Ben McConnell et.al, in their book "Creating Customer Evangelists." On the other hand, green purchase intention refers to the intention or act of buying environmentally friendly or sustainable products, reflecting consumers' concerns about the environment and their desire to make eco-conscious choices.

III.   OBJECTIVE

- To study the brand evangelism level towards cosmetic products among the customers of cosmetics industry.
- To evaluate attitude towards green purchase intention among the customers of cosmetic industry.
- To check the significant difference in brand evangelism and green purchase intention towards the cosmetic industry based on Gender, locality, age, and income.
- To find out the relationship between brand evangelism and green purchase intention towards the cosmetic industry among the customers of cosmetics industry.

IV. HYPOTHESIS

- Customers of cosmetics industry are having a high level of brand evangelism and green purchase intention towards cosmetic products.
- There exists a significant difference in brand evangelism between customers of cosmetics industry based on age, gender, locality, income .
- There exists a significant difference on green purchase intention mong customers cosmetics industry based on age, gender, locality, income.
- There exist a positive correlation between brand evangelism and green purchases intention towards cosmetic industry among the customers of cosmetics industry

V. METHODOLOGY

A research plan is a methodological approach to delving into a research problem. The study is the service study Convenience sampling was used to conduct the enquiry . It intends to look into the brand evangelism and green purchase intention of consumer behaviour when buying cosmetics products . 300 people made up the sample size, and the study problem was examined using original data. Two standard questionnaires was used to gather data. Beginning part of the survey asked questions on the respondents' age, income, and other demographic information. On a Likert scale, the questions in the second half of the survey were evaluated from 1 (strongly agree) to 5 (strongly disagree).

Tools Used

- Brand evangelism scale

Factors : brand evangelism factors personal values and beliefs, product certification ,product labelling, product packaging, social media and online review

- Green purchase intention scale

Factors: sustainability, eco-friendly products,environmental impact, green products, organic

statistical methods:

- Descriptive data analysis
- Correlation
- t-test
- Anova

VI. OBSERVATION AND INTERPRETATION

1 (1).To determining the extent of brand evangelism

To grade the degree of brand evangelism a table has been created. If the mean score falls between the ranges of (1–30) low , (31–60)moderate , and (61–90), high level is considered.

TABLE I. Brand evangelism - Statistical Analysis

Descriptive statistics	Brand evangelism
Minimum	5
Maximum	86
Mean	58.691
Standard deviation	13.95

Table 1 directs that the standard deviation is 13.95 and the mean value is 58.691. The table shows a moderate level of brand evangelism between the customers.

(2). To determine the extent of green purchase intention

Table 2 shows the degree of green buying intention a table is created. If the mean score falls between the ranges of (1– 18) low , (19–36) moderate , and (37-55), high level is considered.

TABLE II. Green purchase intention - Statistical Analysis

Descriptive statistics	Green Purchasing
Minimum	3
Maximum	54
Mean	35.974
Standard deviation	8.4

Table 2 tells that the standard deviation is 8.4 and the mean value is 35.974. the table shows, there is a moderate level of green purchase intention between customers .

2(1). To determine the relevance of the variance in brand evangelism based on the customer's gender, location, age and income.

TABLE III. Study of customer brand evangelism considering gender

Descriptive statistics	Green Purchasing
Minimum	3
Maximum	54
Mean	35.974
Standard deviation	8.4

Table 3 highlights the gender-specific examination of brand evangelism data among the customers , has no noticeable distinction between male and female customers (p value = 0.519).

TABLE IV. Study of Customer brand evangelism considering location

Locality	Frequency	Mean	Standard deviation	t	p-value
Rural	88	60.682	12.43	1.59	0.112
Urban	216	57.88	14.48		

Table 4: illustrates the data from a locality analysis of brand evangelism data among the customers , there is no noticeable distinction between the rural & urban customers (p value = 0.112).

TABLE V. Study of customers brand evangelism considering age

	sum of square	df	mean	F	sig
Betweengroups	951.647	2	475.823	2.467	0.87
within group	58061.287	301	192.895		
TOTAL	59012.934	303			

Table 5: shows no noticeable distinction of .001 according to age and the analysis on brand evangelism data among the customers .

TABLE VI. Study of customers brand evangelism considering income

	sum of square	df	mean	F	sig
Betweengroups	695.782	2	347.891	1.796	0.168
within group	58317.152	301	193.745		
TOTAL	59012.934	303			

Table 6 indicates there is no noticeable distinction i.e., 0.001 between the data according to income and the analysis on brand evangelism among the customers .

2(2) To determine the relevance of the difference in green purchasing based on the customer's gender, location, age and income.

TABLE VII. Study of customers green purchase intention considering gender

Gender	Frequency	Mean	Standard deviation	t	p-value
Male	164	35.55	9.0		0.341

Female	140	36.471	7.63	0.954	

Table 7 displays the gender analysis of the data on green purchase intention among the customers of Mysuru City has no statistically significant difference between male and female customers.

TABLE VIII. Study of customers green purchase intention considering locality

Locality	Frequency	Mean	Standard deviation	t	p-value
Rural	88	37.568	7.67		0.02
Urban	216	35.324	8.61	2.125	

Table 8: shows there is a statistically noticeable distinction at .05 level of significance on green purchase intention (p value= .0.02).by analysis of data on green purchases intention Between the rural and urban customers .

TABLE IX. Study of customers green purchase intention considering age

	sum of square	df	mean	F	sig
Betwee ngroups	397.180	2	198.590	2.849	0.59
within group	20982.610	01	69.710		
TOTAL	21379.789	303			

Table 9: demonstrates that there is no noticeable distinction between the data according to age and the analysis on green purchase intention among the customers .

TABLE X. Study of customers green purchase intention considering income

	sum of square	df	mean	F	sig
Betwee ngroups	223.006	2	111.503	1.586	0.206
WITHIN GROUP	21156.784	301	70.288		
TOTAL	21379.789	303			

Table 10 indicates there is no noticeable distinction on green purchase intention among the customers Based on income upto three lakh, three lakh- ten lakh, ten lakh and above income

CORRELATIONS

TABLE XI. Correlation of Brand evangelism and Green purchasing Correlations

		GREEN PURCHASING	BRAND EVANGELISM
BRAND EVANGELISM	PEARSON CORRELATION	.325	1
	SIG. (2-TAILED)	.00	
	N	304	304
GREEN PURCHASING	PEARSON CORRELATION	1	.327
	SIG. (2-TAILED)		.00
	N	304	304

*. THE 0.01 LEVEL OF SIGNIFICANCE FOR CORRELATION.

In Table 11 The connection between brand evangelism and green buying intentions is shown. The results indicate a positive relationship between these two variables at a significance level of 0.01.

VII.   TENABILITY OF HYPOTHESIS

Since brand evangelism and green purchase intention are both at moderate levels, the first hypotheses are partially accepted. The second and third hypotheses are completely rejected because in the second hypothesis, no noticeable distinction exists depending on age, gender, locality, & income, in the third hypothesis only based on locality there is a noticeable difference at .05 level other demographic factors does not have significant differences. Forth hypothesis is completely accepted and we can see positive correlation among brand evangelism and green buying intention among the customers of cosmetic industry.

VIII.   SUGGESTIONS

●   Cosmetic companies should capitalize on the high level of brand evangelism and green purchase intention among customers by actively engaging and fostering loyalty among their customer base. This can be achieved through targeted marketing campaigns that emphasize the eco- friendly aspects of their products.

●   Companies should consider demographic factors such as age, gender, locality, and income when developing marketing strategies. By understanding the specific preferences and

needs of different customer segments, they can tailor their brand evangelism efforts and green product offerings accordingly.

- Although there may not be significant differences based on demographic factors in brand evangelism and green purchase intention, it is still important for companies to strive for inclusivity and cater to a diverse customer base. This can be achieved by promoting a message of sustainability that resonates with customers of all backgrounds.
- Given the positive correlation between brand evangelism and green purchase intention, companies should focus on nurturing and strengthening the relationship between these two factors. By encouraging brand evangelism and providing a seamless customer experience, they can further drive green purchasing behavior in the cosmetic industry.

IX. CONCLUSIONS

The study's findings lead to several conclusions. Firstly, customers of cosmetics industry demonstrate a strong inclination towards brand evangelism and green purchase intention in the cosmetic industry, indicating a positive attitude towards sustainability. Secondly, demographic factors like age, gender, locality, and income do not significantly influence brand evangelism and green purchase intention. However, companies should consider these factors for targeted marketing. Lastly, There is a favorable correlation among brand evangelism and green buying intention, suggesting that customers who engage in brand evangelism are more likely to prioritize eco-friendly cosmetic products.

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