RESEARCH ARTICLE   OPEN ACCESS

Sensory Marketing and Green Attitude in Organic Skin Care Industry of Delhi

Anisha Gupta,Nikita Kalra,Shivani Soni, Simran Singh

JIMS,sector-5,RohiniDelhi-110085

****

Abstract:

Globally induced environmental awareness has changed consumers' behaviors about the skincare products they consume and it also builds up the green attitude of people towards organic, natural and sustainable products because now, a consumer looks beyond the product's utility. He is concerned about the attached benefits which can be environmental safety and his own well-being and lifestyle. This is the reason the demand for these organic products is increasing today. Catching the sight of changed market dynamics for sustainability, these organic products have also given marketers an opportunity to use sensory marketing to market their products rather than using a traditional approach.

With this paper we propose a dynamic sustainability model for the marketers by determining the impact of sensory marketing and the green attitude of people on their green purchase intention. For our study, we have taken the sample data of more than 200 male and female respondents residing in Delhi. Various statistical analysis was used such as regression, correlation, and ANOVA. Results were then analyzed using MS Excel. The findings obtained in this research present chief theoretical and practical implications for various practitioners, academicians, psychologists and marketers for a better understanding of the subject. This study can stand exemplary for other urban areas in India similar to Delhi.

Keywords: Sensory Marketing, Green Marketing, Organic, Skin care industry

****

I. INTRODUCTION

Sensory marketing and Green marketing are evolving marketing strategies in India as people are getting inclined towards organic skin care. Specifically, Young population, are more interested in organic skin care. When we talk about green marketing of green products, Green attitude comes into our mind instantly. Green attitude is another way of defining green Which areas marketers should focus upon while formulating strategies for promotion of organic skin care products in India.

Before elaborating the topic, it's crucial that we build an understanding of the term Sensory Marketing. When marketers promote appealing to all the senses in association with green products, this strategy is called "sensory marketing" also known as sensory advertising. products. People remember the brand by their smell or sometimes by their attractive packaging

purchase intention. Green purchase intention is said to have exist when people are interested in buying products which are environment friendly and organic.

This research paper discusses in detail about How sensory marketing and Green attitude affects people's green purchase intention. In this strategy marketer focuses upon all five senses of your audience using sensory appeal.
The main focus stays on creating the content which is appealing to the prospective buyer. The senses on which marketers emphasizes are sight, touch, sound, smell and taste.

Sensory marketing is proving to be an effective way to capture an audience and make your brand, unforgettable in the field or organic skin and some like feel the soothing ambience in the

store of skin care products. New research suggests that we're about to enter an era in which many more consumer products companies will take advantage of sense-based marketing: (HBR: March 2015).

Other crucial variable for our research is Green attitude. The planet is facing drastic environmental challenges. Due to this, consumers nowadays, are inclined towards natural ingredients and further green elements of skincare. For marketers it is necessary to understand the green attitude of the population as it's more likely that people who have green attitude will be more interested in buying organic or green products. Therefore, it would be prudent to say, attitudes are widely used in predictions. With our study, we have attempted to establish the hypothesis that Green attitude and green purchase intentions highly correlated.

Green purchase intention is the major reason why, Organic skin care industry in India is booming currently. Around 2015, ingredients like 'parabens', 'SLS', 'SLES' started doing rounds in the beauty community as villains. These are mostly used as preservatives and surfactants in the cosmetic industry. An ill-informed research paper gave 'parabens' a negative rep for being linked to cancer. (Casereads:2020)

The Indian cosmetics market, valued at nearly $11.16 billion in 2017, is expected to grow at 5.91 per cent (compound annual growth rate) during 2017-25. Therefore, its an astounding opportunity for marketers to focus on these variables to grow their customer base. The natural beauty and personal care products hold the majority share in the market; however, organic products are projected to witness fastest growth as people are becoming more and more health consciousness. Health consciousness is the key factor behind the ample growth rate of natural and organic personal care products.

REVIEW OF LITERATURE:
Paco &Raposo, (2008); Paco &Raposo, (2009); Ali & Ahmad, (2012) –The extreme environmental problems and augmented environmental awareness have amplified the consumers' environmental responsibility. The growing concerns about the environment have caused the development of a new sector i.e. the green consumers. The green

consumer is welldefined as the consumer who refrains from products that may cause risk to their health, damage the environment during production, use, or disposal, and produce avoidable waste.

Karki & Shukla (2018) -Green products are furthermore named as eco-friendly products, environment-friendly products, organic products, and sustainable products. Green products talk about those products that are organically produced, recyclable and biodegradable. These products are presented as less hazardous to living organisms and the environment.

Borges et al., (2019) -Ecological Cosmetics are also well-known as eco-friendly, organic, natural, or green cosmetics, prepared from natural ingredients, free of preservatives and animal testing (Rybowska, 2014). For example, "The Body Shop" being an innovator of organic cosmetic brands, endorses its products as environmentally non-toxic products with organic constituents and claims of animal-free testing.

Rahbar & Wahid, (2011); Morel & Kwakye, (2012); Ali & Ahmad, (2012); Wilson et al., (2017) -The factors persuading green purchase intention in one country are not generalizable in other countries due to the alteration in culture, attitudes, behavior, demographics, geographical and socio-economic conditions of the respective country.

Brick & Lewis (2014) -Implies that the green attitude signifies the key individual differences of customers that predict their environmental behavior.

There are three components of attitude; cognitive, affective, and behavioral. Knez&Thorsson (2006) described attitude (personal factor) as schemata that consist of knowledge structures, experiences, and expectations stockpiled in the long-term memory that may contribute to motivating behavioral, affective, and cognitive concerns.

NOVELTY OF THE RESEARCH:
The novelty of this research can be understood in the sense that majority of studies conducted with respect to Sensory marketing and Green attitude doesn't show significance of green purchase intention on these variables. This study tries to establish the relationship between sensory marketing and green purchase attitude and show significance as well. What makes this study unique and different from others is the fact that this study tries to unfold the marketing side of the story and

endeavors to find out what are the parameters that marketers should focus upon.

STATEMENT OF PROBLEM:

The consumption of green products is escalating globally to lessen the environmental catastrophe. Past studies have discovered various sensory marketing tools and factors to ramp up the purchase intention for the green products.

However, little is known about the factors that can directly impact the green purchase intention of consumers in developing countries.

The purpose of this study was to find the impact of sensory marketing and green attitude on green purchase intention of men and women in developing countries like India.

OBJECTIVES OF THE RESEARCH:

There are two objectives of this research:
- To measure the impact of sensory marketing on people's green purchase intention.
- To determine the impact of green attitude of people on their green purchase intention

RESEARCH METHODOLOGY:

Research Objectives:

The aim of this study is to enrich marketing literature by viewing the impact of sensory marketing on green purchase intention in cosmetic industry.

Specifically, the objectives of this study are to:
1. Measure the effect of sensory marketing on green purchase intention.
2. Measure the effect of green attitude on green purchase intention.

Research Hypotheses:

H1: Sensory Marketing has significant positive impact on Green Purchase Intention.
H1 a: Sight has significant positive impact on Green Purchase Intention.
H1 b: Smell has significant positive impact on Green Purchase Intention.
H1 c: Sound has significant positive impact on Green Purchase Intention.
H1 d: Touch has significant positive impact on Green Purchase Intention
H2: Green Attitude has significant positive

impact on Green Purchase Intention.

Research Design:

A deductive research approach was used because the process of the study moves from general to specific. It was quantitative research that used primary quantitative data to find the relationship and impact of independent variable on dependent variables.

Population:

Population of the study was the female consumers who ever purchased or used organic cosmetics in Delhi, India.

Sample unit:

In this study unit of analysis, the individuals as data were collected from female consumers of green cosmetics.

Sample size:

The sample size for this study was based on threshold as size larger than 30 and less than 500 are suitable as determined in rule of thumb. By keeping in mind, the sample size for the study, questionnaires made on Google Form was distributed among the respondents. 232 responses were collected out of which 32 respondents were not from Delhi. Thus, the sample size of the study was 200.

Sampling Technique:

To fulfill the aim of this study, survey was conducted by using a purposive sampling technique. Purposive sampling is used when there is a purpose to fulfill and the sample is selected keeping in mind the characteristics of respondents that can best serve the purpose. Non probability sampling design, in spite of low generalizability offers appropriate and timely information.

DATAANALYSISANDINTERPRETATION:

Data Analysis:

To get the results of data collected from 200 respondents, multiple tests were
run by using R programming. Reliability analysis, correlation and regression analysis were run to check the relationships between dependent and independent variables.

Reliability analysis

Reliability of each variable was calculated separately. Reliability analysis of the
data was conducted to know the internal consistency of scale across multiple times
with the intended variables.

Table 1 shows the reliability (Cronbach alpha) for all measures.

Serial No	Variables	Reliability
1	**Sensory Marketing**	**0.63**
2	**Green Attitude**	**0.68**
3	**Green Purchase Intention**	**0.72**

Analysis:

The standard value of Cronbach alpha is 0.70. Reliability at 0.7 or above is considered as strong reliability. Reliability above 0.6 is slightly lower than ideal scenariowhich is considered as moderately reliable. Reliability value which is less than 0.6is considered as weak reliability. In this study the Cronbachs alpha reliability ofsensory marketing was 0.63 which is slightly lower than the ideal scenario. However, this reliability is acceptable because the reliability values from 0.5 to 0.75 isgenerally accepted exhibiting a moderately reliable scale. Green attitude has the internal consistency reliability value of 0.68 which is near to standard value. Cronbachs alpha reliability of green purchase intention is 0.72 that is above standard value of 0.7. It confirms the internal consistency of scale, so the scale of the study is reliable to proceed ahead for other analysis.

Correlation Analysis:

Table 2 represents the correlation coefficients(r) for the observed variables.

S. No.	Variables	1	2	3
1	**Sensory Marketing**	1		
2	**Green Attitude**	0.42	1	
3	**Green Purchase Intention**	0.6	0.53	1

Analysis:

Pearson Correlation calculates the association between two variables. Correlation coefficients (r) have standardized values between -1 and +1. The magnitude of value shows the degree of association whereas positive and negative sign confirm the direct or inverse relationship between variables. Positive sign shows the direct relationship between variables. It means when one variable increases, another variable will also increase. Negative sign shows the inverse relationship between variables, it means with increase in one variable another variable will start decreasing.

The correlation coefficients (r) near 1 predicts strong correlation whereas the value close to -1 shows the inverse relationship between variables. Results of correlation analysis show moderate (0.2-0.4) and strong level (0.5-0.7) of association among all variables.

Results indicate that there exists a positive relationship between sensory marketing and green attitude (r = 0.42, p< 0.01). Sensory marketing is found to have a significant positive association with green purchasing intention (r = 0.6, p < 0.01) that provides initial support for first hypothesis of this study.

Furthermore, green attitude shows significant positive correlation with green purchasing intention (r = .53, p < 0.01). Thus, it provides initial support for second hypothesis.

Regression analysis:

After understanding the association between variables, regression analysis was used to see how the value of one variable predict the value of anothervariable. Regression analysis predict the impact of independent variable (predictor variable) on dependent variable (outcome variable). Thus, we can say thatregression explains the cause-and-effect relationship between variables.

Table 3 presents the regression analysis for hypothesis 1 of this study.

Model	Estimate (β)	Std. Error	t-value	Significance	Hypothesis
Intercept	2.014	0.255	16.21	0.00	
Sight	0.25	0.061	3.25	0.024	Accepted
Smell	0.19	0.048	2.68	0.036	Accepted
Sound	0.004	0.011	-0.032	0.89	Rejected
Touch	0.054	0.036	4.127	0.008	Accepted
Purchase Intention	0.591	0.047	11.83	0.000	Accepted

Green Purchase Intention= 0.25(Sight) + 0.19(Smell)+ 0.052(Touch)+ 0.255

Analysis:
Results of regression analysis indicate that there exists a positive relationshipbetween sensory marketing and green purchase intention.

The value of β tells us rate of change in dependent variable due to one unit change in independent variable. Here the value of β for sight, smell, sound and touch is 0.25, 0.19, 0.004 and 0.054 respectively. It shows that one unit change in sensory marketing particularly for sight leads to 25% change in green purchase intention. The value of p =0.00 (p < 0.001), thus it exhibits the significant relationship between variables.

The value of t for all variables is above 2 except for variable called "sound". This depicts significant relationship between independent variables namely sight, smell and sound, and dependent variable (green purchase intention). It indicates noticeable level of relationships between variables. One element of sensory marketing i.e., sound is rejected.

Green Purchase Intention = 0.591 (Green Attitude) + 0.047

In case of Green purchase intention, Here the value of β for green attitude is 0.541. It shows that one unit change in green attitude leads to 54.1% change in green purchase intention. The value of p = 0.00 (p < 0.001), thus it exhibits the significant relationship between variables.

The value of t for green attitude is above 2 which depicts significant relationship between independent variable (greenattitude) and dependent variable (greenpurchase intention)

It indicates noticeable level of relationships between variables. Therefore, the hypothesis is accepted.

Table 5: Summary of results

Hypotheses	Statements	Results
H1	Sensory Marketing has significant positive impact on Green Purchase Intention.	Supported
	H1a: Sight has significant positive impact on Green Purchase Intention.	Supported
	H1b: Smell has significant positive impact on Green Purchase Intention.	Supported
	H1c: Sound has significant positive impact on Green Purchase Intention.	Not Supported
	H1d: Touch has significant positive impact on Green Purchase Intention.	Supported
H2	Green Attitude mediates the relation-ship between Sensory Marketing and Green Purchase Intention	Supported

RESULTS:
- ✓ We by establishing our hypothesis have proved that using all five senses are not much effective in building the customer's purchase intention, whereas vision, touch, and smell are the areas where a marketer should focus more.
- ✓ We also found out people are inclined towards buying green products only if they are cost-effective.
- ✓ We found in our study that people prefer buying green products which are sold in eco-friendly packaging therefore marketers can use this in their promotion strategy and same theory can be applied by the policy makers in making a robust policy against plastic pollution.

IMPLICATIONS:
The study has introduced a budding connection between sensory marketing and green purchasing intention of consumers. Use of senses as a cognitive part of attitude is a peculiar addition in forecasting green practices. This study incorporates the personality aspects of experience and consciousness for green purchase intention.

Implication to Marketers:
This research suggests that people's green attitude has positive impact on people's purchase intention which marketers can use in segmenting their customers.

The common method adopted by marketers is not enough. Manufacturers face challenges in order to make their product appealing to wider masses thus it is important to add such elements that may increase the interrelation between consumers and manufactures of beauty brands. The study suggests marketers to market their organic products in organic industry through innovative ways such as sensory marketing.

The message of the marketers should be influential in a way that it is cognitive, social and ethical to the audiences. The study suggests marketers to target audience based on attitudes, cultural differences, geographical locations, etc.

Implications to Policy Makers:
The study revealed that people prefer buying green products which are sold in eco-friendly packaging therefore marketers can use this in their promotion strategy and same theory can be applied by the policy makers in making a robust policy against plastic pollution. Climate and environmental problems have made it necessary to promote use of green products and thus policy makers should promote such packaging materials which are less harmful for the environment. Policy makers should promote consciousness among people. In India, production of heavy metals, hazardous chemicals in the production of cosmetics is very common. Therefore, this study encourages policy makers to take notice and restrict such practices. They should work on creating educational campaigns to increase awareness among consumers and encourage their share towards sustainable consumption. Taxes however, should be decreased to boost organic manufacturing.

The study puts forward an opportunity to eco-friendly cosmetic industry to present their brand using creative, innovative marketing tactics and strategies to appeal their target customers.
This study can be replicated in urban areas of India, as Delhi being a city of diverse population has been used to collect sample data and manufacturers should put more efforts in bringing sustainable products into the market.

LIMITATIONS AND FUTURE DIRECTIONS:
Alongside contributing knowledge to literature, this study has few limitations which the new researchers can address and are advised to replicate the study on its basis.

Larger samples are advised for further studies, as the sample size was very limited, so we were unable to measure the magnitude of the study.

Marketers can explore this topic in rural areas as well since this study was restricted to only urban consumers. Large population of this country is living in rural areas however their knowledge about green products and sustainable processes is still questionable. Responses from rural areas can help marketers to take decisions while targeting rural audiences.

Further segmentation on the basis of age and income can be explored. Further studies on different segments i.e working women, housewives, their environmental concerns would be constructive for marketers for considering while devising marketing strategies.

Further researchers are suggested to explore factors that can lead a consumer to green purchasing behavior. Researchers can seek Moderator variables that which can further explain the relationship between sensory marketing and green purchase intention. We tried to make the study a little generalized but if researchers might segment the study on the basis of age brackets of generation X and Millennials.

This study does not support the personality traits of individuals, so for understanding individual differences this study needs to be expanded on personality variables.
Further studies should seek to find best possible relationship between sensory marketing and green purchase intention.

Reference:

- https://thesis.cust.edu.pk/UploadedFiles/(Main%20File)%20after%20correction.pdf

- https://www.researchgate.net/profile/Ezlika_Ghazali/publication/319040115_Health_and_Cosmetics_Investigating_Consumers%27_Values_for_Buying_Organic_Personal_Care_Products/links/5c7d0abc458515831f819233/Health-and-Cosmetics-Investigating-Consumers-Values-for-Buying-Organic-Personal-Care-Products.pdf

- https://researcharchive.lincoln.ac.nz/bitstream/handle/10182/6904/FAC-wp-15%20Gan,%20Zhiyou,%20Tran,%20Cohen,%20Xiangiang.pdf?sequence=3&isAllowed=y

- https://pdfs.semanticscholar.org/8d80/9debb5a3998a3a028eee66a1caec2d1dd9cb.pdf

- https://researcharchive.lincoln.ac.nz/bitstream/handle/10182/6904/FAC-wp-15%20Gan,%20Zhiyou,%20Tran,%20Cohen,%20Xiangiang.pdf?sequence=3&isAllowed=y

- https://www.sciencedirect.com/science/article/pii/S1878029614000346

- https://www.thehindubusinessline.com/blink/work/indian-cosmetics-go-local-natural-and-organic/article32690508.ece