

# Marketing through Green Consumerism in Skin Care Products: A Case Study of WOW Skin Science V/S Mamaearth

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## ABSTRACT

The main aim of the study is to understand the reliability of green consumerism and green products in the market and the level of acceptance by the customers in the marketing industry. The study has used a detailed and in-depth case study method to understand the all possible areas of green consumerism and its scope in India. The study examines the validity of green marketing and the various ways through which it can be brought into main stream in order to be away from synthetic and harmful products used in personal care products. The study also discusses a detailed comparison drawn at the end which provides the examples of major two products (mamaearth and WOW science) which promotes green consumerism. The present study focussed only on the major two products and even the products chosen are newly launched in market which in turn limited the scope for wider understanding and analysis. The study can serve the purpose of sustainability in green consumerism market helping the consumer draw the lines efficiently between the terms harmful and effective in case of personal products. The study was able to discover the diverse opinions of consumers regarding a new term in market which can be highly taken into note for further discussion for a non polluted and better health of living beings.

**KEYWORDS:** green consumerism, organic, synthetics, green marketing

## INTRODUCTION

### Environmental and health care awareness trends in skin care products manufacturing

#### ➤ Development of healthy and natural skin care culture

There is a growing concern among people on the increased harmful effects of chemical products used in cosmetics and skin care. Influenced by the trend of go back to organic and healthy materials, consumers are found more cautious of avoiding powerful chemicals and they are environmentally responsible to be away from polluting nature. There is an elevated ratio of people who are cautious on environmentally responsible habits and lifestyles globally (Stone, 1995). Seeing the increased demand of organic products, all the major companies producing skin care products have changed into green and better for the user and the environment (Green Choices, 2012)

Subsequently, there are many other issues discussed related to green consumerism including the market trying to demotivate people through number of campaigns saying ingredients for skin care should be chosen on safety and availability than natural or synthetic. Mintel (2010) says there is a large number of groups especially women who are favouring pure natural methods for improving the appearance. There are still arguments going on in the usage of ideas like 'natural' and organic and the contexts they are used.

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#### ➤ Green consumerism: Historical Perspective

The history of skin care and cosmetics can be traced back to centuries in Egypt. Health benefits and hygiene were the main concern for skin care during the initial times. The usage for fairer skin and clear skin are the new approaches of skin care. Along with changes in humanity skin care changes also happened. By the increasing technology advancement and media options, ethno-botanic awareness of natural products for skin care also increased. The trending of protecting skin from harmful pollutants became the need of the hour and the usage of plant extracts for healthy skin started blooming day by day globally.

#### Natural products and its health on better derma life

The current environmental issues and problems are the main reasons for customers to seek for green and natural skin care products. During the stage of production and also post production the time and resource consumption is very less for natural products. There is a wide difference to be discussed between green and organic cosmetics. Green cosmetics are more expensive and that may result in less market among consumers. On the other hand, organic skin care products provide maximum skin care with efficiency, stability and protection.

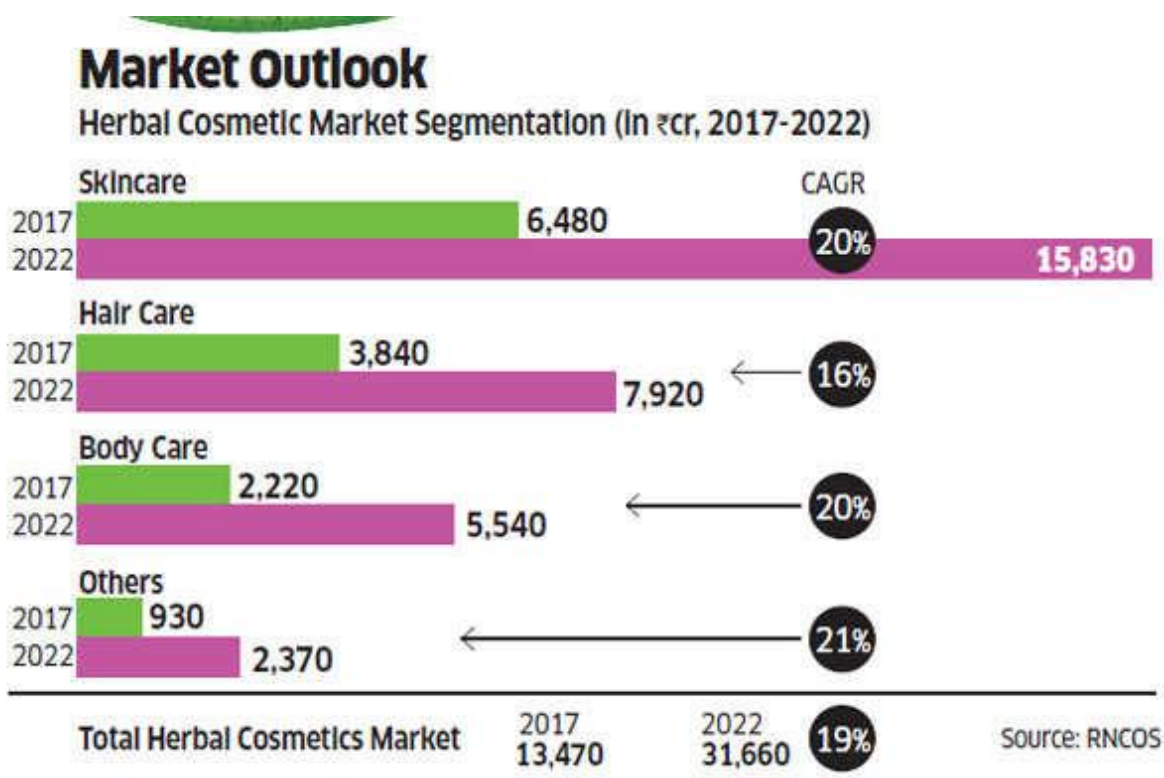
In the case of ingredients used for green and natural skin care the major chunk comes from plants and trees in the

form of leaves and seeds whereas there are natural marine ingredients also used like algae for skin shining and clearer.

There are many studies claiming the benefits of bio-active products made purely from natural resources

➤ **Better awareness on negative synthetic products harmful for skin**

According to studies average women use 12 personal products including skin care which even constitutes 168 chemical mix. IN the blow diagram it is clearly shown that skin care products are in demand the largest level globally which clearly shows market needs to bring some sustainable measures to exist without the overpowering of competitors



[www.economicstimes.com](http://www.economicstimes.com)

**Green/organic products and the advantages**

Green cosmetics or green consumerism for skin care products is comparatively a new term in the context of India. Green Cosmetics is definitely a new edge to the developing nation. Today adaptation to become “Green” is not only the basic needs but also an opportunity for both the companies and consumers (Vincent, 2012).

There are many other related words including organic, environmental friendly, sustainable and healthy which goes par to par with green consumerism. The repeated climate changes, ozone layer depletion, global warming, carbon emission and other related environmental issues have clearly gained the momentum and significance of go green or green consumerism (Santos F Bruno, 2015). It is also a clear fact that the increased demand of these green or natural skin care products are the escalated concern of consumers on the eco system which is also a good sign for sustainable development. The deterioration and depletion of natural resources have clearly made the consumers for going behind such initiatives like go green and chemical free products (Luck, Edwina, M, & Ginanti, 2009).

While discussing green consumerism another term called ‘green marketing’ also draws high significance. Green marketing is defined as the marketing of products which are chemical free, zero toxins and which are completely environmental friendly (Kotler, 2013). In other words green market is the holistic approach of marketing concepts where production, consumption and disposal of products happen in a manner which affects the environment in the least manner.

There are many words like paraben free, recyclable which finally focus on green marketing (Santos F Bruno, 2015)

The usage of green and natural products showcases a detailed list of pros when used for a long run. The manufacturing of chemical substances can effect or damage the natural resources and eco system. The main concern of using toxic substances for skin care is centred on the eco system only. Other advantage of natural products is they are totally free from irritation, itchiness; toxic on skin layers and even it won’t leave the skin allergic. The artificial fragrance made out of chemicals will really make our sensory organs worsen day by day. So the natural products free from chemical and strong fragrance will not be there for natural products. The feature of using natural products for skin care can make free from side effects and will be always gentle for the long run.

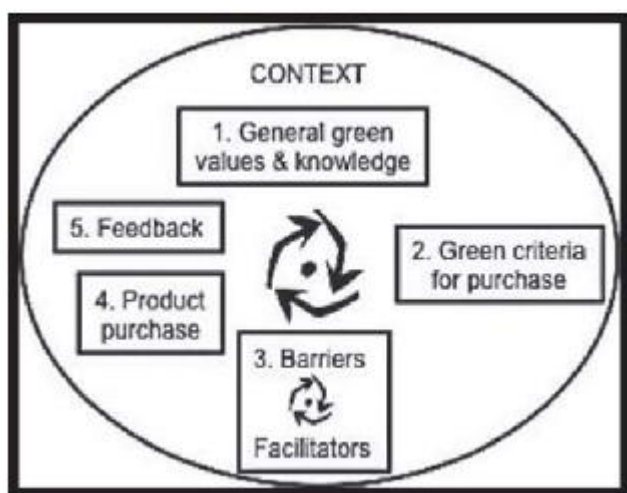
**Campaign for safe cosmetics**

This is a campaign which was started along with breast cancer awareness campaign worldwide. This initiative stress the need of steps to be taken care for removing toxic usage like using simple and less ingredients for skin care, prefer products made with natural food products and it also asks the customer to think and research twice before using the products. The campaign for using apps like try Think Dirty for more references is also mentioned in the campaign. There is a detailed scientific study on some poisonous substances including dioxane which is the main reason for cancer, acrylates, benzophenone, carbon black used for intense colour for kajals, coal tar, carcinogens: the main

ingredient in cosmetics and skin care products, hydroxyquinone, nitrosamins, nano materials and paraben. They also discuss the another initiative called MADESAFE(Made with Safe Ingredients)which certify the product is toxic or natural and they also focus on products without harming human health, animals and eco system.

**Green Consumer Model**

A model which reviews the existing situation of green consumerism, motives of consumers while preferring green or natural products, barriers for decision making of go green purchase was the need of the hour while green consumerism was gaining momentum worldwide. A research study conducted in South Africa tried to bring out a model which describes purchase behaviour of consumers towards green products which was called as green consumer purchase model. The factors described for the creation of such a model was social influence, environmental friendly and attitudes of customers in buying green products.



Source: [www.researchgate.com](http://www.researchgate.com)

The model described above speaks about the phases of behavioural influence of customers for buying green products. There are mainly four stages mentioned in the model. The model even relates with the basic model of advertising called AIDA model where the stages like attention, interest, desire and action in purchasing a product is explained.

**General green values and knowledge on skin care products:**  
In this stage the awareness of green products over toxin products reaches the customers along with high level concerns for environment. This can be due to the environment changes and hazards happening throughout the year.

- Green criteria for purchase
- The pros and cons for decision making
- The action of purchase
- Marketing research with feedback for better products

**Environmental friendly and sustainability in skin care products in India**

In the current scenario preservation of ecosystem and conservation of environment assets are discussed worldwide. There is a high demand of green products among the market and wide levels studies are also taking place on this topic. Based on the global research conducted by Nielsen in 2015, the maximum number of consumer who is willing to use green skin care products is more in Asian-Pacific Region.

In such a moment, the strategy of green and environmental friendly products concept becomes the integral area in business for sustainability. Due to recent industrial pollution issues, plastic accumulation, ozone layer depletion globally the turn for green skin care products are reflected visibly.

**Sustainability challenges in the field of cosmetics and personal care industry**

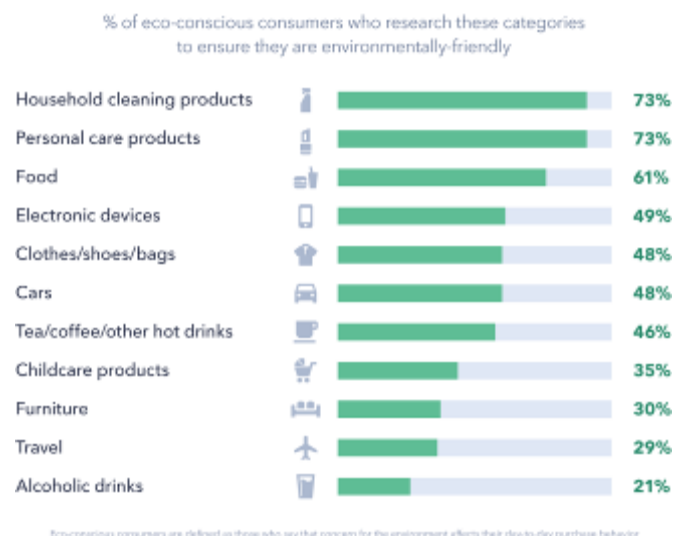
This industry which is also called as ‘beauty industry’ is facing a lot of issues and challenges in existing in the market. The cosmetic industry which has many segments makes every move clear that the industry will never exposed to any sort of unfavourable slowdown rather the market will easily gain more customers in swift time. In spite of this there exist few challenges faced by the industry which will be overpowered soon by the marketing forces.

- Environmental impact(eco-friendly) on personal care products
- High rate of interest on environmental sustainability
- Ban on cosmetics with too much of chemical ingredients

In the all three main challenges the main issue to be addressed is the second one which emphasis on the pressure on environmental sustainability. The need of the hour is green washing which majority of the market forces struggles to establish now. The increasing trend of terms like nature, organic has hit the market and the market is facing the challenge with the wrong labelling of products as green ones with more than 30% synthetic content in them.

The idea of pigging systems in the processing plants will really advance in the field of green consumerism where the option of recycling is also available for better sustainability for future generations. Pigging can be easily defined as a system where a tube or plug will be inserted in a larger tube or pipeline for better transportation of the liquid. Pigging increasing the productivity, removes maximum waste, resource waste is limited and quick turn over with the angle of sustainability.

The below details mentioned in the diagram clearly explains the informed and educative consumers undergoing research for preserving ecology and environmental sustainability globally.



Eco-conscious consumers are defined as those who say that concern for the environment affects their day-to-day purchase behavior. Question: To what extent do you agree with the following statements? Somewhat agree, Strongly agree. Source: GlobalWebIndex 13-15th September 2015. Base: 1,529 U.S. & 1,305 UK Internet Users aged 18-64

Source: [globalwebindex.com](http://globalwebindex.com)

### Wow and its establishment with eco-friendly products

Wow science products have captured market through the campaigning of its unique features in a distinct and different way. The main focus of this product is

#### A. Natural ingredients been used for the making of products

The tagline of Wow science product itself focuses on innovative formulations which are in nature with the blend of traditional ayurvedic and exotic herbs for bringing healthy beauty products. They have even used the reference of plant extract and potent formation while making the products to avoid the maximum usage of synthetic materials in delivering effective products for skin care. In their website there is detailed mentioning of the list of natural elements used for the making of WOW products

- From Turmeric they have turmeric tablets for better skin health
- Wheat grass and Omega 3 supplements from natural raw materials
- Apple cider vinegar which is the main ingredient for their products for health care capsules and in the form of face wash and face cream products
- Aloe vera and orange as the main ingredients for their products to enhance the content of vitamin C in the skincare
- Besan and charcoal used a base for all creams and face wash to bring their campaign for natural ingredients in skin care

WOW brings almost ten products in skincare focussing on natural ingredients very strictly. They also bring a unique idea of listing the combo packs of these products useful for separate occasions in a natural way to attract audience. They also showcases a detailed remedial blog for almost all skin care using natural products which indirectly makes us reach to their products.

Another interesting method of green consumerism campaign by WOW is through the introduction of a tag-line, VOCAL FOR LOCAL through which they try to take the initiative to promote local products and raw materials through their campaign. They even says the economy of the nation needs help from such initiatives and promotion of Indian home grown beauty brands

Another area highlighted is the biological clock and the circadian rhythms which majority of humans are unknown and unaware. The website scientifically lists the defects of lack of biological clock changes and even uses their products for healing skin and body from such malfunctioning.

Their strategy is the use of natural fruit orange to improve the intake and need of Vitamin C for the skin. They even call Vitamin C as holy grain for skin along with the mentioning of a detailed long healthcare regimen with Vitamin C brought by WOW science.

They also claims the reach of sustainable and responsible skin care products stressing on their products been used from Himalayan Valley, zero chemicals (strict policy against the use of parabens, sulphates, mineral oils, additives, silicones, and mineral oils.)

Another area is the women empowerment through the products been brought in market by claiming that their

workforce consist 80% women employees. Animal love is also showcased in the website saying zero tolerance in the policy of animal testing and cruelty for bringing vegan products in market. They are using eco-friendly packaging for the products with 30% post consumer recycling packaging.

#### Mamaearth and its sulphur free product concept in the market.

Mamaearth came to the Indian market in 2016 and it is claiming 100percent toxin free skin care products with FDA approval as made safe certified products

Another special feature of mamaearth products were zero tolerance to synthetic detergent containing sulphates which can lead to irritated and inflamed skin in long run. Even they claim that same the synthetic detergent found in other skin care products are similar ones used in car cleaners and detergent powders. Mamaearth shows the campaign of go green even in its product packaging with the unique mix of green and white colour combination.

Plant based alternatives for the skin care than sulphate based ones is the main area of marketing campaign of mamaearth. They claim that their products near strip off the natural oil content in the skin using sulphate and rather they exhibit natural materials like onion, saffron morringa oil and lavender oil for skin care. In the case of vitamin C contained products they have their face and skin serums purely made out of orange, aloe vera

Stressing plant based products another unique observation is that the mamaearth products only have natural mild fragrance in their products which avoids deep chemical based perfumes to be mixed with the product. Avocado is a major contributor in the skin care products along with argan for better elasticity and nourishment for the skin.

The revenue model of mamaearth is selling psychical products through D2C platforms like websites, amazon, flipcart .The product marketing also follows blue ocean strategy by getting space in uncontested market thereby there is no specific competition in the market.

Mamaearth also brings the concept of science and Ayurveda in their products combining herbal products with plant extract for the manufacture of their products. The use of bioactive extracts from botanicals in skin care is the main highlight of mamaearth. Moringa oil which is the rich source of vitamins, anti-oxidants and nutrients is the main ingredient for the face creams of mamaearth. The anti-microbial activity of turmeric with aloe vera is utilised well for making body creams by mamaearth pointing the authenticity of natural products used for skin care products.

*Almonds(Prunus Dulcis) one of the main ingredient in mamaearth products possess high level of antioxidants which clearly brings a better natural nourishment and glow for the skin. Even they bring a array of products containing tyrosinase inhibition and antimicrobial activity, which can be beneficial for attenuation and prevention of various skin conditions.*

The unending safety of products made of coconut oil, olive oil claiming the remedy for many synthetic fibre products which can elevate risk of cancer is also another feature of mamaearth

## Comparison of mamaearth and wow science products based on end user experience

### ➤ Environment conscious consumer behaviour

Both the products were started five years back and are in the incumbency stage. Regarding the go green concept it is clearly found out that mamaearth products are Food and Drug Administration (FDA) approved whereas Wow science products are not. In case of organic content both the brands claim that they are synthetic free, sulphate and paraben free. But it is crystal clear that no personal skin care products can 100% organic

### ➤ Natural packaging and ingredients

It was highly visible that the customers of mamaearth are satisfied with the segmentation of skin care addressing customised care which Wow science customers are not. Mamaearth used the colour green on the entire products highlighting the features of chemical free ingredients

On the other hand Wow science also mentioned the chemical less products details with a different packaging style.

### ➤ Acceptance of green products

Both the products have displayed the green ingredients they possess and the mentions the less usage of synthetics.

- Level of effectiveness or results
- Cost comparison and use of discounts and promotion tools

In the case of cost the both products maintain the same rate almost but the distinct feature mamaearth shows is they are more actively into discounts and effective promotion tools and giving of coupons for customers.

In the case of combo sets in comparatively lesser price is actively used by mamaearth than Wow science. When examined separately the plant Keratin ingredients mentioned in mamaearth is getting wide criticism as the consumer's suspect it is all scam and scientifically keratin has nothing to do with plants. But still mamaearth occupied a prominent role in green products than then other.

### ➤ Brand popularity

In the case of brand awareness and popularity on the point of customers, mamaearth has gone so far ahead using extensive campaigns and promotional techniques in Social media platforms. It doesn't mean Wow science lacks popularity but still mamaearth draws the attention more.

### Future perspective of green consumerism

The need of a better society where the people starts using alternative methods in energy conservation and reduction of energy resources is of high significance (De Young 2014). Many research studies have clearly mentioned that we need a complete and total behavioural intentions which is ready to accept change along with the acceptance of change and personal behaviours

There should be initiatives and profiles for creating the best available profile of environmental responsibility among the people with specific stress on the coming generations where we can expect changes. Pro-environment attitude needs to be building up with the available facilities. There should be a link also to be held in between the nature measures and the

inclusion of people in its propagation is also a remedy for better environmental communication and coming back to natural products. Strong environmental responsible behaviours need to be inculcated in the different sectors of society.

There should be a proper understanding and blend of green consumerism and green citizenship among the people which should be efficiently disseminated through media.

In the business environment, green consumerism which opts for the pro-environmental attitudes along with the inspiration for social help needs to be expanded by all the companies specifically the ones which brings skin care related products.

The health awareness of people have slowly began from preference of organic food products in the place of normal food items to the green and zero chemical products to be used in skin.

### To conclude

#### There is interesting saying,

*Safe synthetics are okay, natural is better, organic is the best try to know what is in your products* clearly brings out the need of bringing a balance between natural ingredients and synthetic materials in the products which customers and market demands. In the competition between natural products which are considered as not fully effective and synthetic products which are highly harmful there is a clear understanding that the industry comes in between the two for the sustainable growth. The understanding and the clear demarcation which the customers possess regarding natural products which can be poisonous and synthetic products are made in laboratories is where we will yield maximum outcome. There should be strict rules and regulations like food industry for cosmetic industry where the usage of the words natural, organic, green should be monitored by a regulatory body. A well informed customer with proper understanding about the synthetic and natural products only can make proper judgements which will be the sole factor which runs the industry

### ➤ Teaching note

1. There should be intense campaign and marketing methods for promoting green consumer products. Do you think it is an easy task to gain market momentum and attract more customers?
2. There was a difficult war waged by cosmetic chemists saying that the preference of products needs to be seen based on its safety and efficiency, not on the terms like natural and organic. Do you agree with the stand taken by them?
3. Explain your personal views on the science of rheology as an efficient tool for green marketing highlighting natural products will gain momentum in India?
4. What are the main ingredients for a successful and to be noted during the analysing of customer decision making for the preference of green cosmetics?
5. How can the consumer meet the gap between the desired and actual attributes while selling a product with natural as tagline?
6. Do you agree nanotechnology can yield better outcomes in green cosmetic industry/If not mention the reasons