



A Study on Factors Influencing Women Consumers to Shift towards Natural Cosmetics

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Abstract

The usage of cosmetics is gaining popularity around the whole universe especially with special reference to Natural cosmetics due to their health consciousness and environmental sustainability. Usage of Natural cosmetics are not meant for fashion but it has taken as a vivid role that significantly occupied its own throne in womens day to-day routine. Consumer preferences are rapidly shifting from synthetic to Natural cosmetics due to various reasons. The objective so framed is to know the various factors influencing the women consumers to shift towards Natural Cosmetics. To fulfil the framed objective, the secondary data was used. The article provides an deep insight about the various factors which influences the women to shift towards Natural cosmetics and it is suggested to the marketers and the industrialist for the betterment of their brand and to enhance the marketing strategies for the sustainable development of the cosmetic world.

Introduction

Throwing back to many years, cosmetics was playing a vital role especially among Egyptians, who strongly believed that their beauty was their wisdom. And so they started using all the natural ingredients which was available in their locality. Eg: kohl was used as a kajal among the Egyptians. Cleansing cream was made of animal fat or vegetable oil mixed with powdered lime and perfume. Oils and creams were used for protection against the harsh sun, wind, and dry climate. The lips and cheeks were treated with red ochre ground in water. People rubbed themselves

daily with perfumed unguent oil that was soaked in scented wood. Perfumes were made of myrrh, thyme, marjoram, chamomile, lavender, lily, peppermint, rosemary, cedar, rose, aloe, olive oil, sesame oil, and almond oil [3]. And later the middle age people drives themselves towards using Turmeric, ginger, mint, coconut, rose petals, etc.. As their part of enhancing beauty. Surprisingly, the modern age people exists with numerous and varieties of choices in the market with both synthetic and Natural cosmetics which shows the thrust towards the demand for cosmetics. Recent trends towards



Cosmetics are playing a major role among both men and women, young and old. People are more conscious about their beauty not recently but from many centuries ago. Majority of the women fall for cosmetics comparing to men despite of the impact created by the cosmetics. But due to the advancement of the technologies the women came to know more about the problems created by synthetic cosmetics and the benefits of the natural cosmetics. The natural cosmetics industry has experienced significant growth in recent years as consumers increasingly prioritize sustainability, wellbeing, and environmental consciousness. This shift in consumer preferences has led to the evolution of the Natural and Organic Cosmetics (NOC) market, placing greater emphasis on transparency, ethical sourcing, and sustainable practices that benefit both people and the planet [4].

Reasons for using Natural Cosmetics

The following are some of the various reasons that women occupies a major role towards buying the natural cosmetics which gives a thrust to the industrialist and the marketers.

- To Look glamorous
- To look beautiful
- To reduce the aging effect
- Occupational requirement
- Environment friendly
- Sustainability
- Health & Safety
- Product Knowledge

Paradigm Shift towards Natural Cosmetics

The usage of cosmetics has shown an evident shift from synthetic cosmetics towards Natural Cosmetics especially after the pandemic 2019. Though the situation didn't allow women to visit parlours or any other beautifying spot, women don't want to give up their beauty for any reasons and so they started using various natural ingredients like aloe vera gel for hair and face, hibiscus and fenugreek seeds for hair, besan powders for face, etc... which all they came to know through internet facilities. It is emphasized that the Internet influencers are playing a major role towards buying Natural cosmetics.

Pre Covid	Post Covid	Insights
Makeup was the hero of the beauty industry. Consumers prioritized long-wear foundations, matte lipsticks, and full-coverage products to achieve flawless, sculpted looks. Skincare was important but often took a backseat to decorative cosmetics.	Skincare saw an unprecedented boom, with people staying indoors, skipping makeup, and focusing on self-care and wellness. Consumers became more knowledgeable about ingredients and started seeking hydrating, soothing, and barrier-repairing products.	With this shift, skincare-infused makeup products (like tinted moisturizers with SPF or foundation with niacinamide) also gained popularity, blurring the line between skincare and cosmetics.

Source: <https://iprd.evalueserve.com/blog/the-post-pandemic-beauty-shift-whats-in-whats-out-whats-next/>

Factors Influencing Women to Purchase Natural Cosmetics

Factors influencing natural cosmetic purchases include health/environmental consciousness, product quality/safety, price, brand trust, packaging, social influence (recommendations), and personal lifestyle, with confusion over certifications and lack of knowledge often hindering sales despite good intentions. Key drivers are a desire for healthy,

sustainable lifestyles, while price, inconsistent claims, and limited availability create barriers, highlighting the importance of transparency and education.

Psychological & Personal Factors

- Health & Environmental Consciousness: Strong motivator, linked to avoiding chemicals and supporting sustainability.



- Attitudes & Beliefs: Favorable attitudes towards natural ingredients and perceived benefits significantly boost purchase intention.
- Product Knowledge: Understanding ingredients and benefits increases purchase likelihood, while confusion (due to greenwashing) creates distrust.
- Lifestyle: Alignment with a natural, healthy lifestyle is a key driver.

Product & Marketing Factors

- Quality & Safety: Consumers prioritize product efficacy, safety, and natural ingredients.
- Certification & Trust: Clear, harmonized certifications build trust; lack of them causes confusion.
- Packaging: Natural, eco-friendly packaging is important.
- Price: Higher prices can be a significant barrier, even with strong intentions.
- Advertising & Endorsements: Effective marketing highlighting benefits and certifications influences decisions.

Social & External Factors

- Social Influence: Recommendations from family, friends, or online communities positively impact purchasing.
- Availability: Convenient access to products is crucial; limited locations hinder sales.

- Brand Reputation: A trusted brand name enhances purchasing decisions.

Conclusion

The consumer is the king in the market irrespective of the men and women. But the Natural cosmetics industrialist has got a crown due to the buying behaviour of women due to various above discussed influencers. It is a suggestion from the author that, the consumers has got many choices in the current market scenerio. So to retain the customers the industrialist should be loyal towards their consumers with regarding to the price and quality of the product they provide.

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