

FROM ANCIENT INDIAN ENVIRONMENTAL PHILOSOPHY TO MODERN GREEN CONSUMPTION: EXPLORING CONSUMER PERCEPTIONS OF GREEN COSMETICS

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ABSTRACT

Environmental sustainability is one of the major issues in the twenty-first century that has been changing consumer attitudes towards their products and the way businesses operate. For instance, the cosmetics industry has gone through considerable changes because of the increased demand for environmental products. Popularity in the industry while raising concerns about greenwashing, misleading environmental claims, and reducing consumer trust in the companies. However, despite the common belief that sustainability is relatively new in history, the philosophical foundations for it have been existing for many years in the history of India. The ideas presented in ancient Indian environmental philosophy in Vedas, Upanishads, the Bhagavad Gita, Buddhism and Jainism are characterized by the ideas of harmony of human and nature, ethical responsibility, moderate use of goods, and respect for living creatures (Dwivedi, 1993; Gadgil & Chapin, 1995).

The present conceptual paper analyzes the development of environmental philosophy ranging from ancient Indian philosophy to modern green consumption and its relevance in determining the perception of green cosmetics among consumers. The current research synthesizes literature to illustrate the way in which the ancient Indian approach to ecology would help build ethical consumer behavior, support sustainable marketing practices, and minimize negative impacts associated with greenwashing. In addition, the paper considers the increasingly important role of transparency, environmental awareness, and ethical branding in terms of influencing consumer decisions in the context of green cosmetics market. Thus, the paper builds upon ancient philosophical views as well as contemporary sustainable discourse to provide the conceptual framework relevant for India's environmental wisdom in the case of sustainable consumption.

Keyword: Ancient Indian Environmental Philosophy, Green Consumption, Green Cosmetics, Consumer Perception, Sustainability, Greenwashing, Ethical Consumption

1. INTRODUCTION

Environmental sustainability has emerged as one of the most pressing global issues of the twenty-first century. Issues of climate change, loss of biodiversity, over-exploitation of resources, pollution, and unsustainable modes of production and consumption have increased the importance of adopting environmentally friendly practices (United Nations, 2015). In such a scenario, consumers are seeking out environmentally friendly products that help promote socially responsible business practices. Such

changes have contributed to the emergence of the green economy, especially in sectors like food, fashion, travel, and beauty products (Peattie & Crane, 2005).

Among the various industries in the world, the cosmetics industry has seen tremendous changes due to the concept of green cosmetics. Green cosmetics, in general, are associated with the usage of natural and organic substances, sustainable manufacturing processes, recyclable packaging, animal cruelty free testing, and sustainable sourcing techniques (Bom et al., 2019). In today's modern world, consumers are becoming more and more knowledgeable about the environmental impact and health hazards posed by the use of cosmetic products. Consumers are, therefore, beginning to look at the sustainability attributes of cosmetic products in addition to other attributes such as quality, cost, and brand image (Joshi & Rahman, 2015). Unfortunately, the fast commoditization of sustainability has resulted in many cases of greenwashing, where companies mislead environmentally aware consumers about the sustainability benefits of their products (Delmas & Burbano, 2011).

Despite being seen as a relatively new term, the idea of living sustainably from an environmental perspective has roots in ancient Indian philosophy which have been practiced in India for several thousand years now. The ancient philosophy systems in India were based on living harmoniously with nature, emphasizing moral obligations, prudent consumption, and consideration for all living creatures. All of these tenets are well-entrenched in the Vedas, Upanishads, Bhagavad Gita, Buddhism, and Jain philosophy (Dwivedi, 1993). As opposed to current perspectives where technological solutions prevail, Indian environmental philosophy sees sustainability as a matter of moral and spiritual obligation.

As a result, the emergence of sustainable consumption gives rise to the need to re-evaluate ancient philosophical traditions and investigate their applicability to consumer behavior in modern times. Green consumption involves purchasing products that help minimize environmental damage along with contributing to social welfare (Ottman, 2017). In this case, green cosmetics do not merely refer to environmentally friendly products but signify a tendency towards ethical consumption. An investigation of the perceptions of green cosmetics from the perspective of ancient Indian philosophy of the environment would help develop consumer trust and ethical marketing along with eliminating the problem of greenwashing.

Therefore, the current paper is an attempt at a conceptual investigation into the development of environmental thinking, from ancient Indian philosophy to green consumption in modern times. In addition, the current paper will focus on the role that traditional ecological values may play in influencing consumers' perception of green cosmetics and thus lead to sustainable consumption in contemporary India.

1.1 Objectives of the study

The current paper is designed to fulfill the following objectives:

1. To trace the development of the environmental philosophy of Ancient India and its key components.
2. To understand the rise of modern green consumption and green cosmetics.
3. To assess the contribution made by the environmental values of Ancient India in the formation of consumer perceptions toward green cosmetics.
4. To develop a conceptual framework connecting traditional ecology with sustainable consumption.

2. LITERATURE REVIEW

The growing focus on environmental sustainability has attracted considerable academic interest to examine the philosophies, ethics, and behavior of green consumers. Whereas contemporary studies are mostly concerned with green marketing, consumer behavior, and sustainable production practices, ancient Indian philosophy has been discussing philosophies of environmental stewardship since long time ago. According to ancient Indian scriptures and philosophy, there is always an effort to maintain harmony between man and nature, minimalism in consumption, and morality towards all life forms. Such philosophies may serve as useful theories behind green consumption and the consumer perceptions of environmentally responsible products. Therefore, this literature review will analyze the evolution of ancient Indian philosophy related to environment, green consumption, and consumer perceptions in green cosmetics.

2.1 Ancient Indian Environmental Philosophy: Evolution and Environmental Ethics

The concern about the environment has a long-standing tradition in India that dates back to thousands of years ago. Contrary to modern environmentalism, which developed out of a reaction to environmental problems caused by industrialization, the ancient Indian philosophy did not consider man as something outside nature. On the contrary, it considered the relationship between man and nature as that of interdependence and mutual respect and ethical responsibility. Ecological principles can be found in the teachings of the Vedas, the Upanishads, the Bhagavad Gita, Buddhist works, and Jain philosophy, which advocate living sustainably, moderating consumption and conserving natural resources (Dwivedi, 1993; Chapple, 2000). This historic development serves as a basis for the discussion of these concepts' relevance today.

2.2 Environmental Ethics and Ethical Consumption in Bhagavad Gita

1. The Bhagavad Gita is one of India's most important philosophical texts, and provides great insights into ethical living, self-discipline and the responsible use of natural resources. The language of modern environmental sustainability is not used in the text, but its teachings stress a harmony between human activity, moral obligation, and the natural order. Together the ideas of Dharma (righteous duty), Nishkama Karma (selfless action) and Yajna (mutual relationship between humans and nature) provide an ethical framework that promotes responsible consumption and environmental stewardship (Radhakrishnan, 1948; Chapple, 2000).
2. One of the central teachings of the Bhagavad Gita is that individuals should perform their duties without attachment to excessive material gains (Nishkama Karma). This philosophy dissuades greed and over-consumption and promotes responsible decision making that benefits society and nature (Radhakrishnan, 1948). These principles closely reflect the modern idea of sustainable consumption, where consumers are encouraged to make purchasing decisions that minimize environmental damage and promote long-term ecological well-being (Jackson, 2005).
3. The Bhagavad Gita also brings to light the idea of Yajna, which is a mutual relationship between humans and nature. CHAPTER 3, VERSE 14 "The welfare of man lies in the preservation of ecological balance by responsible behavior and respect for natural systems." This principle is analogous to the modern-day notion that we need to produce and consume sustainably in order to conserve environmental resources for future generations (Bhagavad Gita 3:14).

4. These teachings encourage consumers to look beyond the functional aspects of products and to evaluate their ethical and environmental impacts in the context of the green cosmetics industry. To select cosmetics that are sustainably sourced, cruelty-free tested, biodegradable packaged, and environmentally transparent is to act out the ethical responsibility that the Bhagavad Gita preaches. Its philosophical principles are thus still very relevant to promote environmentally responsible consumer behavior and to reinforce ethical consumption in modern markets.

2.3 Buddhist Philosophy: Sympathy and Sustainable Existence

1. Buddhist philosophy, with its emphasis on compassion, non-violence, moderation and the interdependence of all living things, greatly strengthens the foundations of environmental ethics. Buddhism began in the sixth century BCE, but its teachings are still very relevant to contemporary sustainability discourse. The Buddha preached the Middle Path (Madhyam Marg), that is to avoid extremes of indulgence and deprivation and to live a balanced and conscious life (Keown, 2005).
2. Ahimsa (non-harming) is a basic tenet of Buddhism, which is compassion not only towards human beings but also towards animals and the natural environment. This ethical perspective underpins respect for biodiversity, the preservation of natural resources and the responsible use of the Earth's resources. Modern sustainability scholars have recognized that these principles are closely related to environmentally responsible consumption and ecological conservation (Kaza, 2000).
3. Mindfulness, or Sati, is also key in Buddhist thought. It helps people think about what happens because of what they do. When we apply this to buying things, mindfulness makes consumers think about how their choices affect the environment and other people. Instead of just looking at price or how easy it is to get something, they consider these bigger impacts (Keown, 2005). This kind of thinking is why more people are looking for green cosmetics that use natural stuff, are made in ways that don't harm the planet, come in packaging that can be recycled, and aren't tested on animals.

So, Buddhist ideas offer a way to think about right and wrong that encourages people to live in ways that are good for the environment and to support companies that are trying to do things sustainably.

2.4 Jain Philosophy: Ahimsa, Aparigraha, and Responsible Consumption

1. Jain philosophy provides a really thorough guide for taking care of the environment, mainly through its ideas of Ahimsa (not hurting others), Aparigraha (not owning too much), and Anekantavada (seeing things from many sides). These ideas push people to cause as little harm as possible to all living things, to not have too many possessions, and to be careful about how they use natural resources (Chapple, 2002). While many current environmental plans rely on technology, Jain philosophy suggests that protecting the environment starts with how each person acts ethically and makes thoughtful choices about their way of life.
2. Aparigraha is a principle that really speaks to how we consume things today, especially when we're thinking about sustainability. It's all about wanting less and not holding onto stuff we don't need. This idea goes against the grain of today's consumer culture, which is a big reason why our environment is getting so messed up (Rankin, 2019). When we practice Aparigraha, we're basically saying we should only buy what we truly need, and that it should be made in a way that's fair and doesn't hurt the planet.

3. It's kind of the same with the Jain idea of Ahimsa, which isn't just about not hurting people or animals. It also means respecting nature and all living things. This way of thinking makes sense with why people are more and more into products that don't harm animals, are vegan, use natural stuff, and are made in ways that are good for the environment. As more people think about how what they buy affects the planet and other beings, Jain beliefs offer some solid advice on how to shop smarter and live more sustainably. So, the ethical ideas from Jain philosophy still give us useful ideas today, especially for shoppers who want to buy things that are good for the environment, fair to people, and support long-term growth.

2.5 Ancient Indian Environmental Philosophy and Today's Sustainability

1. Even though ancient Indian philosophies are thousands of years old, their ideas about the environment are still very useful for dealing with today's sustainability problems. Ideas like Panch Mahabhutas, Dharma, Ahimsa, Aparigraha, and Vasudhaiva Kutumbakam all highlight how humans and nature are linked, the importance of doing the right thing, not consuming too much, and respecting all living things (Dwivedi, 1993; Chapple, 2000). These values align well with ideas like sustainable development, the circular economy, responsible production, and ethical consumerism, which are big topics in sustainability discussions now.
2. Modern environmental efforts increasingly understand that to be sustainable, we need more than just new technology and policies. We also need a shift in how people think about consuming things. Ancient Indian environmental ideas can help with this. They teach us to see buying and using stuff as something we have a moral duty to do right, not just as a way to spend money. So, these old ideas can give us good theoretical reasons for why people are starting to buy greener products and act more responsibly towards the environment today.
3. Significance of those age-old concepts especially pertinent in this green beauty industry The rise of green cosmetics, which are judged not only by eco- friendliness and ethically-sourced products, cruelty- free practices but also Transparency within corporations , lends further meaning and value to those traditional concepts . It bridges gap between modern behavior of consumers and age-old natural ethics which build trust and lessen risks of so called " green washing ".

2.6 Evolution of Modern Green Consumption

1. The term Green consumption originated against the environmental impacts caused by the rapid process of industrialization, urbanization and mass consumerism in the 20th century. The industrial revolution brought an improvement to productivity, but also led to the depreciation of natural resources, environmental pollution, loss of ecosystems and creation of huge quantities of waste due to higher levels of productivity, easier customer access to goods and increasing urban populations (Peattie, 2010). Driven by concerns for environment, Governments, international organisations and consumers were pressing for consumption and production which were considered, less ecological impact on a long-term.
2. Green Consumption. Green consumption is defined as acquiring and consuming goods to lessen the ill effects of the product on nature from the sourcing of raw materials until production to marketing, utilization and final disposal of a product (Joshi & Rahman, 2015). Different to traditional consumption, in Green Consumption, ecological as well as socio – ethical values of consumption. Therefore, more and more people inclined to buy such good

which is degradable, recyclable, save power, cruelty – free product which produced in natural way.

3. With global sustainability efforts, the likes of UN's Sustainable Development Goals (SDGs), have further pushed forward the need for responsible consumption and sustainable production, especially in alignment to SDG 12 on responsible consumption. This, consequently, saw the rise in green marketing from businesses in many sectors; an avenue for organisations to share their green commitments to sustainability.
4. The commodification of sustainability has also given rise to 'greenwashing,' defined as the exaggerated claims or misrepresentations by corporations about the positive environmental impacts of their product(s) (Delmas and Burbano, 2011). This gives rise to mistrust and consumer skepticism towards real environmentally friendly goods. Promoting transparency, ethical advertising, and genuine environmental practices is then imperative to gain consumer trust.

2.7 Green cosmetics: concept and trend

The development of cosmetics during last few decades significantly reshaped because sustainability issues increasingly dominate purchasing choice making process of consumers. As consequences the concept 'green cosmetics' come into being which is made with considerations on minimizing of their environmental damage, protection of consumer's healthy and performance of products. The green cosmetics in principle uses natural and organically derived raw materials; environmentally sound manufacturing techniques; sustainable, biodegradable or recyclable packaging materials, and not be tested on animal (Bom et al., 2019).

Increasing awareness of ecological impacts and consumer desires, regarding health standards, ethical issues and their concern with biodiversity lost, environmental pollution (caused by chemical substances) and their beliefs on animal welfare and climate change has significantly led to an increase in global green cosmetics over the past 10 years. Therefore, the rising market demand has compelled companies to integrate the principles of green ethics within the core strategies of their marketing and branding (Joshi & Rahman, 2015).

But at the same time as this product green cosmetic market is growing increasingly fast it also becomes a greater public question about credibility and real meaning on these environment claims. A number of corporations claim such and such thing and put "natural", "environmentally friendly", "organic", "green" terms to the labels or advertisements with no scientific background or a recognized certification label. Such practice is typically know as a "greenwashing" because this kind of product presentation decreases the level of customer trust and brings to a confusion on which of the companies actually are good at environment issues (Delmas & Burbano, 2011). Therefore a clear explanation on the company environmental record, and certifications or recognizable mark on their labels is becoming the factors on which consumers make judgment on their purchase decisions of the green cosmetic products.

Looking from the ancient Indian environmental ethics, a green beauty or cosmetics can be taken as much more than a "green products." Due to its focus on the reliance on nature; respecting biodiversity; fair production and consumption; responsible resourcefulness and it implicitly includes ecological ethics present in some philosophies of India. Consequently a green beauty can be considered to as present generation embodiment of some of the values found in Indian philosophy for seeking better living for people, as well as harmony with nature and the planet.

2.8 Perceptions of Consumers regarding Green Cosmetic

The term "consumer perception" defines a process via which individuals select and assemble information for product and marketing decision that may involve in formation in product evaluation through believes, experience value and other sources. For green cosmetics product, perception among Consumers have more impact based not only on quality of the products and overall functionality, but also it include aspects like ethical practices. Sustainability and environmental friendly as reflected by company are a. Significant factors (Joshi & Rahman, 2015). In recent years a Consumers are becoming increasingly concerned about environmental issues on environmental issues than products quality of the cosmetic products

Differing from traditional cosmetic purchasing, green cosmetic consumption requires consumers' rational and ethic behaviors simultaneously. Consumers not only desire green products consistent with their environmental attitudes but also expect convincing information related to natural ingredients, green packing materials, cruelty-free tests, green origin sourcing etc. Therefore, various psychological and behavioral elements influence consumer beliefs of green cosmetics. Commonly-used determinants are listed as environmental awareness, environmental concern, green trust, greenwashing, Purchase intention, and ethically purchased [1].

2.8.1 Consumer Awareness & Perception

Consumer Knowledge "Customer awareness denotes awareness level of an individual towards environment awareness; organic, natural, environment friendly products; environmental impact of decision to buy any product", (Joshi and Rahman, 2015). Consumer awareness level for environmental issues will be well-informed, and they would possibly understand which cosmetic is environment friendly versus a false claim. The consumers with high level environmental knowledge may have more incentive to buy environment friendly products, such as the ability to recognize and prefer greener brands and adopt green consumption styles. In green cosmetics industry, consumer awareness consists of organic composition, eco – label, biodegradable products, non-cruelty and recycled materials for packaging, organic processes for cosmetic formulation and production.

The knowledgeable consumers scrutinize the Green Cosmetics industry, making sure the environment claims are legitimate, rather than fooled by Greenwashing practices of Green Cosmetics brands.

2.8.2 Environmental Concern (EC)

Environmental concern indicates the extent of consumers' awareness of environmental issues and their feeling of personal responsibility for the preservation of the natural environment. EC is arguably the best single predictor of green purchasing. The reason EC becomes a strong influencer is that, generally, consumer attitudes towards environmental protection can directly influence their perception toward green products and lead them to act responsibly towards environmental protection (Peattie, 2010).

Therefore consumers with high environmental concern prefer purchasing a cosmetic that is made with Biodegradable ingredients, Sustainable sourcing material, recyclable containers and environment friendly production techniques, because this action benefits both the user and environmental world.

In short, EC plays a major role to promote consumer favorable perception toward green cosmetics which enhances consumer sustainable purchasing behavior.

2.8.3 Green Trust

Green trust is a measure of the degree of confidence consumers have in a brand for believing what that brand is conveying on how its product is or what they deliver regarding environmental benefits (Chen, 2010). As it is difficult for customers to prove and evaluate the products' environmental friendliness before buying (Chen, 2010), green trust comes into play of high relevance in green cosmetics. Green trust comes from clear-cut information, certified products from reliable source, responsible supply chains, sustainable business conducts etc.

2.8.4 Greenwashing

Greenwashing Because of the popularization of green cosmetics and commercialization of the concept of sustainability, the incidence of greenwashing tends to increase. Companies that try to appear green by exaggerating, misreporting or misleading the environmentally sound practices of their products without seriously implementing them is defined as greenwashing (Delmas & Burbano, 2011). Greenwashing makes consumers skeptical, decreases trust on green products and damages the credibility of brand.

For example, the belief of green certifications of cosmetic products will be reduced, and willingness to consume these products may become lower when consumer is aware of the greenwashing behavior.

Thus, to prevent greenwashing effectively has been important for increasing consumer trust.

2.8.5 Purchase Intention

Purchase intention refers to consumers' willingness to purchase environmentally cosmetic products. Attitude of environmentally conscious purchase intention toward green cosmetics which can be obtained from purchase behaviors of Consumers based on their attitudes towards product features, product attributes product quality, brand image and product attribute which influenced by knowledge, experience and other factors (Ajzen, 1991). Consumers have strong intention to purchase green cosmetics if they recognize product will environmentally and no threat for them. Consumer also have strongly intention if consumers trust environmental information on product label but perceived greenwashing may create barrier to purchase green cosmetics by creating distrust on green message and information provided (Chen and Chang 2013).

2.8.6 Ethical Consumption

Ethical consumption can be explained as an individual consumers' preference to account for socio-environmental ethical implications and consequences in their decisions to buy. Instead of valuing the price of the product and its performance as primary factors in the consumer decision process, ethically discerning individuals judge whether products are obtained ethically; products should not be exploitive or harm animals; products should protect nature and benefit humanity. (Shaw & Shiu 2003) For the green cosmetics industry, ethical consumption can mean: supporting no cruelty testing products; no animal ingredients products, locally produced materials, organic products; accredited product, no hidden chemical ingredients etc. A very fascinating discovery is the fact that ethical consumption bears similar notions as ancient Indian ecological values such Ahimsa (nonviolence), Aparigraha (non possessiveness or simplicity in life), Dharma (duty and right behavior), and Living in tune with the rhythm of Nature.

3. RESEARCH GAP

Green consumption, consumer behavior, green cosmetics and greenwashing have all been well researched in the existing literature. However, few studies that have tried to link ancient Indian

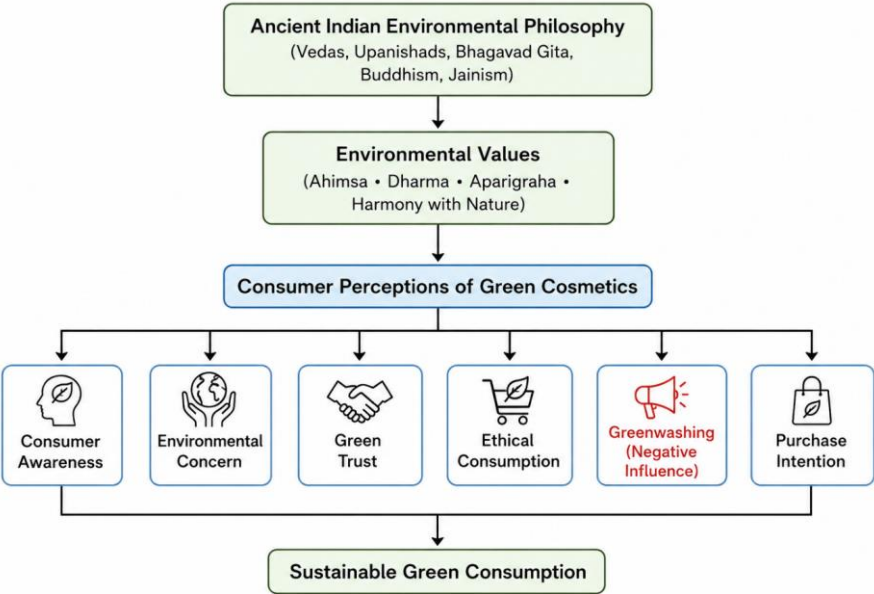
environmental philosophy and consumer attitude towards green cosmetics have examined these in context. In most of the research conducted, green consumption is explained through modern marketing approaches and not through traditional environmental principles like Ahimsa (non-violence), Dharma, Aparigraha (non-possession), and harmony with nature.

Also, a comprehensive conceptual framework on relating these traditional environmental concepts with consumer awareness, environment concern, green trust, greenwashing, ethical consumption and purchasing intention does not exist.

This paper therefore intends to bridge this gap by proposing an integrated conceptual framework that relates Indian traditional environmental wisdom with current green cosmetic purchase behavior.

4. CONCEPTUAL MODEL

Following the examination of the literature, this study hypothesizes a theoretical conceptual model on how Ancient Indian Environmental philosophy impacts consumer perception on Green Cosmetics via behavioral aspects (as in figure1) . This means that the adoption of traditional values will be associated with elevated eco concerns, eco ethicality and eco trust and decreased susceptibility to greenwashing perceptions leading towards higher intent to purchase green products.



5. DISCUSSION

The present conceptual study has successfully outlined that Environmental Philosophies in Ancient India offer a reasonable and meaningful base on which contemporary green consumption and the attitudes of consumers towards green cosmetics can be interpreted. The emphasis on values like Ahimsa (non-violence), Dharma (righteousness), Aparigraha (non-acquisition/non-attachment) and the co-operation with the nature leads to conservation, management of resources in an responsible and appropriate manner. These values co-exist with the ideals of modern sustainability.

This agrees with earlier research where it has been found that environmental consciousness, concern, green trust and ethics have had a positive impact on consumer attitude toward green products (Joshi and Rahman, 2015, Peattie, 2010). In relation to cosmetic products, literature suggests that there is

increasing consumer judgment concerning sustainable aspects including natural ingredients, cruelty-free testing, packaging sustainability, and accurate communication around sustainability impact (Bom et al., 2019). Drawing on these behavioral attributes, coupled with insights from ancestral eco knowledge provides a framework to broaden the discussion on the eco/sustainable-consumer model.

This research also illuminates the increasing problem of greenwashing in the green cosmetics market, which has previously been proven to damage consumer trust, induce skepticism, and influence consumers' purchasing intentions (Delmas and Burbano, 2011). The current model proposed implies that the ethical concepts within Ancient Indian philosophy namely , honesty , transparency and accountability, furnish an ethical vision on how to reduce the incidences of greenwashing and how to enhance green cosmetic branding, trust building and, consumer confidence.

From a sustainable marketing viewpoint, this new framework suggest that cosmetic company shall no longer rely only on a number of superficial green marketing approaches, but rather should demonstrate real efforts in terms of real stainability efforts, such as clear, credible eco-certification schemes, ethically sourced ingredients, no animals cruelty in their manufacture and the use of environmentally friendly materials in their packaging , which will foster enduring relationship with consumers and create more brand authority and trust, in turn enhance competitive positioning while encourage sustainable Consumption.

The article thus enhances and provides a link between ancient Indian Environmental philosophy and present green consumer behavior. Many researchers explain the green purchasing behavior by applying a blend of marketing and behaviorism theories; herein this work validates the applicability of an old Indian ecological thought into the modern, green and sustainable consumption behavior as a theoretical construct.

The framework can serve as a guideline for future empirical research. Different studies might confirm the assumed links between constructs by means of quantitative methods such as Structural Equation Modeling (SEM) or Partial Least Squares Structural Equation Modeling (PLS-SEM) among various demographics, regions or groups of green products.

CONCLUSION

The objective of this paper was to establish the relationship between Ancient Indian Environmental philosophy and the attitudes of consumers towards green cosmetics at the present time. Findings from the literature confirm that ancient ethics continue to contribute towards generating a substantial base for the values underlying sustainable consumption. Ancient Indian Environmental values, Ahimsa (non-violence), Dharma (duty), Aparigraha (non-possession) and (harmonious relationship) are congruently aligned to the modern ecological perspectives on global ecological consciousness, Ethical Consumption behavior and purchasing Green products behavior. The study also established consumer Awareness, concern for Environment, green trust, Green- Washing practices, Ethical consumption and Purchase Intention, etc as core factors to reflect in attitude of Consumers for Green cosmetics and based on result derived a Conceptual Model is Developed.

Additionally, it bridges the academic work on Indian environmental philosophy and recent works on green marketing. Apart from the contributions to the body of knowledge, it also presents several practical implications for marketers, researchers and policy makers to promote real sustainability and negate greenwashing practices prevalent in the cosmetic market.

By blending an ancient Indian environmental philosophy to modern green marketing practices, I hope I am able to demonstrate the holistic method to stimulate consumers towards becoming environmentally responsible..

LIMITATIONS AND FUTURE RESEARCH

The presented study is solely conceptual and developed using the literature review and a test on The framework has not been empirically tested, so future study might tests using method such as Structural equation modeling (SEM) or Partial least squares -SEM(PLS-SEM). It would be also interesting to test the conceptual framework at a different geographical, socio-demographical area and product segment so that the scope of such study can be broadened. Furthermore future research could investigate mediator and moderator variable that may include green trust, environmental concern, and consumer skepticizing ultimately determining green cosmetic purchase behavior.

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