

A Study on-Role of Social Media for Driving Business Practices by Promoting Green Products Towards Customers at Kolkata Metropolitan

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Abstract:

Social consciousness encourages people to use eco-friendly practices and products, which can considerably flow the environment. It is necessary to create public awareness of environmental issues because it can help individuals make informed decisions that can advantage the environment. The olden times of skin care and cosmetics can be traced rear to Centuries in Egypt. Health benefits and hygiene were the main concern for skin care during the original times. The trending of guarding skin from dangerous adulterants came the need of the hour and the operation of factory excerpters for healthy skin started blooming day by day encyclopaedically.

Key words - Sustainable, green products,

Introduction

One of the most important reimbursements of social media is that it can generate public consciousness of environmental issues. By using these channels, folks and organizations arrive at large viewers with in sequence about environmental nuisance such as pollution, climate change, deforestation, and other issues. Social media platforms give an excellent opening to share this information and raise awareness about environmental struggle that affect common daily lives.

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There's a growing concern among people on the increased dangerous goods of chemical products used in cosmetics and skin care. Told by the trend of go back to organic and healthy accoutrements, consumers are set up more conservative of avoiding important chemicals and they're environmentally responsible to be down from contaminating nature. Seeing the increased demand of Organic products, all the major companies producing skincare products have changed into green and better for the stoner and terrain.

Wow Skin Science

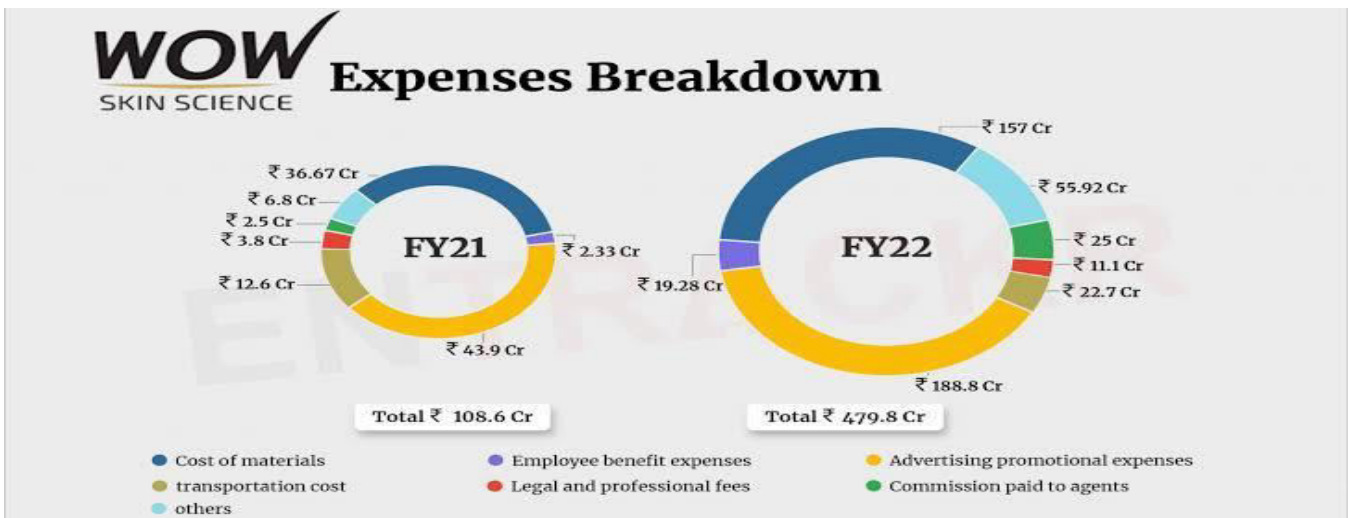
WOW Skin wisdom established in 2016 by Manish Chowdhary and Shradha Sharma. It's a nature-inspired beauty brand that has been connubial to curating safe skin and hair care goods for everyone to use. Products constituent used are inspired by nature & dermatologically tested for your safety. Some significant features concerning WOW Skin wisdom are:

- WOW Skin wisdom is an Indian company of Health, Wellness & Fitness.
- The company products are fully free from dangerous Sulphates, Silicones & Parabens and artificial colours.
- The Products are safe, nature stimulated & dermatological tested for your safety.
- This brands label line is “Be WOW, Naturally”

Business Model

WOW Skin wisdom is a direct- to- consumer (D2C) brand focus on the beauty and heartiness request. The brand offer skin care, hair care, body care, and heartiness products to consumers. The products are beleaguered at customers in the age group of 15 to 50.

The brand leverages the digital platform to reach colourful requests across the country. It first and foremost continues to be vended through colourful-commerce platform. WOW Skin wisdom does have a occurrence in physical stores including large set-up beauty outlets, department stores, and health and heartiness shops. The rate is unmoving over 70 percent digital and 30 percent physical.



Mamaearth

Mamaearth is a popular special skin care brand that focuses on creating safe normal and sustainable products for the whole family. Mamaearth has gain credit for its pledge to provide toxin- free and environmental responsive skincare, babycare, haircare and wellness products.

Some significant facts concerning Mamaearth are:

- Mamaearth was recognized in 2016.
- Founder of Mamaearth are husband wife duo Varun and Ghazal Alagh.
- It’s headquarter is in Gurgaon, Haryana, India.
- It makes toxin free superficial products.
- Its mark line is “Goodness Inside”.

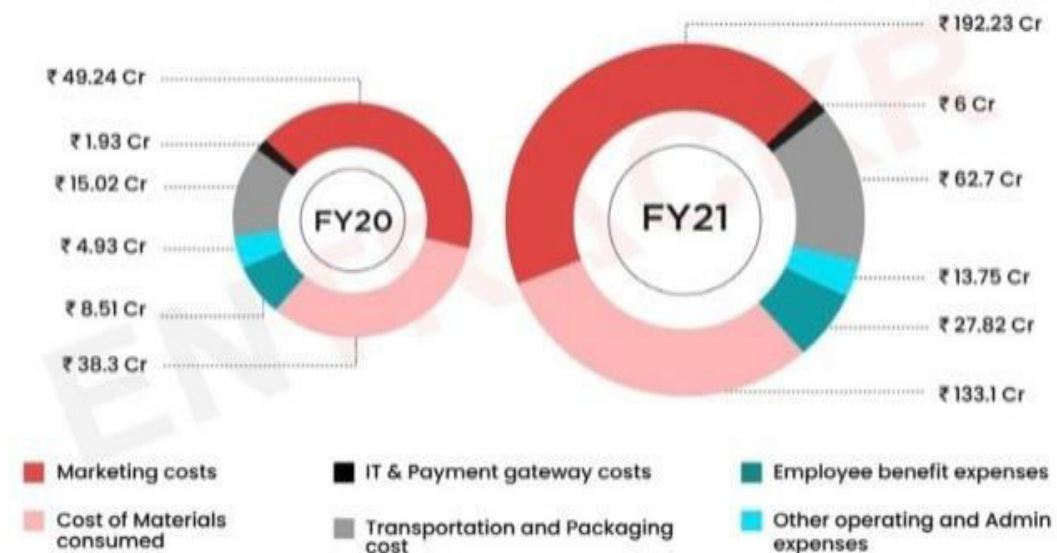
Mamaearth Business Model

Mamaearth’s business mould is quite simple. They sell their products from side to side a variety of online marketplaces as well as D2C channels such as Amazon, Flipkart etc. The products are also accessible for purchase in diverse offline stores.

Here is a detailed analysis of the revenue growth and generation of Mamaearth.

- 20% of the brand profits come from the baby care range.
- 80% of total returns come from skincare as well as hair care products.
- 65% of total sale is from the personal care grouping range.
- 50 % of income is invested in marketing the product on online and offline channels.

mamaearth™ Expenses Breakdown



Problem of the study:

Green cosmetics or green consumerism for skin care products is moderately a new word in the framework of India. Green Cosmetics is absolutely a new edge to the developing Nation. Today

version to become “Green” is not only the basic requirements but also an occasion for both the companies and customers.

Year Of Publications	Name Of Author	Contents
2007	<u>J Rivera-Camino</u>	European journal of Marketing
2008	<u>MJ Polonsky</u>	Global Environment: Problems and Policies
2016	<u>Q Zhu, J Sarkis</u>	International Journal of Production Economics
2016	P.Kumar	Marketing Intelligence & Planning
2000	LK Mathur, I Mathur	Journal of Business Research
2017	<u>KK Papadas, GJ Avlonitis, M Carrigan</u>	Journal of Business Research
2013	L Lu, <u>D Bock</u> , M Joseph	Journal of business strategy

Objective of study:

- The aim of the study is to understand the dependability of green consumerism and green products in the market and the level of receiving by the customers through social media.
- How to set the trend of preferences of green products between Wow Skin Science and Mamaearth among customers.

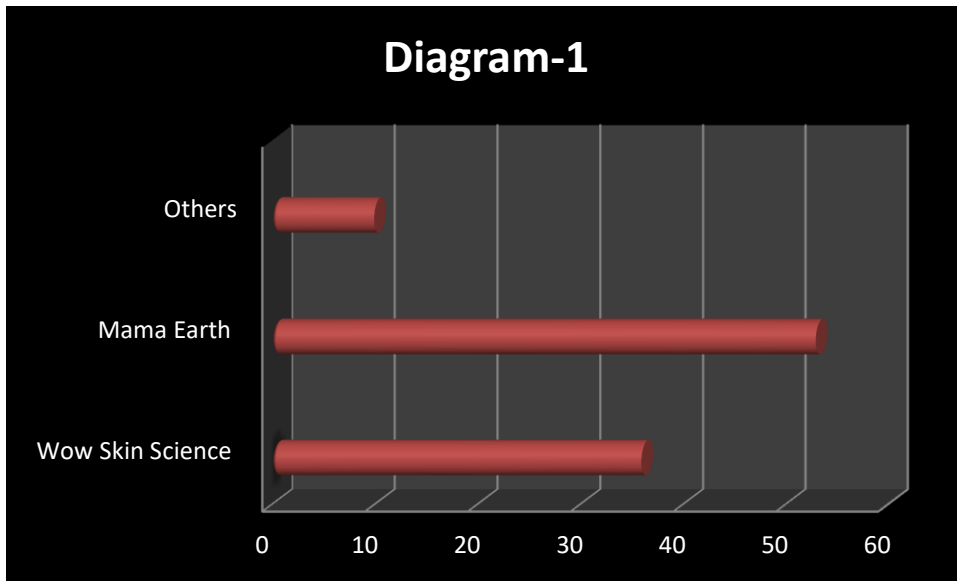
Research Methodology

- Primary Data collection by - sample survey on 119 people based on Close ended Questionnaires.
- Analysis the collected data by Graphs and charts using statistical software.
- Area of study- Kolkata City.

Data analysis and Interpretations:

1. Are you aware of green marketing for skincare products?

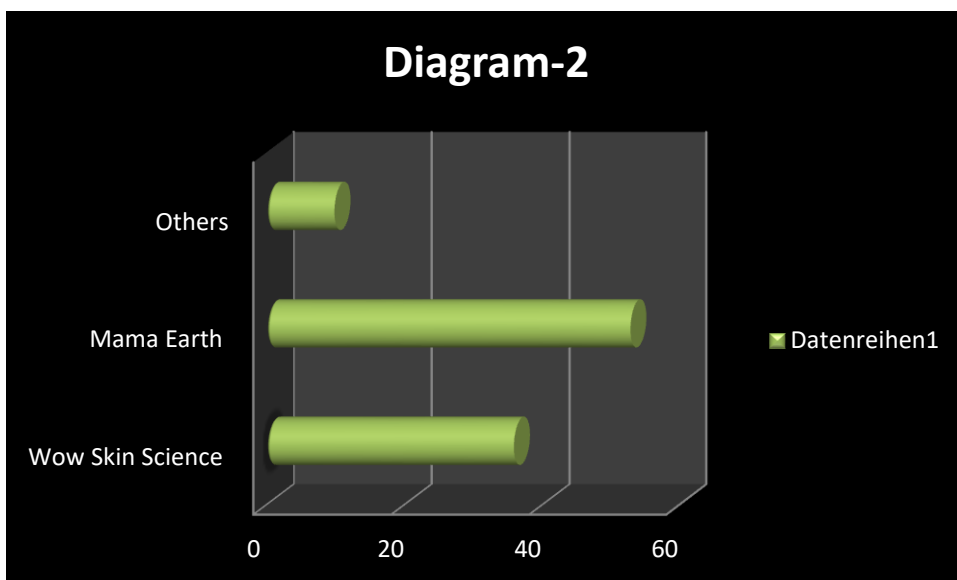
Yes	No	Maybe
75	11	14



Analysis: It is clear that 75% of the people are aware of green marketing for skincare products.

2. Which of the following brand you are currently aware of?

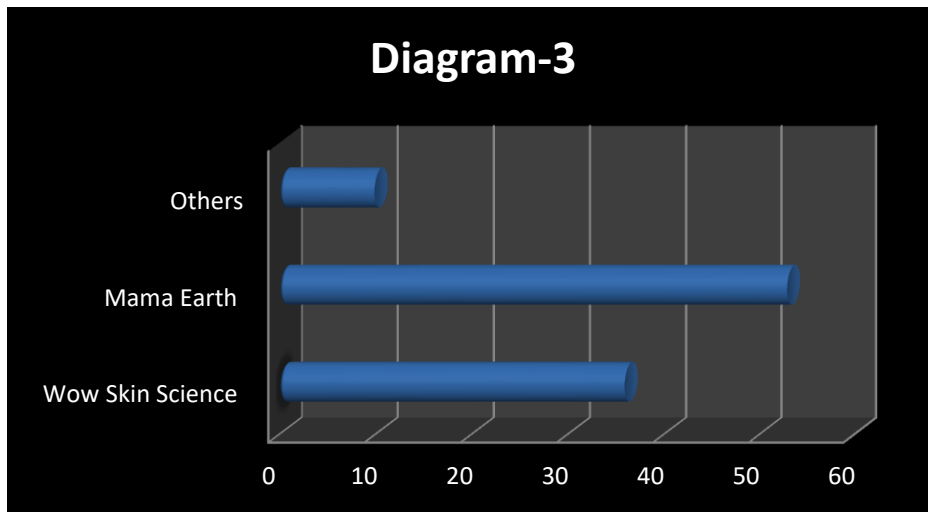
Wow Skin Science	Mama Earth	Others
62	79	15



Analysis: - From Data collected, it can be analyzed that people are most aware of Mamaearth

3. How did you come to know about green products?

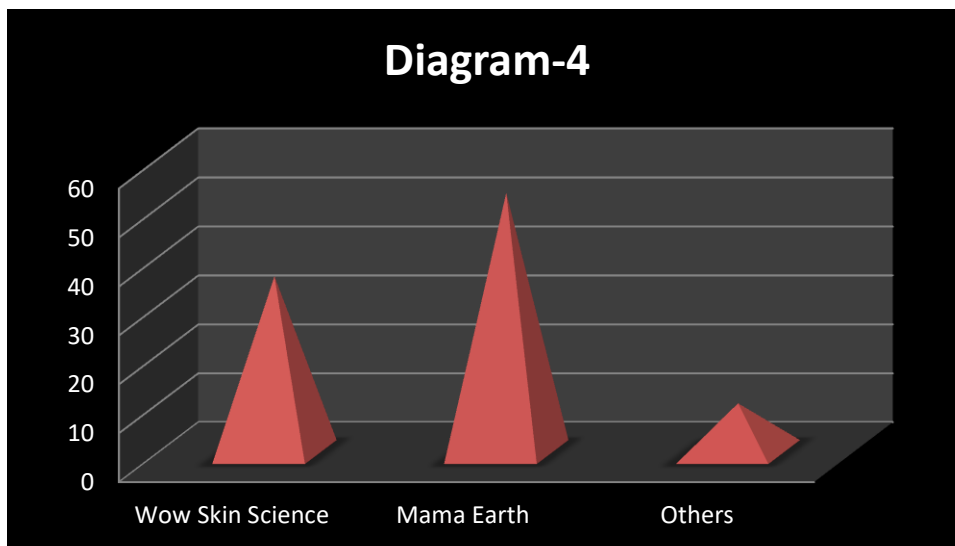
Social Media	Television	Others
93	37	23



Analysis:-Due to the increasing use of internet, maximum people are mostly aware of these products from different social media platforms and sites

4. Which brand is easily available and accessible in online sites?

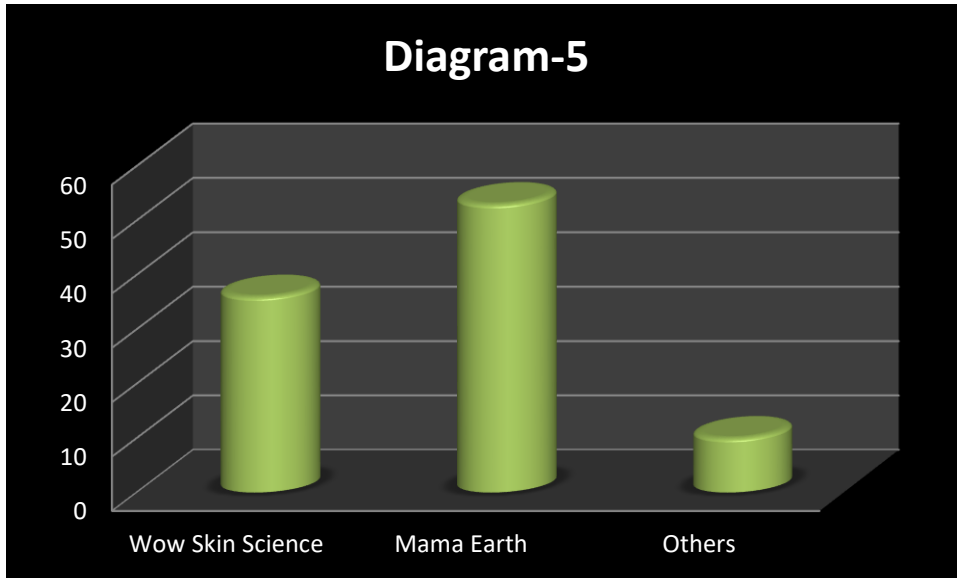
Wow Skin Science	Mama Earth	Others
59	83	17



Analysis:-From the available data, it can be said that people found Mama Earth Products easily available in different social media sites,

5. Which brand’s marketing strategies for a green product is better?

Wow Skin Science	Mama Earth	Others
36	53	10



Analysis - From the above result Mama Earth green product marketing strategies(relating to brand) are far better than that of others green products as per study.

Conclusion:

According to the survey among more than 100 individuals, came to a conclusion that, Social consciousness encourages people to use eco-friendly practices and products, which can considerably flow the environment. It is necessary to create public awareness of environmental issues, because it can help individuals make informed, and helps in decision making on advantages of the environment.

People's desire and addiction to use cosmetics is increasing day by day. In the case of the beauty products, they are choosing for daily use, are emphasizing on bio organic or green products. Consumers are currently relying more on eco-friendly green products not only for regular use cosmetics, but also for purchasing other consumer goods.

Often, Costly Cosmetics or even any kind of consumable goods are mixed with harmful chemicals, can be glamorous and beautiful; can be much more attractive.

But any cosmetics made by natural means and natural ingredients, will never get harmful for human body. Mother Nature always holds us with tender and cares and secures our survival.

Lastly, conclude that Mamaearth skin Care brand is more effective and popular among the customers than any other brands available in the market.

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