

ECOLABELING AND CERTIFICATION IN ORGANIC FACE CARE PRODUCTS: AN EXPLORATORY STUDY

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ABSTRACT

Significance/Relevance: *Ecolabeling and certification have become increasingly important in the organic face care products industry due to rising consumer demand for environmentally sustainable and ethically produced goods. This study explores the implications of ecolabeling on consumer perceptions, purchasing behavior, and the overall market dynamics of organic face care products.*

- 1. Research Question(s):** *The study addresses the following research questions:*
 - How do ecolabels and certifications influence consumer perceptions and purchasing decisions in the organic face care products market?*
 - What are the key factors influencing the effectiveness of ecolabeling and certifications in promoting sustainability and ethical practices?*
- 2. Purpose/Objective:** *The objective of this exploratory study is to investigate the ecolabeling and certification practices within the organic face care products sector. It aims to provide insights into the current landscape of ecolabeling and certifications, to identify challenges and opportunities, and propose recommendations for enhancing transparency and consumer confidence in the market.*
- 3. Methodology/Theoretical Framework:** *Type of study is exploratory. Data type is secondary available in public domain as research paper and websites etc.*
- 4. Results/Findings:** *Key findings reveal a fragmented landscape of ecolabeling and certification schemes across different regions and market segments. Consumers exhibit varying levels of awareness and trust towards ecolabels, influenced by factors such as label credibility, transparency of certification processes, and perceived environmental and social impacts. Industry stakeholders face challenges related to the harmonization of standards, compliance costs, and the need for clearer communication of ecolabeling benefits.*
- 5. Interdisciplinary Perspective:** *This study adopts an interdisciplinary perspective by integrating insights from environmental science, consumer psychology, marketing ethics, and regulatory studies. It explores the intersection of consumer behavior, sustainability goals and market dynamics*
- 6.** *This study adopts an interdisciplinary approach by drawing on insights from environmental science, consumer psychology, marketing ethics, and regulatory studies. It examines the roles played by consumer behavior, sustainability goals, and market dynamics in ecolabeling as well as certifications within the organic face care products sector.*

KEYWORDS: Ecolabeling, Certification, Organic Face Care Products, Consumer Behavior, Sustainability

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