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CONSUMER PERCEPTIONS OF SUSTAINABLE BEAUTY PRODUCTS IN SALON SERVICES

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ABSTRACT

Sustainability has become an important consideration in the beauty industry as consumers increasingly evaluate the environmental and ethical characteristics of products used in personal care and salon services. Sustainable beauty products may include products with environmentally responsible ingredients, recyclable or reduced packaging, cruelty-free practices, and transparent production processes. Consumer perceptions of these products can influence purchase intentions, brand trust, and willingness to choose salons that incorporate sustainable practices. Recent research on green beauty products identifies environmental awareness, perceived product value, attitudes, product information, and price as important factors influencing consumer decisions (Bevan-Dye & Synodinos, 2025; Dwivedi et al., 2025). However, positive attitudes toward sustainability do not always translate into actual purchasing behavior. This article reviews existing literature to examine consumer perceptions of sustainable beauty products in salon services, focusing on perceived quality, environmental awareness, affordability, and trust. The findings suggest that clear product information, credible sustainability claims, reasonable pricing, and effective communication may strengthen consumer acceptance of sustainable beauty products in salons.

KEYWORDS

Sustainable Beauty Products, Consumer Perceptions, Salon Services, Green Cosmetics, Environmental Awareness, Purchase Intention, Sustainable Consumption

INTRODUCTION

The beauty industry is increasingly responding to consumer interest in environmentally responsible products and services. Sustainable beauty products may incorporate responsibly sourced ingredients, reduced packaging waste, recyclable materials, and cruelty-free production practices. In salon services, these products can be used for hair care, skincare, coloring, styling, and other beauty treatments. Consumer perceptions are important because customers may consider environmental benefits alongside product effectiveness, safety, price, and the quality of salon services. Research on green cosmetics indicates that environmental awareness and consumer attitudes can influence purchase intentions, although these relationships vary across consumers and markets (Bevan-Dye & Synodinos, 2025).Consumer perceptions of sustainable beauty products are shaped by several factors, including perceived quality, trust in environmental claims, affordability, and access to reliable product information. Rocca et al. (2022) reviewed sustainability in the cosmetics industry and highlighted the importance of considering environmental impacts across product life cycles. Similarly, research on green cosmetics has identified attitudes, subjective norms, perceived behavioral control, and marketing-related factors as relevant influences on purchasing decisions (Dwivedi et al., 2025). These findings suggest that consumers may be more willing to choose sustainable salon products when they perceive them as effective, trustworthy, and consistent with their values.Despite growing interest in sustainable

consumption, a gap may exist between consumers' stated environmental concerns and their actual purchasing decisions. Higher prices, limited product availability, uncertainty about environmental claims, and doubts about product performance can discourage consumers from choosing sustainable alternatives. Research by Bevan-Dye and Synodinos (2025) emphasizes the factors associated with green beauty product purchase intentions, while studies of green cosmetics also highlight the influence of perceived value and ethical concerns on consumer decisions (Toward Sustainable Consumption of Green Cosmetics and Personal Care Products, 2022). Therefore, examining consumer perceptions specifically in salon services can help explain how sustainability, product quality, affordability, and trust influence customer preferences.

RESEARCH OBJECTIVES

1. To examine consumer perceptions of sustainable beauty products used in salon services.
2. To identify the factors influencing consumer acceptance and purchase intentions toward sustainable beauty products.
3. To explore the challenges salons face in promoting sustainable beauty products to consumers.

RESEARCH QUESTIONS

1. How do consumers perceive sustainable beauty products used in salon services?
2. Which factors influence consumer acceptance and purchase intentions toward sustainable beauty products?
3. What challenges affect the promotion and adoption of sustainable beauty products in salon services?

LITERATURE REVIEW

Consumer awareness of environmental issues can shape perceptions of sustainable beauty products. Consumers may evaluate whether products use environmentally responsible ingredients, reduce packaging waste, and follow ethical production practices. Dwivedi et al. (2025) identified environmental awareness, perceived product quality, consumer attitudes, and purchasing intentions as important themes in green cosmetics research. Rocca et al. (2022) also emphasized the importance of sustainability across the cosmetics product life cycle. In salon services, these considerations may influence whether customers view sustainable products as desirable alternatives to conventional beauty products.Perceived quality and affordability are important considerations when consumers choose sustainable beauty products. Customers may support environmentally responsible products but remain hesitant if they believe these products are less effective or significantly more expensive. Bevan-Dye and Synodinos (2025) examined factors associated with consumers' intentions to purchase green beauty product brands, highlighting the relevance of consumer attitudes and behavioral factors. Research on green cosmetics and personal care products has also found that perceived functional value and ethical concerns can influence purchase intention (Toward Sustainable Consumption of Green

Cosmetics and Personal Care Products, 2022). Therefore, salons need to consider product performance and pricing alongside environmental benefits.

Trust is important because consumers may find it difficult to verify whether a beauty product is genuinely sustainable. Clear ingredient information, credible environmental certifications, transparent packaging claims, and reliable communication can help consumers assess product claims. Upadhyaya and Sijoria (2024) investigated factors associated with green cosmetics purchase intentions using the Theory of Planned Behavior. In addition, Khoi (2026) examined relationships among green attitudes, green advertising, brand trust, and purchase intentions in the cosmetics industry. These studies indicate that trustworthy communication may influence how consumers respond to sustainability claims.Although research on green cosmetics is expanding, consumer perceptions specifically related to sustainable products used in salon services warrant further investigation. Much of the available literature focuses on general cosmetic purchasing behavior rather than customers' experiences with sustainable products during salon treatments. Nair et al. (2026) examined factors associated with green purchase intention for cosmetic and personal care products in the UAE, while Dwivedi et al. (2025) highlighted continuing differences between favorable consumer attitudes and actual purchasing behavior. These findings support the need to investigate how product quality, price, trust, environmental awareness, and salon recommendations shape consumer perceptions in salon settings.

METHODOLOGY

This article adopts a secondary research methodology based on published scholarly literature about sustainable beauty products, green cosmetics, consumer perceptions, and purchasing behavior. Relevant studies were identified through Google Scholar and academic journal publications using search terms such as "sustainable beauty products," "consumer perceptions of green cosmetics," "sustainable salon services," and "green purchase intention." Literature relevant to environmental awareness, perceived quality, price, trust, and purchase intention was selected for thematic examination. The analysis draws on existing research rather than newly collected participant data.

RESEARCH DESIGN

A qualitative descriptive literature-review design was used to examine consumer perceptions of sustainable beauty products in salon services. The selected literature was organized around consumer awareness, perceived product quality, affordability, trust in sustainability claims, and purchasing behavior. This design supports a structured comparison of existing findings and helps identify relevant themes and research gaps concerning the adoption of sustainable beauty products in salon settings.

DATA ANALYSIS

The selected publications were analyzed using thematic analysis. Findings were grouped into recurring themes, including environmental awareness, perceived value, product effectiveness,

price sensitivity, trust, and purchase intention. Similarities and differences among the studies were examined to understand how these factors may influence consumer perceptions. The analysis also considered the gap between consumers' stated environmental concerns and their actual purchasing decisions. As the article uses secondary sources, it does not report original survey results or newly calculated statistical findings.

FINDINGS

The literature review indicates that consumer perceptions of sustainable beauty products are influenced by environmental awareness, perceived product effectiveness, price, and trust in sustainability claims. Consumers may show a favorable attitude toward environmentally responsible products, but their actual choices can depend on affordability, availability, and confidence in product quality (Bevan-Dye & Synodinos, 2025; Dwivedi et al., 2025). The literature also suggests that perceived functional value and ethical concerns can influence purchase intentions toward green cosmetics and personal care products (Suphasomboon & Vassanadumrongdee, 2022). Recent research further highlights the importance of green attitudes, brand trust, and credible advertising in the cosmetics industry (Khoi, 2026). For salon services, these findings suggest that transparent product information, reasonable pricing, effective products, and clear communication about sustainability may encourage greater customer acceptance. These are conclusions drawn from existing literature, not findings from a new salon customer survey.

CONCLUSION

Consumer perceptions are important to the adoption of sustainable beauty products in salon services. Existing research suggests that environmental awareness alone may not guarantee purchasing behavior; consumers also consider product quality, price, perceived value, and trust in sustainability claims. Salons can support informed customer choices by explaining product ingredients, communicating verified environmental benefits, and offering sustainable options that meet customers' performance and budget expectations. Further empirical research should investigate salon customers directly to determine how these factors influence their choices across different customer groups and salon settings. Understanding these perceptions may help salon businesses develop more effective and responsible sustainability practices.

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