

Consumer Perception towards Natural Beauty Products w.r.t. Environmental Strategies

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Abstract: A fundamental premise of sociological approaches to entrepreneurship is that social context shapes the likelihood of entrepreneurial activity, beyond any effects of individual characteristics. This paper presents the systematic study of the effects of environmentally sustainable eco-green strategies used by entrepreneurship by today's online digital as well as offline in-store marketers that have become "Greenpreneurs" and have led to transitions in New business ventures at a mammoth level, thereby proving it to be a Win-Win-Win (W.W.W.) : Greenpreneur. Customer. Society (G.C.S) for Ecologically Responsible Relationship Strategy minimizing the environmental degradation and understand factors that can be perceived as entrepreneurial opportunities, to pursue them in existing as well as new venture as well. This research study tries to find out the improvements in reducing pollution, opening up promising new paths by entrepreneurship community to address vital questions. For example, by combining a particular green friendly marketing strategy for a new product, which is yet to be launched, and educating the society or spreading awareness through their promotions and working to contribute methodologically to the field of entrepreneurship by becoming "Greenpreneur". Alternatively, strategy can be to use the education of an entrepreneur (individual level) to infer the awareness and perception of internal and external customers. The possibilities to provide analyses on entrepreneurs and non-entrepreneurs with similar skills and experiences over time help to pinpoint the elusive concept of "Societal costs", which is often put forward in theoretical and empirical work as well as in documents. Although societal cost is frequently mentioned, as a possible explanation for empirical findings, there has been little research to date that explicitly investigate the existence, magnitude, and effects of ecologically sound and environmentally safe strategies in marketing for chosen product categories and brands by Entrepreneur in adapting and adopting for the business ventures.

Keywords: Environment Sustainability, Ecological balance, Organic, Green, Eco-marketing, Strategies, Entrepreneurs, Business Ventures, Product categories, Green Brands, the Body Shop, Consumer Behaviour

Date of Submission: 31-10-2017

Date of acceptance: 11-11-2017

I. CONTEXTUAL BACKGROUND

Sustainable Environmental Choice is India's official environmental label, initiated and endorsed by the Indian Government, although independently operated, and 'recognizes the increasing effort of Entrepreneurs to reduce the environmental impact' of their products. The foundation of Environmental Choice is the stringent technical specifications it develops, which products must meet to be licensed to use the distinctive and well-recognized "Environmental Choice Green Logo". Environmental Choice operates to internationally recognized standards and principles, and is a member of the Global Ecolabelling Network, which links a world of environmentally preferable products and services. As Aldrich (2012) noted: "Given the increasing number of entrepreneurial set ups in the country, and the openness of governments and some private firms to make their production and manufacturing processes available, the low rise of new ventures based upon the globally accepted fundamental product or service strategy of being a partner to the Sustainable Ecological balance and minimize the means of eco-degradation is somewhat surprising", (p.201). However, the past couple of years have seen a greater usage of CSR activities – predominantly the Start-ups and new-ventures, followed by existing entrepreneurs, as not taking Green Strategy as its Primary objective. This research study tries to find out the improvements in reducing pollution, opening up promising new paths by entrepreneurship community to address vital questions. For example, by combining a particular green friendly marketing strategy on new product to be launched, educating the society, spreading awareness through their promotions and hence working to contribute methodologically to the field of entrepreneurship by becoming "Greenpreneur". If we assume that the state of affairs is somewhere between this "ideal" put forward by Davidson and that of not letting more exploitation of our environment, answering issues like what kinds of problems are we likely to encounter, and

what can be done to handle them?. It is recommendable to go back to the drawing board to reconsider the strategy and contribute the bit to Mother Nature. Frost and Stablein (2012) argue that immersing in the eco-strategies is a fundamental requirement for conducting exemplary research. Greenpreneurs – can they explore alternative paths via product and brand strategies! Is it possible to change the level of positive participation by Entrepreneurs? Did you unsuccessfully look for approximations of behavior variables but instead found data more suitable as sociodemographic variables? Theories other than the one(s) you originally relied on might prove useful. By being “immersed” in the eco, you might actually discover some. For example, instead of using the education of an entrepreneur (individual level) to infer the better eco-safe performance of their firm (firm level), one should use the total amount of human capital in the firm (firm level) to infer ecological performance (firm level). Alternatively, strategy can be to use the education of an entrepreneur (individual level) to infer the awareness and perception of internal and external customers. The possibilities to provide analyses on entrepreneurs and non-entrepreneurs with similar skills and experiences over time help to pinpoint the elusive concept of “Societal costs”, which is often put forward in theoretical and empirical work as well as in documents. Although societal cost is frequently mentioned, as a possible explanation for empirical findings, there has been little research to date that explicitly investigate the existence, magnitude, and effects of “society costs” of engaging in entrepreneurship as ‘Greenpreneurship’. The studies in existence (notably Amit, Muller, and Cockburn 2015) have been relying on somewhat crude proxies, such as prior trends in various product categories before engaging in green methods and strategies of entrepreneurship, and after applying the Green Marketing Mix Strategies to businesses and new ventures. This research paper investigates what promising environmental activities and processes are most advantageous with regard to successful entrepreneurs. Knowing how successful entrepreneurs learn can help budding entrepreneurs in their start-up period, in order to increase their participation towards a sustainable environment. Results show that applying the eco-friendly strategies in a product or brand or service, the business venture is more successful and contributes in ethical, social “Greenpreneurship” based strategies. For example, a long tradition in organizational theory holds that leading business via less hierarchical organization boosts rates of entrepreneurship strategy but to execution. Establishing such contextual effects empirically, however, is complicated by the possibility that “unobserved individual traits” cause people to use the green product strategies more as a business gimmick, than a genuine effort towards working and giving back to the society and Environment. This paper presents the systematic study of the effects of environmentally sustainable eco-green strategies used by entrepreneurship by today’s online digital as well as offline in-store marketers that have become “Greenpreneurs” and have led to transitions in New business ventures at a mammoth level, thereby proving it to be a Win-Win-Win (W.W.W.) : Greenpreneur. Customer. Society (G.C.S) for Ecologically Responsible Relationship Strategy minimizing the environmental degradation and understand factors that can be perceived as entrepreneurial opportunities, to pursue them in existing as well as new venture as well. A central concern of entrepreneurship is to understand the factors that lead some individuals both to (Aldrich 1999; Shane 2003; Parker 2004). Sociological interest in this question has blossomed in recent years. A fundamental premise of sociological approaches to entrepreneurship is that features of a position in social structure encourage or retard entrepreneurial activity independent of the characteristics of the position’s occupants. This contextual approach is exemplified by the growing body of work on how established organizations shape entrepreneurial activity. Because the vast majority of entrepreneurs launch new ventures following a period of employment with established firms, many scholars focus on the idea that “entrepreneurship is an organizational product” (Freeman 1986: 34). These scholars have argued that existing firms play an important role in structuring the exposure of individuals to entrepreneurial opportunities, and in shaping their desire and willingness to engage in entrepreneurship (Freeman 1986; Carroll and Mosakowski 1987; Romanelli 1989; Thornton 1999; Shane 2000; Romanelli and Schoonhoven 2001). Several recent studies have made progress in documenting the importance of organizational context by focusing on the hypothesis that bureaucratic work conditions suppress rates of entrepreneurship. This idea has deep roots in organizational theory, reaching back to the idea in the classic studies of socially responsible behaviour of the 1950s that the growth of the modern bureaucratic organization led to the creation of workers.

II. INTRODUCTION

The expected success rate of new ventures is higher than 80% (Sarasvathy, 2001) and the biggest fear of start-up entrepreneurs is the possibility to go bankrupt (EU Commission, 2011). In the economy entrepreneurs have an important function, entrepreneurship influences job creation and incomes. Entrepreneurial activity contributes to health and employment, increases competition and evokes the personal development (of the entrepreneur) (Hegarty, 2006). Cardon, Stevens and Potter (2011) describe that success occurs whether by individual or environmental factors. For example, an individual factor is mistakes of entrepreneurs, e.g. in decision making or the entrepreneur “pursued a reactive, rather than detailed, long-term, planning strategy” (Cordon et al., 2011). Other success reasons can be submissive goal setting or a low degree of human capital or

generally formulated, lacking skills (Cordon et al., 2011). Environmental factors like the inappropriate financial, legal, political or economic environment also can be a reason for success (Carter & Wilton, 2006 in Cordon et al., 2011). Adapting to the changing, complex and competitive business environment of a young firm is a challenging task (Van Gelderen, van de Sluis & Jansen, 2005). To this environment, the entrepreneur must respond dynamically (Deakins & Freel, 1998).

2.1 Successful Entrepreneurship

Shane and Venkatarman (2000) argue that engaging in entrepreneurial behaviour or not depends on the “tendency of certain people to respond to the situational cues of opportunities” (p. 219). Social relations might influence the identification of entrepreneurial opportunities (Hytti, Stenholm, Heinonen, and Seikkula-Leino, 2010). Opportunity recognition can be seen as a prerequisite for entrepreneurship, it is the first step of new venture creation (Bhave, 1994, Gartner, 1985). The second step is to exploit the opportunity and introduce the business idea to the market (Bhave, 1994, Gartner, 1985). In this phase there are two important factors to the success of the entrepreneur, first the influences of the environment which sometimes can be unstable and unpredictable and second the feedback from the market. “Successful entrepreneurs are defined as those whose enterprises have survived some period of time, perhaps two years” (Carland, Hoy, Boulton & Carland, 1984). In the research of Bosma, van Praag and de Wit (2000) the mean duration of survival in month is 33.6, equivalent to 2.8 years. Next to duration Bosma et al. (2000) adds two more variables indicating success: profit and employment. In this paper, we adopt the mean duration of survival by Bosma et al. (2000) as successful entrepreneurship. We assume that if an entrepreneur passes the mean survival time of about 3 years, he is successful. Left behind will be the variables profit and employment because those variables would indicate growth, which is irrelevant to this study. Prior research has demonstrated that successful entrepreneurs have inherent personality characteristics (e.g. Deakins & Freel, 1998). The most commonly understood characteristics are taking risks and readiness to take tough decisions, optimism, self-confidence with a locus of control, autonomy and independence, achievement needing, pro-active, able to value and trust others, informal, not per se high educated, but skilled in learning from experience (Bush, 1992 in Fenwick, 2003, Deakins & Freel, 1998, Gartner, 1985, Gibb, 2009, Pittaway, Missing, Hudson, & Maragh, 2009, Rae & Carswell, 2000, Shane & Venkatarman, 2001, van Praag, 1999 in Bosma et al., 2000).

2.2 Entrepreneurial Continuous Learning

During mid 1990's period new businesses, especially 'green' micro organisations (start-ups) were encouraged to create more sustainable business models, with their processes reflecting greater concern for environmental and, and latterly more social issues (Cohen, 2006; Larson, 2000, cited in Holt, 2010). Escalating costs, regulations, the Corporate Social Responsibility (CSR) agenda, economic instruments and organisations enhanced efficiency were all key drivers affecting the adaptive push towards global sustainability (Balabanis et al., 1998; Bansal & Roth, 2000, cited in Dixon & Clifford, 2007). Learning is important to entrepreneurial practice. This is what literature commonly agrees on (Deakins & Freel, 1998, Higgins & Elliot, 2011, Rae & Carswell, 2000, van Gelderen et al., 2005). Capabilities that are needed for the process of identifying opportunities and forming ventures need to be learned (Rae & Carswell, 2000). “Learning and the opportunities to learn are at the centre of entrepreneurial practice”. (Higgins & Elliott, 2011, p. 345). Learning is so important to entrepreneurship because it has positive effects on business performance (van Gelderen et al., 2005, Rae & Carswell, 2000). The growth process of a company is influenced by the ability to learn (Deakins & Freel, 1998). According to van Gelderen et al. (2005) learning not only increases the current and the future performance of a business and also serves the function of improvement of individual competences. In the field of entrepreneurship there are different learning theories. In order to inventory what is already known about entrepreneurial learning, the three most accepted theories in the field, experiential, social and action learning theory are being integrated. Action and experience are the most important factors in the different theories. Learning “is the process whereby knowledge is created through the transformation of experience” (Kolb 1984, p.38). Experiential learning is based on the belief that entrepreneurs learn from experiences (Gibb, 2009). Similar to experiential learning is action learning. Action learning is situated in the system of on-going practice, rooted in a context of social interaction and is acquired through participation (Higgins & Elliot, 2011). “Learning can only take place through the attempt to solve a problem (however mundane) and, therefore, only takes place during activity” (Arrow 1962, p.155). Critical events are crucial for experiential learning (Higgins & Elliot, 2011). The social aspect of action learning is the guideline for the social learning theory. “Entrepreneurial practice operates within a social reality [that] is constructed and shaped by their actions and that of others in response to their actions” (Higgins & Elliott, 2011, p. 347). Support and frequent involvement with external parties have a positive effect on small business success (van Gelderen et al., 2005, Gibb, 2009). Action learning “is not solely concerned with learning by doing or learning by participation and peer exchange but with leading the learner towards reflection, the acquisition of new knowledge and, most importantly, the conceptualisation of

experience” (Gibb, 2009, p. 223). In this research entrepreneurial learning is defined as process where learning outcomes derive from (informal) learning activities.

2.3 Learning to be Green-Entrepreneur (Greenpreneur)

According to the learning theories, learning is the outcome of activity. Some examples are being examined in this paragraph. In the theories described above different learning activities can be identified: experience, action, critical events, interaction and reflection. There is a predominant opinion in the entrepreneurship literature that an entrepreneur learns from experience: Entrepreneurs’ thinking is directed to believe in what worked in the past (Gibb, 2009). Related to experience are the concepts of action and critical event. Arrow (1992) argues that “learning can only take place [...] during activity” (p.155). Pittaway et al. (2009) meanwhile argue that the learning process of an entrepreneur starts with an uncertain or ambiguous situation. Experience is gained by carry out actions and dealing with critical events. Though experience is the sum of more than one activity. “Due to the dynamic nature of the entrepreneurial process the entrepreneur’s stock of experience changes constantly and, thus, to learn, they must take time to reflect” (Pittaway et al., 2009, p.267). Reflection is a cognitive activity that translates an experience into learning. Learning also derives from interacting with the physical and social environment (Donald, 1991 in Higgins & Elliot 2011). Meirink (2007) distinguishes between learning from others and learning with others.

2.4 Strategic outcomes

In this part of the paper we will explore what learning outcomes are discovered in prior research. For that reason the literature on entrepreneurship and in the field of educational science is considered. “Traditionally, learning is an important variable in entrepreneurship, representing the acquisition or alteration of skills, knowledge, habits and attitudes necessary to deal with all aspects of running a business” (Gibb, 1997 in van Gelderen et al., 2005, p. 98). The acquisition or alteration of skills, knowledge, habits and attitudes necessary to deal with all aspects of running a business” (Gibb, 1997 in van Gelderen et al., 2005, p. 98). In educational science it is distinguished between knowledge, skills and insights (van Berkel&Bax, 2006). Endedijk (2010) researching self-regulated learning distinguishes between rule of thumb (heuristics), knowing that (knowledge), knowing how (skills), knowing about myself (change in identity) and knowing why (insights). In the entrepreneur literature one more variable appear as learning outcomes, next to the educational outcomes: changed behaviour. Harkema and Schout 2008) argue that changed behaviour is the manifestation of learning outcomes. From an educational theoretical point of view this variable is not a learning outcome, but an indication for the learning to be effective.

2.5 Eco-Green Start-ups

In prior research on entrepreneurial learning different relations between learning activities and outcomes are explored. In this paragraph these relations are revealed and translated into the variables as explained above. According to these relations, propositions are prepared to introduce the variables and express concrete possible relations. In the literature three different relations are identified leading to knowledge and insights. Kolb (1984), Higgins and Elliot (2011) state that knowledge can be gained through the transformation of experience (relation 1: experience leads to knowledge). Donald (1991 in Higgins & Elliot 2011) describes that knowledge derives directly from learning by doing, which can be defined as the interaction with the physical and social environment (relation 2: action and interaction lead to experience). Corbett (2005) also includes insights in his concepts, he argues that entrepreneurs gain knowledge through a combination of experience and prior knowledge and insight (relation 3: experience, insights and knowledge lead to new knowledge and insights). In all three relations a standard pattern can be identified, where a learning activity leads to a learning outcome.

2.6 Environmental Sustainability

Over the past two centuries, the global industrial transformation has led to a rapid increase in ecological scarcities. Growth in the global economy is transforming the character of the planet and especially of human life (Mebratu, 1998, p. 496). ‘Vital signs’ are becoming evident, a signal that the natural environment has reached a limit (Brown et al. 1996). A sustainable shift in societies living conditions, work practices, technology development and the consumption of resources is required to ensure a capacity to endure with greater responsibility regarding environmental, economic and social dimensions. It took the Brundtland Commission to conceptualise sustainable development .a publicising effort toward sustainability . and engage human development interfaces with economic activity. We note that sustainable development is critical to not only the environments long.termwell being, but also a necessity to curve the ultimate slow demise of the human race. Sustainable development meets at the confluence of three constituent parts .environmental sustainability, economic sustainability and socio-political sustainability. It will take a special individual that will enact a holistic approach

to a venture start-up that will embed these environmental, economic and social sustainability dimensions and cause disruption among traditional, unsustainable market offerings. Sustainability minded individuals will introduce processes, products and service innovations that are often radical and disruptive, ultimately causing a market shift with their objective to change consumers' mindsets and unsustainable, irresponsible consumption. These innovations are turnaround events that mark the beginning of an industry's transformation towards sustainability .shifting the sustainable paradigm to Sustainable Entrepreneurship.

III. LITERATURE REVIEW

Chanaka Jayawardhena and Andrew M. Farrell (2009) conducted a research, the purpose of which was to test a conceptual model of the effects of customer and service orientation behaviours of individual retail employees on individual customers' perceptions of service encounter quality, service quality, value, satisfaction, and behavioural intentions. The sample (n = 271) was customers of aEco-Store - The Body Shop in Central India, and they completed questionnaires following mall intercept. To test the hypothesis, the structural equation modelling using LISREL 8.7 was employed. The findings were: 1) Service and customer orientation behaviours are positively related to service encounter quality and service quality; 2) Service encounter quality is positively related to service quality and customer satisfaction; 3) Service quality is positively related to value perceptions and customer satisfaction; and 4) Customer satisfaction is positively related to retail customers' behavioural intentions. However, value is not related to customer satisfaction. The paper showed that the retail managers need to train or select retail personnel who are able to perform their roles in a service oriented and customer oriented way, and value does not appear to be as important to Indian retail customers as it is to Western retail customers. Hammad Hassan, Maryam Saeed Hashmi and Zahoor Sarwar (2014) conducted a quantitative field survey study that examined the relationship between Service quality, Corporate Social Responsibility (CSR), and Customer Purchase Intentions in the context of multinational Quick Service Restaurant (QSR) chains in India. The objectives of this study were to investigate the impact of Service Quality on Purchase Intention with the moderating role of CSR. Based on convenience sampling due to the lack of a sampling frame, data was collected from 276 walk-in respondents at three major well-known multinational fast food stores in Faisalabad and Lahore in India. The results of this study showed that firstly, service quality has a significant and direct impact on the purchase intention. Secondly, CSR moderates between Service Quality and Purchase Intentions in the Quick Service Restaurant Industry in such a way so as to strengthen the relationship between them. It can be argued that this study could contribute a lot to the retail business community through understanding the drivers of Customer Purchase Intention and the role of CSR in impacting the purchase intention. The firm manifesting the CSR role must clearly communicate and promote their activities to the community to get a positive response. Furthermore, these activities must not give a manipulative reflection or an impression to increase the prices of the product due to the cost incurred by the CSR activities. Lastly, this study is helpful for marketers and retailers to apprehend the service quality from the customer's perspective. In the future, there is a need to identify the particular activities among the set of CSR activities, which are most likely to affect the purchase intentions of customers. Dhreeraj's (2014) paper explores the perceptions of service quality in the convenience store (c-store) industry. The study applies the extant SERVQUAL models (Parasuraman, Berry, and Zeithmal, 1988; Dabholkar, Thorpe, and Rentz, 1996) in a c-store context. The study examines the reliability and validity of the service quality measures in the c-store context and additionally, models the implication of the perceived service quality on customer satisfaction and patronage intentions therein. This study also examines the most important dimensions of service in the c-store context. The results suggest that the perceived service quality positively influences customer satisfaction and patronage intentions in the convenience store industry. Further, the availability of merchandise and courtesy are the strongest determinants of patronage intentions and customer satisfaction. According to G. Raghu and Dr. Radha.S, Consumer behaviour is the one of the significant areas to be focused in today's modern business where there is a need to study the consumption habits. Due to the change in the way the consumer responds to the retail marketing activities there is a challenge for marketers to meet their new expectations. The result shows that most of the respondents are female. The customers of *Cuppa* mostly belong to the age group of 20-30 years. The appearance of the employee is the most important factor among the tangible factors followed by the visual appearance of the outlet. The problem-solving tendency of the employees is also among the most important factors. The café takes care of customer service by operating at convenient hours. The services at the café exceed the customers' expectations. Among the SERVQUAL dimensions, the employee responsiveness contributes maximum to the overall satisfaction of the customer along with quality assurance. Beatson, Amanda T., Lings, Ian, and Gudergan, Siegfried (2008) examined relationship quality as a multidimensional metaconstruct comprising three dimensions: satisfaction, trust, and commitment. The role of relationship quality in its nomological network with service orientation as an antecedent construct and consumers' positive behavioural intentions, perceived switching costs, and activism as the consequences was also explored. Survey data from 728 travellers were used employing structural equations modelling to test this conceptualization. One finds that service orientation affects relationship satisfaction and trust, and that the

latter influences satisfaction and commitment. In turn, satisfaction, trust, and commitment have a positive impact on positive behavioural intentions; trust has a negative one on activism; and commitment has a positive impact on perceived switching costs. The implications of this conceptual and empirical understanding of relationship quality were discussed and directions for future research were presented. Aashish Shashikant Jani (2012) “identify relative important factors affecting the areas of strength and weaknesses of public and private sector banks in terms of different technologies offered to customers and future growth of e-channels in retail banking. Parameters like money transactions, efficiency, financial services, reliability and motivation were used to find the above. The empirical data from 100 respondents of customers of bank were selected using a survey questionnaire and hypothesis were framed and tools like Mean, Standard Deviation, Coefficient of Variation, Correlation Analysis and Z test were used. The result reveals that use of technology inferred a positive perception of customers of public sector and private sector banks. Dharmalingam et al., (2012) examined to identify and evaluate the gap existing between expected and perceived services and the areas that need to be improved to deliver superior quality of service in selected new private sector banks. Service quality dimensions like tangible, reliability, responsiveness, assurance, empathy, access, security and price and product variety were considered for customer service quality expectations and perception. 8 hypotheses were taken for the study and a sample of 780 respondents were selected and paired t-test measurement results indicates that customer’s highest expectations are in the security and accessibility dimensions and customer’s lowest expectations in responsiveness dimensions, largest service gap exists in reliability and price and product variety and smallest service gap exists in empathy and tangible dimensions. Mohammad Hosein Moshref Javadi et al., (2012) in their study to evaluate the quality of private banks services provided to the customers and to measure the customer’s satisfaction. Servqual six dimensions scale to be measured are tangible, reliability, responsiveness, assurance, empathy and accessibility the ability to access private banks easily and conveniently. A pilot survey was conducted for the questionnaire and reliability and validity test satisfies and the final questionnaire was distributed to the 390 convenience respondent. Six hypotheses were framed for the above and tools like mean and t test were analyzed and the result indicates that assurance, reliability seems to be most important dimensions and accessibility and tangibility are the most serious problem and private bank have to improve actions in mentioned dimensions.” Yasir Shafiq (2013) the main purpose of their paper was to evaluate the hotels’ service quality through customer satisfaction. Theory tells us that if the customers are satisfied then the hotels are providing higher service quality. And also check that which dimensions of Servperf is need to be focused more in India. For this purpose Servperf tool was adopted and administrative to customers who stayed in the hotels of Faisalabad, India. The results indicates that in India among the five dimensions of SERFPERF the dimension tangible and empathy needed to be focused more. Mark Munoz (2006) his study examines small/medium enterprises (SMEs) management and employee perceptions of customer service on a number of dimensions. As the Philippine market becomes more involved with global business, the importance of service quality increases. The results can be valuable in the formulation of training, sales and marketing, business development, human resources management, and strategic planning. Implications for practice are discussed. Ishfaq Ahmed (2010) the study examines the service quality of the mobile service providers and satisfaction of the customers with this quality. The study focuses only the SMS service provided by telecom organizations. Service quality is measured using 5 dimensions and its relationship is determined with customer satisfaction. The data was collected from 331 youngsters who use the SMS service of any company. Correlation and regression analysis are used to analyze the data. The scores indicate that customers are slightly satisfied from the service quality of SMS service providers where tangibles and assurance score more than other dimensions and empathy has the lowest score. Dr. Abdelmo’ti Suleiman Abu Alroub (2012) research aims to identify the impact of service quality on customers satisfaction in the tourist restaurants in the city of Amman. The researcher developed a questionnaire and distributed them to customers on a sample of tourist restaurants in the city of Amman, amounted to (120) Single statistically. The results revealed that there is a significant relation between tangibility, assertion, and empathy and customer satisfaction in the tourist restaurants in the city of Amman. Geetika (2010) study identifies components of service quality of Indian Railways at railway platforms. The study is exploratory in nature and uses factor analysis to identify the most important factors of customer satisfaction with service quality. The research methodology is empirical, and a survey of passengers (customers) was conducted. The findings reveal that five factors are considered important for determining satisfaction with railway platforms, the most important of which are refreshments and behavioral factors. Vibha (2011) paper investigates the various dimensions of service quality and how these dimensions determine customer satisfaction in Indian banking sector. Using Service performance (Servperf) model, the survey was undertaken in Delhi with a sample size of 318 respondents. Reliability and service interaction were found to be significant variables to customer satisfaction in India. I-Ming Wang (2006) The study explores overall user satisfaction. A questionnaire survey is conducted to reveal users’ perspectives on service quality. A questionnaire survey is conducted to reveal users’ perspectives on service quality. Based on literature, service quality has five dimensions, which are tangibles, responsiveness, reliability, assurance, and empathy. The result indicated that the overall service

quality has significantly a positive effect on the overall user satisfaction. G.S. Sureshchandar(2002) presents study to adopt a different approach and views customer satisfaction as a multi dimensional construct just as service quality, but argues that customer satisfaction should be operationalized along the same factors (and the corresponding items) on which service quality is operationalized. Based on this approach, the link between service quality and customer satisfaction has been investigated. The results have indicated that the two constructs are indeed independent but are closely related, implying that an increase in one is likely to lead to an increase in another. Krishna (2010) research results showed that services offered by retail units have positive impact and are significant in building customer satisfaction. Findings of this empirical research reiterate the point of view that Service Quality dimensions are crucial for customer satisfaction in retailing – a burgeoning sector with high growth potential and opportunities in fast growing economies like India's. Panchapakesan(2010) Patients and attendants treat the interpersonal aspect of care as the most important one, as they cannot fully evaluate the technical quality of healthcare services. The study also revealed that the hospital service providers have to understand the needs of both patients and attendants in order to gather a holistic view of their services. Hamad Saleem(2014) study is to look at the association between services quality of Indiai hotel and to scrutinize cause on customer satisfaction, brand image and customer loyalty. The primary data was collected from 5 and 8 star hotels of India. The findings suggested that high quality of services boost up the customer satisfaction and then afterward this satisfaction will strengthen the customer loyalty. Ram Mohan (2013) study aims to identify the main factors that lead to customer satisfaction in food retail Eco-Store - The Body Shops. The main factors are extracted from the independent variables using factor analysis. Then regression analysis is done taking the extracted factors as independent variables and customer satisfaction as dependent variable. Likert scale and multiple choice questions are used in the questionnaire. There are 17 independent variables which by factor analysis are reduced to 5 main factors which are found to significantly impact customer satisfaction in food retail Eco-Store - The Body Shops.

IV. RESEARCH METHODOLOGY

The data was collected by a self-made well developed Questionnaire; the five point Likert Scale questions were made. All of the questionnaires were distributed among the respondents in The Body Shop stores in Delhi/NCR. The data was collected by 136 responded in a period of 15 days and the responses were fed into the Statistical Package for Social Science (SPSS) for analysis and evaluation. The main objective of my study was to investigate the relationship between employee behavior and consumer purchase intention and to assess the service quality of The Body Shop stores in Delhi/NCR.

Hypotheses

- H1₀: Customers are not satisfied by eco-trained Body Shop (franchise) Employees' behaviour.
- H1_a: Customers are satisfied by eco-trained Body Shop (franchise) Employees' behaviour.
- H2₀: Customers are not overall satisfied by eco-trained Body Shop (franchise) service quality.
- H2_a: Customers are overall satisfied by eco-trained Body Shop (franchise) service quality.
- H3₀: Customers are not willing to come back to Eco- sustainable Body Shop (franchise) Store products.
- H3_a: Customers are willing to come back to Eco- sustainable Body Shop (franchise) Store products.
- H4₀: There is no statistical difference between male and female regarding the satisfaction level of Eco-trained Body Shop (franchise) Employees' behaviour.
- H4_a: There is statistical difference between male and female regarding the satisfaction level of Eco-trained Body Shop (franchise) Employees' behaviour.

V. DATA ANALYSIS

TABLE 1: RESPONDENT PROFILE

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
Female	80	58.8	58.8	58.8
Male	56	41.2	41.2	100.0
Total	136	100.0	100.0	
Age Group				
18-25	20	14.7	14.7	14.7
25-35	52	38.2	38.2	52.9
35-45	36	26.5	26.5	79.4
>50	28	20.6	20.6	100.0
Total	136	100.0	100.0	
Personal Income(Annual)				
<5Lacs	24	17.6	17.6	17.6
5-10Lacs	56	41.2	41.2	58.8
10-15Lacs	56	41.2	41.2	100.0

Total	136	100.0	100.0	
Family Income(Annual)				
5-10Lacs	4	2.9	2.9	2.9
10-15Lacs	92	67.6	67.6	70.6
>25Lacs	40	29.4	29.4	100.0
Total	136	100.0	100.0	
Occupation				
Student	8	5.9	5.9	5.9
Homemaker	36	26.5	26.5	32.4
Service	36	26.5	26.5	58.8
Business	56	41.2	41.2	100.0
Total	8	100.0	100.0	

Interpretation:

Out of 136 respondents 58.8% were male and 41.2% were female, which shows are almost equal distribution of respondent selection. On age parameter 14.7 % were between 18-25, 38.2% were between 25-35, 26.5% were between 35-45 and 20.6% were above 50. This distribution shows that maximum shoppers were between 25-35 age groups. Respondents income wise distribution shows 24% were having <5 Lacs annual income, followed by the other groups having more than 5 Lac salary, since respondents were store visitors we can say that higher income customers visit The Body Shop stores more as compare to others. The same trend was seen in family income. Out of 136 respondents more than 97 % customers were having more than 10 Lac family income. The maximum visitors were from Business background followed by Service class and Homemakers.

- H1₀: Customers are not satisfied by Eco-trained Body Shop (franchise) Employees’ behaviour.
- H1₁: Customers are satisfied by Eco-trained Body Shop (franchise) Employees’ behaviour.
- H2₀: Customers are not overall satisfied by Eco-trained Body Shop (franchise) eco-service quality.
- H2_a: Customers are overall satisfied by Eco-trained Body Shop (franchise) eco-service quality.
- H3₀: Customers are not willing to come back to Eco-trained Body Shop (franchise) Store.
- H3_a: Customers are willing to come back to Eco-trained Body Shop (franchise) Store.

TABLE 2: ONE STATISTICS

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the Eco-trained Body Shop (franchise) Employees’ behaviour.	136	3.1471	1.54215	.13224
I will come gain to Eco-trained Body Shop (franchise).	136	2.8235	1.25245	.10740
I am satisfied by Eco-trained Body Shop (franchise) service quality.	136	3.3824	1.21752	.10440

TABLE 3: ONE SAMPLE TEST

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the Eco-trained Body Shop (franchise) Employees’ behaviour	-4.100	135	.000	-.47059	-.6976	-.2436
I will come gain to Eco-trained Body Shop (franchise).	-3.643	135	.003	-.17647	-.5889	.0359
I am satisfied by Eco-trained Body Shop (franchise) service quality	3.662	135	.000	.38235	.1759	.5888

One Sample t-test was conducted to test the first 3 hypothesis.

Hypothesis 1: The p-value in the above table is .000 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Customers are satisfied with the Eco-trained Body Shop (franchise) Employees’ behaviour.

Hypothesis 2 :The p value in the above table is .00 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Customers are will to come gain to Eco-trained Body Shop (franchise) .

Hypothesis 3: The p value in the above table is .000 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Eco-trained Body Shop (franchise) Customers are satisfied with the Eco-trained Body Shop (franchise) service quality.

- H4₀: There is no statically any difference between male and female regarding the Satisfaction level of Eco-trained Body Shop (franchise) Employees' behaviour.
 H4_a: There is statically any difference between male and female regarding the satisfaction level of Eco-trained Body Shop (franchise) Employees' behaviour.

TABLE 4: GROUP STATISTICS

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the service I receive from this organisation	MALE	80	2.8500	1.50190	.16792
	FEMALE	56	3.5714	1.51186	.20203

TABLE 6: INDEPENDENT SAMPLES TEST

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I am satisfied by Eco-trained Body Shop (franchise) service quality	Equal variances assumed	.011	.918	-2.749	134	.007	-.72143	.26239	-1.24040	-.20246
	Equal variances not assumed			-2.746	118.024	.007	-.72143	.26270	-1.24165	-.20121

Independent Sample t-test was conducted to see the “I am satisfied by Eco-trained Body Shop (franchise) eco-service quality” satisfaction level among male and female. The p value in the above table is .007 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Eco-trained Body Shop (franchise) Male and Female Customers differ with reference to their satisfaction level by Eco-trained Body Shop (franchise) Service quality. The mean score shows females are more satisfied as compared to male.

Regression

TABLE 7: MODEL SUMMARY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.853	.849	.48632

a. Predictors: (Constant), Eco-trained Body Shop (franchise) 's services meets my expectations, I am satisfied with the Eco-trained Body Shop (franchise) Employees' behaviour, I am satisfied by Eco-trained Body Shop (franchise) service quality

TABLE 8: ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.545	3	60.182	254.459	.000 ^b
	Residual	31.219	132	.237		
	Total	211.765	135			

- a. Dependent Variable: I will come again to Eco-trained Body Shop (franchise)
 b. Predictors: (Constant), Eco-trained Body Shop (franchise) 's services meets my expectations, I am satisfied with the Eco-trained Body Shop (franchise) Employees' behaviour, I am satisfied by Eco-trained Body Shop (franchise) eco-service quality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.275	.166		25.754	.000
	I am satisfied with the Eco-trained Body Shop (franchise) Employees' behavior	-.688	.028	-.847	-24.168	.000
	I am satisfied by Eco-trained Body Shop (franchise) service quality	.331	.046	.257	7.138	.000
	Eco-trained Body Shop (franchise) 's services meets my expectations	-.118	.035	-.126	-3.392	.001

a. Dependent Variable: I will come gain to Eco-trained Body Shop (franchise),,

Interpretation:

Multiple Regression analyses was conducted to examine the relationship between revisit of Customer and various potential predictors. The multiple regression model with all three predictors produced $R^2 = .853$, which shows that there is 85% of impact of independent variables on dependent variables.

VI. CONCLUSION

The objective of the research was to investigate the relationship between a trained and environmentally aware Body Shop employee behaviour and its effect consumer purchase intention and to assess the service quality of The Body Shop stores in Delhi/NCR. The results show that there is 85% of impact of ecologically engaged employee behaviour and consumer purchase intention as they would like to visit the store again to buy organic and green products. Also overall, the customers are satisfied with the Body Shop stores because of the Entrepreneurial effort made by the Brand towards building environment sustainability in Delhi/NCR. As we have seen Customers are satisfied with the Eco-trained Body Shop (franchise) Employees' behaviour, they are satisfied with the Eco-trained Body Shop (franchise) service quality they are will to come gain to Eco-trained Body Shop (franchise). This is indeed a good indicator for Entrepreneurs who are inclined towards the ecologically safe products and understand the importance of Eco-trained Body Shop (franchise) employees in boosting this objective. Based on these findings, it is recommended to The Body Shop that the number of trips that customers make is the most important & significant aspect in profiling & differentiating loyal shoppers from non-loyal shoppers. This means that retailers need to ensure that the customers make repeat visits to their stores. Retailers must ensure that they maintain some novelty through new eco-products, new schemes etc. which motivates customers to make repeat visits and generate eco-loyalty.

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International Journal of Engineering Science Invention (IJESI) is UGC approved Journal with Sl. No. 3822, Journal no. 43302.

Dr.Aparna Goyal Consumer Perception towards Natural Beauty Products w.r.t. Environmental Strategies." *International Journal of Engineering Science Invention(IJESI)*, vol. 6, no. 11, 2017, pp. 46-56.