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HUMAN VALUES AND CONSUMER ATTITUDES TOWARDS GREEN PERSONAL GROOMING PRODUCTS: A REVIEW-DRIVEN AGENDA FOR NORTH-EAST INDIA

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ABSTRACT
This paper reviews how Schwartz's human values shape consumer attitudes towards green personal grooming products, with a special focus on North-East India. Drawing on value–belief–attitude models, the review explains how self-transcendence and conservation values influence environmental concern and, in turn, favourable evaluations of eco-friendly, herbal, and toxic chemical-free grooming products. A structured narrative approach synthesizes international and Indian studies on green products and green cosmetics, highlighting consistent links between values, environmental concern, attitudes, and purchase intentions, alongside a persistent attitude–behaviour gap. Evidence suggests that universalism, benevolence, and tradition can support positive attitudes towards green grooming products, especially when framed around health, community welfare, and cultural heritage. The review identifies a clear lack of empirical work integrating Schwartz values and green grooming attitudes in North-East India, despite strong herbal traditions and rising environmental awareness. A conceptual framework and research propositions are proposed for future survey-based and mixed-method studies in the region, offering guidance for both academics and practitioners seeking to promote sustainable grooming choices in culturally sensitive ways.

KEYWORDS: *Green Personal Grooming Products, Consumer Attitudes, Purchase Intention, Conservation Values, North-East India, Sustainable Consumption*

1. INTRODUCTION
Green personal grooming products are now a visible part of the Indian marketplace. These products are sold as "natural", "organic", "herbal", "eco-friendly" or "toxic chemical free" and promise both personal and environmental benefits. They include skincare, hair care, bath and hygiene items, and cosmetics. Growing awareness about health risks from synthetic chemicals, animal testing, and environmental damage has increased interest in such products among Indian consumers. At the same time, research shows that simply making green products available does not guarantee that consumers will buy them. Many studies report a positive attitude towards green cosmetics but a weaker translation into actual purchase intentions or regular buying behaviour (Ali et al., 2025; Widiantari & Rachmawati, 2023). This phenomenon is often called the "attitude–behaviour gap". Understanding why this gap exists is important for firms, policymakers, and health advocates.

Human values are a key part of this explanation. Schwartz's theory of basic human values suggests that people hold a small set of core values that guide their beliefs, attitudes and behaviours across many situations (Schwartz, 1992). Values such as universalism and benevolence reflect concern for the welfare of others and nature. These values are closely linked to environmental concern and pro-environmental behaviour (Steg & de Groot, 2012). Thus, in the context of green grooming products, values may provide a deeper explanation of why some consumers develop positive attitudes and others remain indifferent or sceptical.

In India, some work has started to connect Schwartz values with green product choices, including toxic chemical-free cosmetics (Mishra, 2018; Kautish & Sharma, 2021; Bhardwaj et al., 2023). However, much of this research is conducted in metropolitan or relatively developed regions. The North-East (NE) region of India with its cultural diversity, strong community ties, and rich traditions of herbal care, remains under-represented in this literature (Ahmed et al., 2023). Yet NE India offers a natural setting for studying green grooming products because many communities already use plant-based remedies and have close connections with nature. This review paper therefore aims to bring together two aspects of literature - (i) research on Schwartz human values and green consumption, and (ii) research on attitudes towards green personal grooming products, with particular attention to India and Asia. It then uses this synthesis to outline a future research agenda focused on NE India.

1.1. OBJECTIVES OF THE REVIEW
The review has four specific objectives:

i) To explain the main concepts in Schwartz's human values theory and discuss how these values are linked to environmental concern and pro-environmental attitudes.

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ii) To synthesize studies that examine consumer attitudes towards green personal grooming products, especially in India and other Asian countries.
iii) To identify how human values have been integrated into models of attitudes and purchase intentions for green products, and to highlight gaps in the context of NE India.
iv) To propose a conceptual framework and a set of research propositions for future empirical work on green personal grooming products in NE India.

1.2. SCOPE AND CONTRIBUTION

The scope of this review includes - empirical and conceptual studies that use Schwartz's value theory, or close variants, to explain green consumer behaviour; research on green, organic, natural, eco-friendly, "clean", or toxic chemical-free cosmetics and personal grooming products; and studies based in India and Asia, supported by international work where necessary to clarify theory. The main contribution is conceptual instead of statistical as there is no meta-analysis involved. Instead, it builds an integrated picture of how values and attitudes work together in green grooming contexts and argues why NE India is an important, and currently missing, piece of this picture.

2. THEORETICAL BACKGROUND

2.1. Schwartz human values theory

Schwartz (1992) defines basic human values as broad, desirable goals that serve as guiding principles in people's lives. These values are relatively stable, but they can change slowly over time due to socialization, education, or important life events. Schwartz identified ten basic values that are recognised across cultures namely, Self-direction, Stimulation, Hedonism, Achievement, Power, Security, Conformity, Tradition, Benevolence, Universalism. These ten values can be organized into four higher-order dimensions, namely, Self-transcendence (benevolence, universalism), Self-enhancement (achievement, power), Openness to change (self-direction, stimulation, and partly hedonism), Conservation (security, conformity, tradition).

Self-transcendence values emphasise concern for the welfare of others and nature. Self-enhancement values focus on personal success, ambition, and social status. Openness-to-change values focuses on independence and novelty, while conservation values stresses on tradition, safety and stability. Values are often measured using the Schwartz Value Survey (SVS) or its shorter variants, which ask respondents to rate the importance of each value as a guiding principle in their life. These instruments have been validated in India and other Asian contexts (Kautish & Sharma, 2021).

2.2. CONSUMER ATTITUDE AND GREEN PRODUCTS

Attitude is a learned tendency to respond in a consistently favourable or unfavourable way towards a given object, person, or idea (Ajzen, 1991). In consumer behaviour, attitude towards a product refers to the overall evaluation based on beliefs about its attributes and the feelings associated with it.

In the green marketing literature, attitude towards green products is often a key predictor of purchase intention. For example, in many models based on the Theory of Planned Behaviour (TPB), attitude is one of three main predictors, the others being subjective norms and perceived behavioural control (Paul et al., 2016). When consumers think that green products are effective, safe, and beneficial for the environment, they tend to form positive attitudes and stronger purchase intentions. For green personal grooming products, attitudes typically reflect beliefs about the product performance and quality (e.g., "does this shampoo clean well?"), health and safety (e.g., "does this cream avoid harmful chemicals?"), environmental impact (e.g., "is the packaging recyclable or biodegradable?"), ethical aspects (e.g., "is it cruelty-free?").

Recent research in India and abroad finds that positive attitudes towards green cosmetics are often associated with stronger intentions to purchase and recommend such products (Ali et al., 2025; Widiantari & Rachmawati, 2023; De Pelsmacker et al., 2022). However, high price, doubts about efficacy, limited availability, and low trust can weaken the link between attitude and final behaviour.

2.3. LINKING VALUES, BELIEFS AND ATTITUDES

Several theoretical models explain how values influence behaviour through intermediate constructs. The value–belief–norm (VBN) theory, for example, suggests that basic values shape general ecological worldviews, which then affect personal norms and behaviours (Stern, 2000). In green consumption this means that self-transcendence values should lead to pro-environmental beliefs, stronger moral obligations, and more sustainable choices. In consumer research, Kautish & Sharma, (2021) shows that terminal and instrumental values influence environmental consciousness and behavioural intentions for green products. Bhardwaj et al., (2023) found that personal values and product-specific values together improve the prediction of green purchase intention. These studies support the idea that values can act as "upstream" factors that feed into more specific attitudes.

In terms of green personal grooming products, values may influence, "how consumers interpret information about ingredients, safety and environmental claims," "whether they trust traditional herbal knowledge or prefer modern synthetic formulations," "how much importance they place on self-presentation and social image versus ecological impact."
Thus, values and attitudes are linked in a chain: values → beliefs → attitudes → intentions → behaviour.

3. REVIEW METHODOLOGY

3.1. Review design and rationale

This paper uses a structured narrative review approach instead of a strict systematic review or meta-analysis because the literature spans across different disciplines (marketing, psychology, environmental studies, cosmetic science) and uses varied methods and measures (Snyder, 2019). There is also limited quantitative uniformity across studies, which makes statistical aggregation difficult. The review emphasises clarity and conceptual integration. It aims to show how major themes connect, how evidence supports or questions theory, and where the gaps appear, especially in NE India.

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3.2. Search strategy and selection

The literature search used multiple databases and publisher platforms, including Google Scholar, PubMed, ScienceDirect, and several journal websites. Keywords and combinations included - "Schwartz values" AND "green products" / "eco-friendly products" / "sustainable consumption"; "toxic chemical-free cosmetics" / "free-of cosmetics" / "organic cosmetics" / "green cosmetics" / "natural cosmetics"; "attitude towards green products" / "attitude towards green cosmetics"; "India" / "North-East India" / names of NE states (Assam, Meghalaya, Nagaland, Manipur, Mizoram, Arunachal Pradesh, Tripura, Sikkim).

To be included, the study had to meet at least one of these criteria:

i) Uses Schwartz's value theory (or closely related value frameworks) to explain environmental attitudes, green product attitudes, or green purchase intentions.
ii) Focuses on green or eco-friendly cosmetics/personal care, including grooming products, even if values are not directly measured.
iii) Provides evidence or conceptual discussion that can inform understanding of NE Indian consumers, either directly or by analogy.

Studies that focus purely on product chemistry, packaging technology, or manufacturing processes without a consumer behaviour component were excluded.

3.3. Data extraction and synthesis

For each included article, information was recorded on - country and region of study, sample characteristics (e.g., age, gender, urban/rural), product category (green cosmetics, general green products, etc.), value measures (Schwartz SVS, shortened scales, terminal/instrumental values), attitude measures (towards green products/cosmetics), and main relationships tested and key findings. The synthesis proceeded in three steps which are - summarising how values are related to environmental concern and general green product attitudes; focusing on cosmetic and personal grooming studies to see how attitudes, beliefs and intentions have been modelled; and identifying India and NE-specific insights and gaps, leading to a proposed conceptual framework and research agenda.

4. HUMAN VALUES AND GREEN CONSUMPTION

4.1. Values and environmental concern

Many studies in environmental psychology have demonstrated that self-transcendence values, especially universalism, are positively related to environmental concern (De Groot & Steg, 2007; Steg & de Groot, 2012). People who place high importance on equality, social justice and protecting nature are more likely to worry about environmental problems such as pollution, loss of biodiversity, and climate change.

Self-enhancement values, such as achievement and power, tend to have weaker or negative relationships with environmental concern because they focus on personal success and status rather than collective welfare (Stern, 2000; Kautish & Sharma, 2021). However, these relationships are not always simple. In some contexts, people with strong self-enhancement motives may adopt green products if these products are associated with prestige, modernity or luxury (Bhardwaj et al., 20123). Conservation values (security, conformity, tradition) can show mixed patterns. When environmental protection is perceived as a way to maintain social order or protect future generations, conservation can support pro-environmental concern. When green policies or products are seen as disruptive or threatening, conservation values may discourage change (De Groot & Steg, 2007).

4.2. Values and attitudes towards green products

In green consumer research, several studies connect Schwartz values to attitudes towards eco-friendly products. Jaiswal and Kant (2018) show that environmental concern and perceived consumer effectiveness, partly rooted in self-transcendence values, influence attitudes towards green products and purchase intention. Kautish & Sharma (2021) found that both terminal and instrumental values correlate with environmental consciousness and behavioural intentions. Bhardwaj et al., (2023) extend this reasoning by introducing product-specific values (e.g., beliefs about the importance of organic attributes in a product category) alongside general personal values. They report that combining personal and product-specific values improves the prediction of green purchase intention. This suggests that values work at multiple levels: deep personal values and more surface-level category values. From these studies, a general pattern appears - self-transcendence and some openness-to-change values support favourable attitudes towards green products; purely hedonic or self-enhancement values may weaken green attitudes if green products are seen as less convenient or less pleasurable, but may enhance attitudes if green products are framed as trendy and high quality.

4.3. Values in cosmetic and personal care contexts

In cosmetics and personal care, values have been studied in several ways. Some research examines how consumers choose "free-of" cosmetics (products free from specific chemicals) and finds that value-driven concerns about safety, health and ethics play a strong role (Petersen & Andersen, 2012; Mishra, 2018). Others explore ethical buyer behaviour towards cruelty-free cosmetics, linking ethical values and gender roles to purchase patterns (Gazzola et al., 2022).

An Indian study about consumer behaviour towards toxic chemical-free cosmetics by Mishra (2018) directly uses Schwartz's values and shows that universalism and benevolence are strong predictors of favourable attitudes and willingness to purchase toxic chemical-free cosmetics. This work provides a clear template for integrating values into green cosmetics research.International research on "clean" and "natural" beauty also suggests that consumers who value health, authenticity and ethical production are more likely to develop positive attitudes towards sustainable cosmetics (Moraes et al., 2024; Gazzola et al., 2022). These values overlap with Schwartz's self-transcendence and some conservation elements (tradition, security).

5. CONSUMER ATTITUDES TOWARDS GREEN PERSONAL GROOMING PRODUCTS

5.1. Attitude components and measurement

Attitude towards green personal grooming products is usually conceptualised as a multi-component construct which includes

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- cognitive beliefs (e.g., "this shampoo is safe and effective"), affective responses (e.g., feeling good about using cruelty-free products), and behavioural tendencies (e.g., readiness to try or recommend green products).

Researchers measure attitude using Likert-type scales, often adapted from general green product attitude scales or designed specifically for cosmetics. Items may ask respondents how favourable or unfavourable they feel towards green cosmetics, how likely they are to choose them over conventional options, and how important environmental or health benefits are in their grooming choices.

5.2. Determinants of attitudes in cosmetics

Empirical studies show that attitudes towards green cosmetics are influenced by multiple factors such as:

- Environmental knowledge and awareness about chemicals and their risks (Chang & Chen, 2018).
- Perceived product effectiveness and quality; consumers do not want to sacrifice performance for "green" benefits.
- Perceived safety and health benefits; people often see natural or organic products as safer for skin and hair.
- Brand image, trust and certification; clear eco-labels and cruelty-free marks build positive attitudes.
- Social norms and peer influence, especially among youth and social media users.

Ali et al. (2025) found in North India that environmental concern, perceived health benefits and social norms significantly shape attitudes and purchase intentions for green cosmetic products. Widiantari & Rachmawati (2023) show similar patterns in Indonesia, where environmental knowledge and concern increase favourable attitudes towards green cosmetics, which then lead to stronger purchase intentions.

5.3. Attitude–Intention Gap

Even when attitudes are positive, not all consumers purchase green grooming products regularly. Reasons for the attitude–intention or attitude–behaviour gap include - higher price relative to conventional products, limited availability in local stores, doubts about genuine "greenness" (greenwashing concerns), habit and inertia with existing brands. For example, Ali et al. (2025) reported that although many respondents express positive attitudes towards green cosmetics, intention is moderated by perceived price and trust in claims. Similar gaps are reported in other cosmetic and green product studies.

Values may help explain which consumers are more likely to overcome these barriers. Those with strong self-transcendence and conservation values may persist in choosing green options despite higher costs or limited availability, particularly if they see the choice as morally or culturally important (Mishra, 2018; Bhardwaj et al., 2023).

6. REGIONAL AND CULTURAL DIMENSIONS WITH FOCUS ON NORTH-EAST INDIA

6.1. Cultural features of NE India

North-East India comprises eight states—Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura—home to over 200 ethnic communities speaking more than 400 languages and dialects. This diversity shapes distinct value orientations aligned with Schwartz's model. Strong community bonds and collectivism reflect benevolence and universalism, emphasizing group welfare over individual gain. Close ties to nature, due to the region's 60% forest cover and Himalayan biodiversity hotspots, foster biospheric values—protecting rivers, forests, and wildlife as sacred duties.

Traditional grooming practices embody conservation values. Naga women use rice water and fermented herbs for hair strength; Khasi tribes in Meghalaya apply turmeric and wild ginger pastes for skin care; Mizo communities rely on bamboo charcoal scrubs. These practices prioritize tradition, security (natural safety over chemicals), and harmony with local ecosystems. Festivals like Bihu (Assam) or Hornbill (Nagaland) celebrate herbal beauty rituals, reinforcing cultural continuity. Yet, rapid urbanization in cities like Guwahati and Imphal, plus social media exposure, introduces openness-to-change values among youth, blending tribal herbalism with global "clean beauty" trends.

6.2. Existing evidence on green products in NE India

Empirical research on green products in NE India is emerging but fragmented, focusing more on awareness than value-attitude models. Ahmed et al., (2023) surveyed 400 consumers in Nagaland and found positive attitudes towards eco-friendly products (mean score 4.1/5), driven by environmental concern, but purchase limited by high prices and urban availability gaps. In Assam, a study of Guwahati college students (n=350) reported 68% awareness of organic personal care but only 32% regular purchases, citing trust issues with "greenwashing" (Haloi, 2021).

Meghalaya research on organic food and herbal cosmetics shows tribal women preferring local aloe vera and tea tree products over commercial brands, reflecting tradition values, though scaled production remains low (Narzary, 2021). A Manipur study linked environmental education programs to rising green FMCG interest among youth, but no Schwartz value integration (Neiba & Singh, 2024). Online green personal care sales data indicate growing e-commerce adoption in Shillong and Aizawl, yet region-specific attitude surveys are scarce.

These studies confirm environmental consciousness but lack depth on how NE cultural values (e.g., tribal herbalism, community norms) shape grooming-specific attitudes and intentions, creating a clear research opportunity.

6.3. Opportunities and gaps

From the point of view of this review, the main gaps include – there is no such integrated study in NE India that simultaneously measures Schwartz values, attitudes towards green personal grooming products, and purchase intentions; limited use of established TPB or VBN frameworks in the region for cosmetic products; and lack of segmentation by value profiles, which could reveal distinct consumer groups (e.g., traditional herbal users vs. modern clean beauty adopters). These gaps open a clear avenue for future research that combines value theory, attitude measurement, and regional cultural insights.

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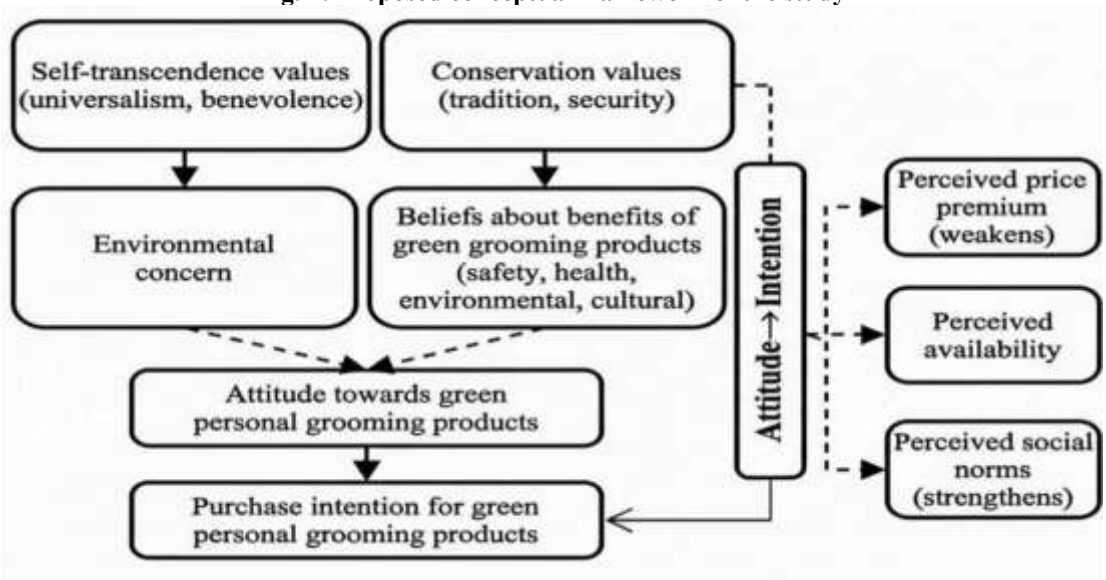
7. CONCEPTUAL FRAMEWORK AND FUTURE RESEARCH AGENDA

7.1. Proposed framework for NE India

Based on the reviewed literature, a conceptual framework for NE India can be proposed which would include the following: Self-transcendence values (universalism, benevolence) and conservation values (tradition, security) influence environmental concern and beliefs about the benefits of green personal grooming products (e.g., safer, more ethical, culturally appropriate). These beliefs shape overall attitude towards green personal grooming products. Attitude then predicts purchase intention. The attitude–intention relationship is moderated by contextual factors such as perceived price level, product availability, and social norms within tight-knit NE communities.

Openness-to-change and self-enhancement values can also play a role. For example, openness-to-change may lead consumers to try innovative green brands, while self-enhancement may push them towards green products if these are positioned as premium or fashionable.

Fig. 1: Proposed conceptual framework of the study



7.2. Research propositions

Several research propositions can be derived for future empirical work in NE India:

- P1: Higher self-transcendence values will be associated with stronger environmental concern among NE Indian consumers.
- P2: Environmental concern will positively influence attitudes towards green personal grooming products.
- P3: Conservation values related to tradition will positively influence attitudes towards herbal or locally inspired green grooming products.
- P4: Attitudes towards green personal grooming products will positively predict purchase intention.
- P5: Perceived price premium will weaken the relationship between attitude and purchase intention.
- P6: Perceived social norms supporting green grooming will strengthen the relationship between attitude and purchase intention.
- P7: The link between self-transcendence values and attitudes will be stronger among consumers who are more aware of traditional herbal practices and indigenous knowledge.

7.3. Methodological suggestions for empirical studies

Future empirical research in NE India can adopt relatively simple methods while still finding strong insights. In terms of survey design, structured questionnaires can be used with validated scales for Schwartz values (short-form SVS), environmental concern, attitude towards green products, and purchase intention (Kautish & Sharma, 2021; Jaiswal & Kant, 2018; Ali et al., 2025).For sampling data can be collected from students, working youth, and adults in urban and semi-urban areas of multiple NE states, using stratified sampling where possible. The analysis can be started with descriptive statistics and correlation analysis. Then regression or simple structural equation models could be done to test the proposed relationships. A mixed methods approach could be helpful by conduct focus groups or interviews with selected participants to explore how cultural values and herbal traditions shape grooming choices, and then these insights can be used again to refine survey items.

Such studies would be theoretically rich and valuable. Later, more advanced modelling can be applied such as multi-group comparisons across states or gender groups.

8. IMPLICATIONS

8.1. Theoretical implications

This review strengthens the case for integrating Schwartz human values into green consumption models, particularly for niche categories like personal grooming products. Self-transcendence values consistently drive environmental concern and positive attitudes across contexts, while conservation values show context-specific effects tied to cultural traditions (Mishra, 2018; Steg & de Groot, 2012). The proposed framework extends value–belief–norm theory by incorporating product-specific beliefs (safety, cultural fit) and regional

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moderators, offering a more nuanced path from values to intention.

For North-East India, it highlights how indigenous herbal knowledge may amplify tradition values' role in green attitudes, challenging universal value–attitude assumptions. Future research can test multi-group models across NE states or compare with other Indian regions, advancing cross-cultural consumer psychology. This also opens doors for longitudinal studies tracking value shifts amid urbanisation and digital influence on youth grooming preferences.

8.2. Managerial implications

Marketers can use value-based segmentation for targeted strategies. Self-transcendence consumers respond to campaigns emphasizing environmental protection, chemical-free safety, and community health benefits like ads showing reduced plastic waste or protected local ecosystems. Conservation-oriented buyers in NE India prefer messaging linking products to traditional herbs like neem or aloe vera from regional forests, positioning green grooming as cultural continuity rather than novelty.

To close the attitude–intention gap, firms should address barriers: offer affordable entry-level packs, partner with local retailers in Guwahati or Shillong, and use eco-certifications to build trust. Digital strategies work well where influencer collaborations with NE youth can blend heritage stories with modern "clean beauty" trends, appealing to both tradition and openness-to-change values. Local co-branding with Assam or Meghalaya herbal producers could create authentic, region-specific lines.

8.3. Policy and social implications

Policymakers can craft value-sensitive campaigns to promote safer cosmetics. Frame green grooming as protecting family health and regional biodiversity, resonating with self-transcendence and security values. Support NE startups via subsidies for organic certification and market access, boosting rural economies while reducing chemical imports.

Educational programs in colleges should blend science (chemical risks) with culture (herbal traditions), empowering youth as green advocates. NGOs can run community workshops in tribal areas, documenting indigenous recipes for commercial viability. Overall, these steps align consumer values with sustainable development, fostering health, environment, and cultural preservation in NE India's unique context.

9. DISCUSSION AND CONCLUSION

This review paper has systematically explored the connections between Schwartz human values and consumer attitudes towards green personal grooming products, with a deliberate focus on creating a research agenda for North-East India. The synthesis reveals several key insights. First, self-transcendence mainly values universalism and benevolence which consistently comes out as strong drivers of environmental concern across global and Indian studies. These values foster beliefs that green grooming products offer tangible benefits like health safety, reduced chemical exposure, and environmental protection, which in turn shape positive attitudes (Mishra, 2018; Steg & de Groot, 2012; Kautish & Sharma, 2021). Conservation values, such as tradition and security, show more nuanced effects but often support attitudes towards herbal and culturally rooted products, especially in contexts where natural remedies align with longstanding practices. Second, attitudes towards green personal grooming products are well-documented as predictors of purchase intention, yet the persistent attitude–intention gap highlights practical barriers like price premiums, limited availability, and trust issues in green claims (Ali et al., 2025; Widiantari & Rachmawati, 2023). Values help explain why some consumers bridge this gap: those prioritizing self-transcendence or tradition are more resilient to these obstacles, viewing green choices as moral imperatives or cultural continuities.

However, the most interesting finding is the near-total absence of empirical work integrating Schwartz values with green grooming attitudes in North-East India. Despite the region's ethnic diversity, biodiversity, and deep herbal traditions which naturally align with self-transcendence and conservation values existing studies remain descriptive, focusing on general environmental awareness or organic food rather than cosmetics-specific attitudes and intentions (Ahmed et al., 2023). This represents a significant opportunity. NE India's close community ties may amplify social norms as attitude–intention moderators, while indigenous knowledge systems could strengthen the role of tradition values in product evaluations.

The proposed conceptual framework as shown in the Figure 1 offers a clear path forward, linking values to attitudes and intentions while accounting for regional moderators. The seven research propositions provide testable hypotheses suitable for straightforward survey designs using validated scales, making them accessible for graduate researchers and regional institutions. Future studies could start with cross-sectional surveys among urban youth in Assam, Meghalaya, and Nagaland, then expand to multi-state comparisons or longitudinal tracking of attitude shifts post-awareness campaigns. Theoretically, this work extends value–belief–norm models to the niche but growing domain of green personal grooming, emphasizing cultural contingencies. Practically it equips marketers with value-based segmentation strategies like environmental appeals for universalists, heritage narratives for traditionalists, and guides policymakers towards culturally resonant campaigns promoting safer cosmetics. By filling the NE India gap, such research can not only advance academic understanding but also support sustainable livelihoods through local herbal product innovation, aligning economic development with environmental stewardship in one of India's most biodiverse regions.

In summary, Schwartz values offer a powerful lens for decoding green grooming attitudes, and North-East India stands ready as a fertile testing ground. This review lays the groundwork and the next step would be an empirical action to transform insights into evidence and evidence into change.

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