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Herbal Cosmetic Products towards Consumer Buying Behaviour in India - An Overview

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ABSTRACT

Herbal cosmetics, referred as products, are formulated, using various permissible cosmetic ingredients to form the base which one or more herbal ingredients are used to provide defined cosmetic benefits and are called as “Herbal Cosmetics”. Herbs do not produce instant cures. They offer a way to put the body in tune with nature. A huge number of cosmetic and toiletry formulations have been designed and developed based upon Indian Herbs recently. Other than traditionally documented applications, some modern trials have also been using made the utility of Indian herbs in Personal Care products. The purpose of this paper is to investigate the various factors that have impact on buying decision of consumers. In this paper, respondents were selected by convenient sampling method and data was analyzed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on buying behavior. This study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

KEY WORDS: Consumer Behavior, Face Care, Body Care, Hand Care, HerbalCosmetics.

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INTRODUCTION

Consumer buying behavior is the sum total of a consumers attitudes, preference, intentions, and decisions regarding the consumers behavior in the market place when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.¹ Cosmetics that are meant to be used on the face and eye area are usually applied with a brush, a makeup sponge, or the fingertips. Most cosmetics are distinguished by the area of the body intended for application. Primer comes in formulas to suit individual skin conditions.² Cosmetics are products created for skin and hair care for the purpose of cleansing, beautifying and enhancing the attractive features.³ Skin care is not a modern trend. In fact, people in every civilization used cosmetics to protect and embellish their skin - which naturally leads us to conclude that this is a primordial need. Although cosmetic products have undergone many changes in modern times, the basic concept of using cosmetics to enhance the features of good health has not changed. Preserving a youthful complexion has been the holy grail of beauty since Cleopatra stepped into her legendary bath of milk more than 2,000 years ago.^{3,4} Herbal Cosmetics, hereinafter referred as products, are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to provide defined cosmetic benefits called as “Herbal Cosmetics.”⁵ When Hitler tried to ban make-up in Germany, German women refused to work. Roman women used to dye their hair darker with a mixture of boiled walnuts and leeks. The first cold cream was developed by Galen, a Greek physician. People from all these cultures used herbal concoctions with components like henna, sage and chamomile to darken their hair. Up to the late nineteenth century, women in Western countries secretly wore make-up made from mixtures of household products, as make-up was then deemed the domain of celebrities. Cosmetics were for the first time openly put up for sale in the early part of the twentieth century. At the end of the Second World War when people celebrated the return of their loved ones, there occurred a true surge in cosmetic sale and it still continues^{6,7}.

LITERATUREREVIEW:

Studies on consumer behavior particularly in the Indian context are limited some of such important studies are briefly reviewed in the following papers.

Subrahamanyam & others (1982) conducted a study on “Marketing of consumer goods” in Vishakhapatnam. It was found that large number of respondents purchased consumer products from private retail shop followed by super bazaar & consumer co-operative store and housewife played a vital role in taking purchase decision.

Ramakrishna Rao, Rama Raju & Ram Prasad (1987) conducted a survey on “Husband Wife Involvement in Buying Decision Making”. One of the major finding of the study is husband who are young highly educated & belong to high income group are relatively less dominated than their older, less educated & low income counterparts.

Singh J.D. (1981) conducted a survey on “A study of Brand loyalty in India”. The study concluded that Indian consumers have been found becoming more & more brand loyal. Depending upon the nature of the product, they have single or multiple brand loyalty are „quality of the product, „habit of use“ and „regular availability“ of the product.

Debiprasad Mukherjee (2012) conducted a study entitled „Impact of celebrity endorsement on Brand Image“. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match.

OBJECTIVE OF THE STUDY:-

1. To objective is to study the behavior of consumer towards herbal cosmetic in India.
2. To study the demographic profile of the sample respondents.
3. To analyze the level of satisfaction of the women’s towards cosmetic products
4. To analyze the buying behavior of women consumer towards cosmetic products.
5. To analyze the effect of media communication on buying behavior.

LIMITATION OF THE STUDY:

1. Time is the major limitation, which has affected the inferences drawn in the study.
2. As only one city was surveyed, it does not represent the overall view of the Indian market.

RESEARCH METHODOLOGY:

The methodology used in the study is as follow:

1. **Source of Data:** The study is based on both primary data & secondary data. The primary data has been collected by using a questionnaire and the secondary data has been collected from books, magazines and the internet.
2. **Tools for analysis:** The statistical tool used for the purpose of the analysis of this study in simple percentage technique and raking techniques. After the collection of the data through the questionnaire, editing was done carefully. Based on the response of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables & figures.

Analysis and Interpretation:

Factor Ranking Method: Under this method respondents were asked to assign the rank to the factors. The preference is taken as total score assigned to a factor. The factor scoring the least value is the most important rank & was determined with ascending order.

Table: 1 Demographic Characteristic of Respondents.

Particular		No of Respondents	Percent
AGE	Up to 20years	30	30
	20-30 years	42	42
	30-45 years	18	18
	Above 45 years	10	10
Gender	Male	48	48
	Female	52	52
Educational Qualification	Post level	37	37
	High School	13	13
	Graduate	30	30
	Primary level	20	20
Occupational	House wife	30	30
	Student	28	28
	Business	22	22
	Professional	20	20
Family monthly Income	Up to Rs.20000	25	25
	Rs.20000 -40000	30	30
	Rs.41000-60000	20	20
	Above Rs. 60000	25	25
Marital Status	Married	63	63
	Unmarried	37	37
Nature of family	Joint Family	46	46
	Nuclear Family	54	54
Total			100

Source: computed

Table:2 Preferred Places for Purchase of Cosmetics.

Sr.No.	Place	Score	Percentage
1.	Permanent Store	1.20	V
2.	Shopping Malls	4.12	I
3.	Co-operative Bazaars	3.02	II
4.	Private Bazaars	2.05	III
5.	Medical Shop	1.89	IV

Source: computed

It is clear from the above table that first preference is given to shopping mall followed by co-operative bazaars and private bazaar. The least preference is given to permanent store.

Table: 3 Preferred Factors While Purchasing Cosmetics.

Sr.No.	Factors	No.of Respondents	Percentage
1	Brand Name	15	15
2	Quality	75	75
3	Price	6	6
4	Any other	4	4
	Total	100	100

Source: computed

Above table shows that 75% of the respondents give preference to quality of product, 15% of the respondents consider brand name, 6% of the respondents consider price of the products & 4% of the respondents consider other factors.

Table: 4 Media Impact on Brand Selection.

Sr.No	Media	No. of Respondents	Percentage
1.	Television	30	30
2.	Magazines	12	12
3.	Newspaper	28	28
4.	Radio	01	01
5.	Hoarding	02	02
6.	Internet	25	25
7.	Any Other	02	02
	Total	100	100

Source: computed

The above table reveals that television has impact on 30% of the respondents, newspaper has impact on 28% of the respondents, and internet has impact on 25% of respondents. Thus majority of respondent brand selection was influenced by television and newspaper advertisement.

Table No: 5 Factors influenced on Choice of Brand of Cosmetics.

Sr.No	Particular	Score	Rank
1.	Advertisement	3.99	I
2.	Shop Display	2.43	V
3.	Friend	3.77	III
4.	Magazines	3.49	IV
5.	Doctor	3.93	II
6.	Impulse Buy	1.53	VI

Source: computed

Above data shows the factors that influenced respondents on choice of particular brand. Advertisement & doctor suggestion were most influenced factors whereas shop display & impulse buy were the least important factors for choice of particular brand of cosmetics.

FINDINGS:

1. Majority of the respondents preferred to purchase cosmetic products from permanent stores, private bazaars & medical shop as they feel it is easily available and products are of good quality.
2. Most of the respondents are interested to recommend the products of others.
3. Television has found more impact on consumer and widely used for receiving information about the product. The use of internet by students and highly education consumers are also emerging as important factor.
4. It has been observed that even though the cosmetic market is dominated by women's consumer.

SUGGESTIONS:

1. The cosmetics market becomes more complicated and competitive. So the display of cosmetic must be attractive. Then only the sale of cosmetics will increase.
2. Cosmetic sellers both in urban and rural areas should try to sell good quality cosmetics at reasonable cost and avoid selling of bogus or inferior quality which affects the skin and other parts of human-beings.
3. A company should market exclusive cosmetic products for women's consumers.

CONCLUSION

Herbal cosmetics are prepared, using permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to treat different skin ailments and for the beautification. The chemical formulation of all these cosmetic products includes addition of various natural additives like waxes, oils natural color, natural fragrances and parts of plants like leaves, etc. The Cosmeceuticals are agents that lie somewhere between pure cosmetics (lipstick and rouge) and pure drug (antibiotics, corticosteroids) methods. The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. While purchase of cosmetic product, the consumers are found more quality conscious preferred to purchase ayurvedic products, they wait for the brand during non- availability, become emerging as important source of information and in spite of impact of other factors, the actual brand decision is taken by themselves.

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