

# EXTENT OF PERSUADE OVER THE PROCURE OF GREEN COSMETICS

<sup>1</sup>Dr.G.B.Karthikeyan, <sup>2</sup>Mrs.Umarani

<sup>1</sup>Assistant Professor, <sup>2</sup>Ph.D Research Scholar

<sup>1</sup>Department of Commerce with International Business,

<sup>1</sup>Government Arts College, Coimbatore, India

**Abstract :** Green is the buzz word today it is of no exception in the wellness industry too. Image positioning is the delicate but important for the entire human today. People started spending their time and energy to project them in a better way and have a great intention to keep them in health and spirits.

**IndexTerms - Beauty, Emotion, Purchase, Cosmetics.**

## I. INTRODUCTION

Green is the buzz word today it is of no exception in the wellness industry too. Image positioning is the delicate but important for the entire human today. People started spending their time and energy to project them in a better way and have a great intention to keep them in health and spirits. Gone are the days only women spend lot of time in increasing their beauty, equally men are allocating the time for enhancing their image. This thought are radical difference in the opinion of the people have given a warm welcome to the beauty salons, SPA and the arena of Beauty and Wellness industry.

## II. REVIEW OF LITERATURE

The purchase of any product depends on two criterions viz., price and quality (Parsuraman 2003). It has extended to another variable brand (chernev1997).The Indian customers give more priority for the values which determine the emotion and function(Sinha2003).The increase in the sale of beauty and wellness products is due to the education given by the branded companies(Global cosmetic report 2004). In the due course importance of purchasing green cosmetics has increased among consumers as they believe it will affect neither the skin nor the beauty (Skim & Seaok2009).Such awareness has further doubled the sales (Hans& Bhom2011). Women thought that the usage of green products gives them the needed attraction and increases the value over presentation (Diagene2009). As it is a well known fact that the women give priority for beauty and fashion (Joy 2010). Equally men give importance for fashion and beauty care (Press 2000). It is all history that the men give preference for the purchase of car, electronic items and so on, they give importance for cosmetics also (Tuncay 2005). (Weber and Villbone 2002) have identified the factors which influence the purchase of cosmetics was price, quality, packaging, advertising, promotion, recognition, knowledge of sales person. Further (Parry 2005) stated that men and women consumers use or purchase cosmetic items such as moisturizer, exfoliating creams, facial scrubs, skin toner, specialised shampoo, conditioner, and lotions.

## III. OBJECTIVE OF THE STUDY

- To analyse the degree of influence over the purchase of green cosmetics.

## IV. RESEARCH DESIGN

For the purpose of the study the Coimbatore city has been chosen. In order to collect the required information from the users, the factors influence the purchase stated by Weber and villbone has been taken in to account. The survey instrument was distributed to those consumers who came for varied services in the beauty salons, and SPA centers. The survey instrument was distributed at random to those who were comfortably seated in the salons and spa centres, for getting the services, specifying the method of sampling is random and around 250 instruments were distributed and the researcher was able to get only 120 instruments which were properly filled in. As the study moved on getting the opinion of the consumers over green cosmetics purchase the study is descriptive in nature. The collected survey instrument was compiled through the help of SPSS software version 12 and the computed details were presented in the form of table using the tools viz, frequency analysis and Chi square test.

**Table1: Demographic profile of the Respondents.**

S.No	Age of the Respondent	Frequency	Percent
1	Under 18	22	18.3
2	18-24	43	35.8
3	25-34	33	27.5
4	35 and above	22	18.3
	Total	120	100.0
S.No	Gender of the Respondent	Frequency	Percent

1	Male	56	46.7
2	Female	64	53.3
	Total	120	100.0
<b>S.No</b>	<b>Occupation of the Respondent</b>	<b>Frequency</b>	<b>Percent</b>
1	Agriculture	14	11.7
2	Professionals	33	27.5
3	Employee	54	45.0
4	Business	19	15.8
	Total	120	100.0
<b>S.No</b>	<b>Monthly income of the Respondent</b>	<b>Frequency</b>	<b>Percent</b>
1	Below 25000	11	9.2
2	25001 – 35000	31	25.8
3	35001 – 45000	67	55.8
4	Above 45000	11	9.2
	Total	120	100.0
<b>S.No</b>	<b>Marital status of the Respondent</b>	<b>Frequency</b>	<b>Percent</b>
1	Single	45	37.5
2	Married	75	62.5
	Total	120	100.0

Source: Computed from primary data

From the above data, it is evident that maximum 35.8 percent of the respondents are from the age group of 18 – 24 years followed by 25 – 34 years 27.5 percent. The lowest number of respondents are over 35 years and above and under 18 sharing 18.3 percent respectively. A vast majority (53.3%) of the respondents were female and males comprised of only 46.7% of the total sample. Occupation wise, the respondents are distributed as nearly 54 (45%) are employees and almost 33 (27.5%) are professionals 19 (15.8) Business people followed by 14 (11.7) are involved in agriculture. The income wise, table indicates that 67 (55.8%) of respondents earning between 35,001- 45000 and 31 (25.8%) of respondents earning between 25,001 -35000 followed by 11 (9.2%) of respondents earning between below 25000 and above 45000 sharing 9.2 respectively. A major part 75 (62.5%) of the respondents are married and 45 (37.5%) of the respondents are unmarried.

**Table 2 Degree of Influence over purchase of green cosmetics.**

<b>S.No</b>	<b>Suitability to skin</b>	<b>Frequency</b>	<b>Percent</b>
1	High influence	58	48.3
2	Medium influence	42	35.0
3	Low influence	20	16.7
	Total	120	100.0
<b>S.No</b>	<b>Quality</b>	<b>Frequency</b>	<b>Percent</b>
1	High influence	88	73.3
2	Medium influence	32	26.7
3	Low influence	0	0
	Total	120	100.0
<b>S.No</b>	<b>Usage experience</b>	<b>Frequency</b>	<b>Percent</b>
1	High influence	47	39.2
2	Medium influence	52	43.3
3	Low influence	21	17.5
	Total	120	100.0
<b>S.No</b>	<b>Impact of appearance</b>	<b>Frequency</b>	<b>Percent</b>
1	High influence	39	32.5
2	Medium influence	48	40.0
3	Low influence	33	27.5
	Total	120	100.0
<b>S.No</b>	<b>Consistency</b>	<b>Frequency</b>	<b>Percent</b>
1	High influence	43	35.8
2	Medium influence	65	54.2
3	Low influence	12	10.0
	Total	120	100.0
<b>S.No</b>	<b>Naturalness</b>	<b>Frequency</b>	<b>Percent</b>
1	High influence	52	43.3
2	Medium influence	40	33.3
3	Low influence	28	23.3
	Total	120	100.0

S.No	Not delicate	Frequency	Percent
1	High influence	35	29.2
2	Medium influence	39	32.5
3	Low influence	46	38.3
	Total	120	100.0
S.No	Price	Frequency	Percent
1	High influence	38	31.7
2	Medium influence	58	48.3
3	Low influence	24	20.0
	Total	120	100.0
S.No	Packaging	Frequency	Percent
1	High influence	61	50.8
2	Medium influence	26	21.7
3	Low influence	33	27.5
	Total	120	100.0
S.No	Advertising	Frequency	Percent
1	High influence	46	38.3
2	Medium influence	55	45.8
3	Low influence	19	15.8
	Total	120	100.0
S.No	Promotion	Frequency	Percent
1	High influence	75	62.5
2	Medium influence	30	25.0
3	Low influence	15	12.5
	Total	120	100.0
S.No	Recognition	Frequency	Percent
1	High influence	48	40.0
2	Medium influence	45	37.5
3	Low influence	27	22.5
	Total	120	100.0
S.No	Knowledge of sales person	Frequency	Percent
1	High influence	36	30.0
2	Medium influence	63	52.5
3	Low influence	21	17.5
	Total	120	100.0

Source: Computed from primary data

It is found from the panel 1 that the 48.3% of the respondent have high influence towards suitability of skin, while 35% of the respondents have moderate influence and 16.7% of the respondents have low influence. It is could be observed from the panel 2 that the 73.3% of the respondent have high influence towards quality and 26.7% of the respondent have moderate influence. It is found from the panel 3 that the 43.3% of the respondent have moderate influence towards usage experience, while 39.2% of the respondents have high influence and 17.5% of the respondents have low influence. It is clear from the panel 4 that the 40% of the respondent have moderate influence towards impact of appearance, while 32.5% of the respondents have high influence and 27.5% of the respondents have low influence. It is clear from the panel 5 that the 54.2% of the respondent have moderate influence towards consistency, while 35.8% of the respondents have high influence and 10% of the respondents have low influence. It is noted from the panel 6 that the 43.3% of the respondent have high influence towards naturalness, while 33.3% of the respondents have moderate influence and 23.3% of the respondents have low influence. It is could be from the panel 7 that the 38.3% of the respondent have low influence towards cosmetics are not delicate, while 32.5% of the respondent have moderate influence and 29.2% of the respondent have high influence. It is noted from the panel 8 that the 48.3% of the respondent have moderate influence towards price, while 31.7% of the respondents have high influence and 20% of the respondents have low influence. It is found from the panel 9 that the 50.8% of the respondent have high influence towards packaging, while 27.5% of the respondents have low influence and 21.7% of the respondents have moderate influence. It is indicated from the panel 10 that the 45.8% of the respondent have moderate influence towards advertising, while 38.3% of the respondents have high influence and 15.8% of the respondents have low influence. It is noted from the panel 11 that the 62.5% of the respondent have high influence towards promotion, while 25% of the respondents have moderate influence and 12.5% of the respondents have low influence. It is found from the panel 12 that the 62.5% of the respondent have high influence towards recognition, while 37.5% of the respondents have moderate influence and 22.5% of the respondents have low influence. It is observed from the panel 13 that the 52.5% of the respondent have moderate influence towards knowledge of sales person, while 30% of the respondents have high influence and 17.5% of the respondents have low influence.

Table – 3 CHI – SQUARE ANALYSIS

**H0:** There is no significant association between the demographic factors and the factors influencing purchase.

**H1:** There is a significant association between demographic factors and the factors influencing purchase.

S.No	Suitability to skin	Value	df	Asymp. Sig. (2-sided)	Result
1	Age	3.704	6	.717	NS
2	Gender	22.636	2	.000	S
3	Occupation	22.820	6	.000	S
4	Monthly Income	14.520	6	.017	S
5	Marital Status	8.737	2	.019	S
S.No	Quality	Value	df	Asymp. Sig. (2-sided)	Result
1	Age	0.487	6	0.922	NS
2	Gender	6.028	1	0.014	S
3	Occupation	11.523	3	0.018	S
4	Monthly Income	14.123	3	0.011	S
5	Marital Status	6.023	1	0.013	S
S.No	Usage experience	Value	df	Asymp. Sig. (2-sided)	Result
1	Age	7.053	6	0.060	NS
2	Gender	7.983	2	0.027	S
3	Occupation	22.059	6	0.000	S
4	Monthly Income	14.532	6	0.031	S
5	Marital Status	19.721	2	0.022	S
S.No	Impact of appearance	Value	df	Asymp. Sig. (2-sided)	Result
1	Age	10.125	6	0.057	NS
2	Gender	6.179	2	0.046	S
3	Occupation	15.023	6	0.021	S
4	Monthly Income	14.094	6	0.029	S
5	Marital Status	7.182	2	0.031	S
S.No	Consistency	Value	df	Asymp. Sig. (2-sided)	Result
1	Age	14.052	6	0.037	NS
2	Gender	16.528	2	0.000	S
3	Occupation	21.021	6	0.007	S
4	Monthly Income	17.051	6	0.029	S
5	Marital Status	14.036	2	0.038	S
S.No	Naturalness	Value	df	Asymp. Sig. (2-sided)	Result

1	Age	5.211	6	0.517	NS
2	Gender	22.229	2	0.000	S
3	Occupation	24.159	6	0.000	S
4	Monthly Income	14.762	6	0.022	S
5	Marital Status	22.003	2	0.000	S
<b>S.No</b>	<b>Cosmetics are not delicate</b>	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>	<b>Result</b>
1	Age	3.943	6	0.684	NS
2	Gender	12.301	2	0.000	S
3	Occupation	17.055	6	0.017	S
4	Monthly Income	14.490	6	0.025	S
5	Marital Status	7.380	2	0.031	S
<b>S.No</b>	<b>Price</b>	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>	<b>Result</b>
1	Age	2.453	6	0.874	NS
2	Gender	13.031	2	0.000	S
3	Occupation	23.557	6	0.000	S
4	Monthly Income	18.953	6	0.004	S
5	Marital Status	22.226	2	0.000	S
<b>S.No</b>	<b>Packaging</b>	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>	<b>Result</b>
1	Age	1.728	6	0.943	NS
2	Gender	12.288	2	0.002	S
3	Occupation	23.777	6	0.001	S
4	Monthly Income	15.604	6	0.015	S
5	Marital Status	17.328	2	0.009	S
<b>S.No</b>	<b>Advertising</b>	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>	<b>Result</b>
1	Age	4.372	6	0.626	NS
2	Gender	13.306	2	0.000	S
3	Occupation	24.229	6	0.000	S
4	Monthly Income	23.819	6	0.000	S
5	Marital Status	17.528	2	0.021	S
<b>S.No</b>	<b>Promotion</b>	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>	<b>Result</b>
1	Age	2.754	6	0.839	NS
2	Gender	22.045	2	0.000	S
3	Occupation	16.189	6	0.042	S

4	Monthly Income	24.333	6	0.000	S
5	Marital Status	8.725	2	0.013	S
<b>S.No</b>	<b>Recognition</b>	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>	<b>Result</b>
1	Age	6.475	6	0.372	NS
2	Gender	30.218	2	0.000	S
3	Occupation	23.682	6	0.000	S
4	Monthly Income	16.689	6	0.010	S
5	Marital Status	21.734	2	0.001	S
<b>S.No</b>	<b>Knowledge of sales person</b>	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>	<b>Result</b>
1	Age	6.721	6	0.347	NS
2	Gender	4.375	2	0.112	NS
3	Occupation	4.586	6	0.598	NS
4	Monthly Income	27.774	6	0.000	S
5	Marital Status	1.414	2	0.493	NS

## V. CONCLUSION

The various global brands such as Lakme, Revlon, Oriflame, L'oreal, Chambor, Maybelline, Elle, Avron, Burberry, Yardley, have a wide range of product to serve in the beauty and wellness packs. As the volume of sales of these brands was 4.68 USD billion in the year 2012, it has increased to 5.23 billion in the year 2013, 5.87 in the year 2014, 6.62 in the year 2015; and 7.50, 8.04 in the years of 2016 and 2017 respectively. (Assocham India 2017) The green cosmetic products are also in the march of capturing the market to the level maximum. From the study it was observed that all the factors of purchase have various degree of influence according to the taste and preference of the consumers who took part in the study. But it is well understood that the age component is nonsignificant in all the factors which influence the purchase and all other personal factors such as gender, occupation, monthly income, and marital status have significance over the purchase. In the global level the top brands which have positioned in India give a lot of advertisement to capture the non captured. Equally the green cosmetics have to propoganda their marketing techniques to reach the customer base. As the whole world is on the move to green cosmetics, marketers have to frame appropriate strategies to push and pull the sales of green cosmetics.

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