

ANALYZING SKIN TYPE EFFECT ON MOTIVATIONAL FACTORS OF CONSUMERS PURCHASE BEHAVIOR IN CONTEXT OF HERBAL COSMETICS IN CHENNAI

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ABSTRACT:

Home grown beautifiers are the arrangements used to upgrade and improved the human appearance. The point of the present research was to plan and arranged home grown cream to dampen and sustaining the skin. The present research intended to explore factors that affect consumers' purchasing behaviour of herbal cosmetics suitable for their skincare needs. Practically all cutting edge individuals utilize some restorative items consistently, and these items have become every day necessities. Be that as it may, the micro plastics and synthetic compounds contained in conventional beauty care products can have an adverse effect both on the characteristic world and on individuals' prosperity. In the course of the most recent couple of decades, buyers have been fonder of carrying on with a sound and feasible way of life. They have been progressively stressed over the negative effect of destructive makeup synthetic fixings on their wellbeing. They have likewise been progressively mindful of an immediate or a backhanded negative effect applied on the indigenous habitat and social welfare brought by their buy choices.

KAYWORDS: *Beauty Products, Cosmetics, Herbal Cosmetics, Consumer Behavior, Skin Care.*

INTRODUCTION

The rise of normal cosmetics items is considered not exclusively to address purchasers' issue of sound, naturally inviting and moral convictions yet additionally to advance the entire beauty care products industry to create in a supportable manner (Matic and Puh, 2016; Sahota, 2014). Common restorative items are predominantly made of plant-based materials from agrarian based generation (Philippe et al., 2012). Because of customers' sound and economical ways of life, makeup organizations in the entire business have been effectively creating characteristic

fixings to make better conditions for the improvement of the common beautifying agents advertise (Kerdudo et al., 2016; Philippe, 2012). Clearly, regular beauty care products have become an inescapable pattern (Nielsen, 2018). Another examination predicts that the worldwide common beauty care products market will become 9.4% in the following five years (Future Market Insights, 2019). Countless specialty regular beauty care products (brands from little organizations) that speak to customers' wellbeing and economical ways of life have risen available (Sahota, 2014).

In any case, when an ever increasing number of common restorative contributions show up available, do they truly carry manageability to the entire business? Truth be told, different sorts of cases of normal beautifying agents available, for example, "common", "natural", "manageable", "eco-friendly", "herbal", "nutrient", and so forth make purchasers befuddled during the buying process (Herich, 2018; Hsu et al., 2017). As indicated by Nielsen (2018), the United States, one of the primary nations of common makeup utilization, deals in 2017 fell 1.2% from 2016 in light of the fact that an ever increasing number of buyers have less trust in brands who essentially guarantee they are regular. These brands professing to be regular need to substantiate themselves legitimately. Purchasers may lean toward brands to state which fixing is excluded from the items (Nielsen, 2018). All the more worryingly, these cases don't plainly pass on to buyers the wellbeing and impacts of characteristic beauty care products sold available, uncovering the escape clauses of the present supervision from specialists (Klaschka, 2016).

From the most recent decade onwards individuals turned out to be progressively worried about their wellbeing because of which they are utilizing a greater amount of herbal items. Herbal items can be expressed as having less of an effect on the earth and are less harming to human wellbeing than traditional items, and consequently are additionally called as maintainable or condition cordial items. Herbal items are delivered from reused components, (i.e., the disintegration of deposits of nourishment and nourishment items rather than concoction composts) are produced in a more vitality preservationist way, or are provided to the market with increasingly natural benevolent way. In this way, individuals are getting progressively mindful about the idea of condition and wellbeing cognizance. This lessens the use of customary items. Ordinary items are those produced in the traditional manner. They are not being delivered remembering ecological contemplations. In the present aggressive situation herbal items are contending with the ordinary or standard (items created by customary methods). But, this

utilization design isn't material to all pieces of the general public. Information and mindfulness about the herbal items assume an imperative job in empowering the clients to utilize them. In any case, this mindfulness and information don't exist comprehensively all through every one of the circles of the general public, in this manner limiting the utilization of the herbal items. From the most recent decade onwards, we have begun utilizing the herbal items and it will require some investment before it enters to all pieces of the general public. In contrast with the regular items, herbal items are commonly biodegradable, non-lethal in nature and greater condition neighborly. In the books written by Rajam Murly talked about a few qualities that an item should must be viewed as a "herbal" item. They battled that a herbal item ought not imperil the soundness of individuals or creatures, harm nature at any phase of its life, including assembling, use, and transfer, expend a lopsided measure of vitality and different assets during production, use, or transfer, cause superfluous waste, either because of over the top bundling or a short valuable life, include the pointless utilization of or savagery to creatures and use materials got from undermined species or conditions.

Skin Type

Skin care items ought to be chosen to coordinate skin type and address skin condition. As all skin types age, skin loses volume and thickness, almost negligible differences and wrinkles show up and changes in pigmentation can happen. Comprehension and estimating these indications of maturing encourages us to decide the state of our skin. There are four essential kinds of sound skin: typical, dry, slick and mix skin. Skin type is dictated by hereditary qualities. The state of our skin can, nonetheless, fluctuate enormously as indicated by the different interior and outer components it is exposed to. Dry' is utilized to portray a skin type that produces less sebum than typical skin. Because of the absence of sebum, dry skin comes up short on the lipids that it needs to hold dampness and manufacture a defensive shield against outer impacts. 'Sleek' is utilized to depict a skin type with increased sebum generation. This over generation is known as seborrhea. Typical' is a term generally used to allude to well-adjusted skin. The logical term for well-adjusted skin is eudermic. The T-zone (brow, jaw and nose) might be somewhat sleek, yet by and large sebum and dampness is adjusted and the skin is neither too slick nor excessively dry.

1. For Dry Skin: Example of Herbs Rubia Cardifolia (Manjista), Triphla, Tulsi, Glycerihza glabra in sesame oil.

Natural product face covers Banana or avocado mash.

2. For Sensitive Skin: Example of Herbs Usheero, Curcuma longa, Triphala, Azadirctra indica mustaka, Nimba in coconut oil. Natural product face veil Banana or pineapple mash.

3. For Oily Skin: Example of Herbs Tulsi, Idhora, Nimba, Curcuma longa. Organic product faces cover Strawberry or papaya mash.

Data Analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dry Skin	78	33.8	33.8	33.8
	Oily Skin	73	31.6	31.6	65.4
	Normal Skin	80	34.6	34.6	100.0
	Total	231	100.0	100.0	

The above Table represents that the respondents of the selected population for the study is representing the whole population clearly as they have different skin type groups. 78 respondents were having dry skin (33.8%), 73 are having Oily Skin(31.6%) and 80 are having Normal Skin (34.6%) skin type group in the pool of 231 responses, who have been using herbal skin care cosmetics of RM Herbals to respond appropriately, have voluntarily participated in the study. To make easy to understand comparisons among the groups of variables and the above discussed data also portrayed in Pie charts.

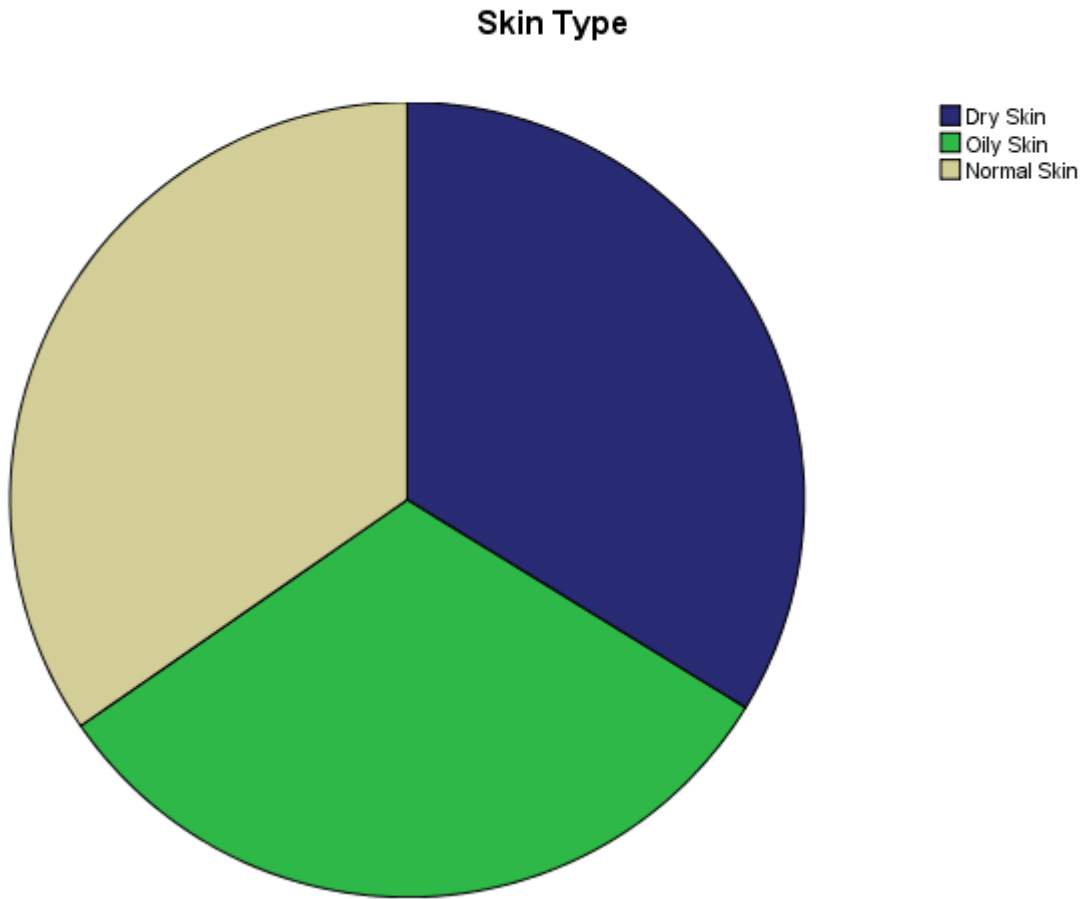


Figure 1

H₀ 1- Motivational factors for purchasing of herbal skin care cosmetics do not significantly differs for different kind of consumers skin in context of RM Herbals consumers in Chennai.

Table: 2 ANOVA (SKIN TYPE)

DEPENDENT VARIABLE		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.	RESULTS
Environmental concern	Between Groups	4.930	2	4.930	.369	.544	
	Within Groups	5711.279	228	13.375			Accepted
	Total	5716.210	230				
Economical concern	Between Groups	1.462	2	1.462	.833	.362	
	Within Groups	651.069	228	1.755			Accepted
	Total	652.531	230				
Societal concern	Between Groups	6.220	2	6.220	.405	.525	
	Within Groups	11677.806	228	15.366			Accepted
	Total	11684.026	230				

Health concern	Between Groups	211.909	2	52.977	1.110	.351	
	Within Groups	36126.433	228	47.723			Accepted
	Total	36338.343	230				
Patriotically concern	Between Groups	.005	2	.005	.003	.958	
	Within Groups	647.068	228	1.744			Accepted
	Total	647.072	230				
General concern	Between Groups	.138	2	.138	.082	.775	
	Within Groups	628.168	228	1.693			Accepted
	Total	628.306	230				

The above Table, ANOVA statistics has been derived from SPSS output, shows that variance in between and within the Environmental concern, Economical concern, Societal concern, Health concern, Patriotic concern, and General concern, groups in frame of different Skin type of the consumers of RM Herbal cosmetics in Chennai.

The above table displays the results, due to chance factor at 5% significance level, as the calculated value (F Ratio) of the said variables e.g. Environmental concern, Economical concern, Societal concern, Health concern, Patriotic concern and General concern are .369, .833, .405, 1.110, .003, and .082, and all are less than the critical value. Hence the originated results could be inferred as customers responses do not differ significantly for said variables in context of different Skin type of the consumers of RM Herbal cosmetics in Chennai.

Findings & Conclusions

The study finds that the different Skin type status of the respondents do not have significant difference on Environmental concern, Economical concern, Societal concern, Health concern, Patriotic concern, and General concern in frame of RM Herbals skin care cosmetics in Chennai. As one of the perceptions of the examination is that the different skin type consumers are similarly willing to use as their other partners, but lack of firm responsiveness and perceived risks they don't. In this way, due consideration ought to be paid to keep up customer education of the Herbal cosmetics products being served to them to satisfy their yearnings. The example for this examination included just herbal skin care beauty products buyers of RM Herbals. Tireless non-adopters, imminent adopters and overwhelming clients may be affected by various components to acknowledge or utilize Herbal cosmetics marketers. Hence the after effects of this investigation ought to be translated as just understanding online shopping clients who are

buying herbal skin care beauty products clients of Herbal cosmetics.

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