A STUDY ON BUYING BEHAVIOUR OF HERBAL COSMETICS AMONG WOMEN CONSUMERS WITH REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

Cosmetics are expensive products and the major reason behind the exorbitant cost is the heavy amounts paid to the models, who endorse these products or advertising agencies that produce such advertisements and create a market for the product. Ultimately the person who really pays for all this is the end-user that is the consumer, as all these costs are added to
the cost of the product. But with the modern era, the demand towards the cosmetic products has been increasing due to craze of using cosmetic among generation Y people, particularly the girl studying with colleges. The main objective of the study is to analyze the attitude of the girl customers towards cosmetic products. For this purpose a sample of 250 was collected from girl respondents who were studying in various colleges in Coimbatore district were percentage analysis, descriptive statistics, Kruskal Wallis test, One-way Anova and factor analysis were used as tools to analyze the data. The conclusion is that the girl customers are satisfied towards cosmetic products available with the market and further enhancement has to be done with products towards further satisfaction.

Keywords: Cosmetics, Women consumers and Buying behaviour

INTRODUCTION

Beauty is the phenomenon of the experience of pleasure, through the perception of balance and proportion of stimulus. It involves the cognition of a balanced form and structure that elicits attraction and appeal towards a person, animal, inanimate object, scene, music, idea, etc. Understanding the nature and meaning of beauty is one of the key themes in the philosophical discipline known as aesthetics. It is well known that people's skills develop and change through their sense of beauty. Beauty is something that we recognize instinctively. A baby of three months will smile longer at a face judged by adults to be "attractive". Such beauty signals health and fertility. Long lustrous hair has always been a sign of good health; mascara makes eyes look bigger and younger; blusher and red lipstick mimic signs of sexual arousal.

The Indian cosmetic market, which has been traditionally a stronghold of a few major Indian players like Lakme and Ponds has seen a lot of foreign entrants to the market in the last decade. India is a very price sensitive market and the cosmetics and personal care product companies, especially the new entrants have had to work out new innovative strategies to suit Indian preferences and budgets to establish a hold on the market and establish a niche market for them.

Given the price-sensitivity of the Indian consumer who do not normally prefer to fork out a large sum at one time, many cosmetic and toiletries companies launched their products in smaller pack sizes to make them more affordable. HUL and Revlon were the first to introduce small pack sizes. Revlon introduced its small-range of 8 ml nail polishes and lipsticks, and its strategy was soon followed by other major Indian companies as well. Small pack sizes have proved to be very popular in the Indian market as they offer consumer a lower purchase cost and the opportunity to try new products.

Stiff competition in the cosmetics and toiletries market also saw an increase in the range of new products being introduced for newer application concepts in the last few years. In the skin-care segment, from just creams and moisturizers, there has been an upgrade to value-added products such as under-eye wrinkle removing creams, dark circle removing creams, toners, sunscreen lotions, fairness creams and many more. The color cosmetics market saw new products such as smudge-proof lipsticks and mascaras, liquid lip color, and long-stay lipsticks being introduced. These specialized applications led to growth in volumes and also enabled companies to price the products at a premium, driving up value growth.

Service marketing strategies, such as point-of-sale advice and beauty counseling have shown to boosts sales of cosmetics and personal care products and driven growth in the Indian market. Beauty counselors or advisors at retail outlets have been very successful in gaining attention, creating product awareness and overcoming consumers' lack of familiarity with, and fears about many cosmetics and personal care products such as homemade permanents hair color cosmetics. Some companies, such as Lakme have even set up exclusive Lakme beauty parlors at major cities in India through the franchisee route. Major herbal cosmetics brands such as ShahnazHussain and Boutique also operate chains of salons through franchisees and offer specialized training courses to customers.

Companies continue to innovate on selling methods. Popular Indian brand, Ponds established consumer advisory cells and through touch screen counters and telephone help-lines offers advice on skin care. Another company, Baccarose, owners of the Chamber brand organizes tea party make-up sessions at major Indian cities. L'Oreal markets its range of specialized hair care products exclusively through salons and beauty parlors. L'Oreal currently is the only company in the market that has a hair color range tailored exclusively for parlors. The company was also the first to introduce modem hair color and shampoos for colored hair in the Indian market. A strong brand promotional campaign, good distribution network, constant product innovation and quality improvement, and the ability to provide a variety of quality products are some of the major reasons for the success of most companies. HUL, is currently India's largest cosmetics and personal care products producer and its brands has the dominant share (more than 50 percent) in segments such as personal wash, skin care, shampoos, lipsticks and nail polish.

STATEMENT OF PROBLEM

A study on consumer behaviour is becoming an increasingly important aspect to any organization. Before -launching any product/service, one has to understand the behaviour of consumer. This study depicts the huge need in research on cosmetics and Herbal cosmetics. Hence, the statement of problem taken for present research study is 'Consumer Behaviour towards Herbal Cosmetics in Coimbatore district with special reference to Himalaya Herbal Concepts'. Before launching or positioning of any product, especially products like Herbal cosmetics, the companies are required to study the behaviour of consumers on the following aspects. The psychology of how consumers think, feel and select between different brands of Herbal cosmetics and general cosmetics;

The psychology of how the consumer is influenced by his/her culture, family, peer group, media etc.

The behaviour of consumers while shopping of cosmetics;

Limitations in consumer information processing abilities;

How marketers can adopt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues helps cosmetics industries to adapt their strategies by taking the consumer into consideration. The rationale behind selecting Coimbatore district for taking-up a research study is; the district enjoys a salubrious climate, venerated monuments of all religions, beautiful sceneries, tallest hills, thick forest, eye catching falls, fully flowing rivers, famous temples, malnad region with coffee, tea and areca net plantations, and also maidan region with green shadow of paddy, sugar cane etc. People are exposed to consumption of all types of sophisticated goods and services and aesthetic delight and use several products for beauty and better appearance. The use of these products is on an increase and that has been taken as a problem towards the study.

SCOPE OF THE STUDY

As stated earlier, this study confines its analysis only with regard to consumer awareness, attitude and satisfaction towards herbal cosmetics in Coimbatore city. In order to make the study more microscopic, buying behavior in aspects like product (cosmetics), price, promotional activities and physical distribution of herbal cosmetic concepts have been studied. The primary data analyzed in the study refers to 2018-19. During this period the field survey was conducted. The main scope of the study is that it will help the companies know about the behaviour of customers towards herbal cosmetics.

RESEARCH METHODOLOGY

Research design: The plan and structure of research enquiry has been formulated by the researcher to obtain answers to research objectives.This research is designed by using the approach of 'Exploratory studies' as it carries out to make problem suited to more precise investigation and/or to frame a working hypothesis from an operational perspective.

Sampling technique: n As large population size is taken for the study convenience sampling technique is chosen as sampling method for the study.

Sample size: As the population size of the district is large a total of 250 was chosen as sample size for the data collected towards the study.

Statistical tools used: Percentage analysis, Kruskal Wallis test, OnewayAnova and Rank correlation

LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore city.
- The present research study is related to the period 2018-2019 only. Most of the consumers are unable to recall their previous experiences in the usage of cosmetics. Hence a longer period could not be considered for study.
- There may be a bias towards primary data collected from the respondents.

ANALYSIS AND INTERPRETATION

Demographic variables	Particulars	Frequency	Percent
Age	Below 20 years	54	21.6
	21-30 Years	101	40.4
	30-40 Years	66	26.4
	Above 40 Years	29	11.6
	Total	250	100
Gender	Male	71	28.4
	Female	179	71.6
	Total	250	100
Marital status	Married	72	28.8
	Unmarried	178	71.2
	Total	250	100
Age	Below Rs.10,000	34	13.6
	Rs.10,000 - Rs.20,000	116	46.4
	Rs.20,000-Rs.30,000	83	33.2
	Above Rs.30,000	17	6.8
	Total	250	100
Type of family	Nuclear Family	167	66.8
	Joint Family	83	33.2
	Total	250	100
Occupation	Professional	68	27.2
	Business	81	32.4

	Salaried	59	23.6
	Others	42	16.8
	Total	250	100
Educational Qualification	SSLC	62	24.8
	HSC	41	16.4
	UG/PG	58	23.2
	Others	89	35.6
	Total	250	100

Interpretation:

The above table shows about the age of the respondents were out of 250 respondents 21.6% from the age group below 20years, 40.4% from the age group between 21-30 Years, and 26.4% from the age group between 30-40 Years, 11.6% above 40 years of age.28.4% are male, 71.6% are female.28.8% are married, and 71.2% are unmarried.13.6% are earn below Rs.10,000, 46.4% are earn between Rs.10,000 - Rs.20,000, 33.2% are earning between Rs.20,000-Rs.30,000, and 6.8% are earning above Rs.30,000.66.8% are from nuclear family and 33.2% are from joint family.27.2% are working professionals, 32.4% are doing business, 23.6% are salaried persons, and 16.8% are other occupational category.24.8% have completed their SSLC, 16.4% have completed their high school, 23.2% have completed their under graduation and postgraduation, 35.6% have completed their other category courses.

Herbal cosmetics products mostly purchased by the respondents

	Frequency	Percent
Product name	29	11.6
Face care	18	7.2
Skin care	30	12.0
Body care	46	18.4
Hair care	59	23.6
Essential oil	21	8.4
Make up	21	8.4
Sun care	26	10.4
Total	250	100.0

The above table shows about kind of herbal cosmetics products mostly purchased by the respondents were out of 250 respondents 11.6% are mostly purchasing based on product name, 7.2% are mostly purchasing face care products, 12.0% are mostly purchasing skin care products, 18.4% are mostly purchasing body care products, 23.6% are mostly purchasing hair care products, 8.4% are mostly purchasing essential oil and make up based products and 10.4% are mostly purchasing sun care products. Its shows that most of the respondents are purchasing herbal cosmetics products.

COMPARISON BETWEEN GENDER AND SATISFACTION TOWARDS HERBAL COSMETICS PRODUCTS

H01: There is a no relationship between gender and satisfaction towards herbal cosmetics products.

	Gender	N	Mean Rank	Chi-Square	Asymp. Sig.
Face care	Male	71	132.10	1.989	0.020
	Female	179	122.88		
	Total	250			
Skin care	Male	71	133.13	1.192	0.007
	Female	179	122.47		
	Total	250			
Body care	Male	71	128.01	0.128	0.720
	Female	179	124.50		
	Total	250			
Hair care	Male	71	128.23	0.150	0.699
	Female	179	124.42		
	Total	250			
Essential oil	Male	71	121.97	0.247	0.619
	Female	179	126.90		
	Total	250			
Make up	Male	71	124.92	0.935	0.007
	Female	179	125.73		
	Total	250			
Sun care	Male	71	120.86	0.436	0.509
	Female	179	127.34		
	Total	250			

There is no relationship between gender and hair care (0.699), essential oil (0.619), and sun care (0.509), body care (0.720).

There is a relationship between face care (0.020), skin care (0.007), and make up (0.007).

Male respondents 132.10 have higher level of awareness towards face care herbal cosmetics products.

Female respondents 125.73 have higher level of awareness towards make up herbal cosmetics products.

COMPARISON BETWEEN MARITAL STATUS AND SATISFACTION TOWARDS HERBAL COSMETICS PRODUCTS

Ho2: There is a no relationship between marital status and satisfaction towards herbal cosmetics products.

	Marital status	N	Mean Rank	Chi-Square	Asymp. Sig.
Face care	Married	72	117.70	1.409	0.035
	Unmarried	178	128.65		
	Total	250			
Skin care	Married	72	133.12	1.215	0.000
	Unmarried	178	122.42		
	Total	250			
Body care	Married	72	130.61	0.541	0.462
	Unmarried	178	123.43		
	Total	250			
Hair care	Married	72	113.94	2.750	0.097
	Unmarried	178	130.17		
	Total	250			
Essential oil	Married	72	125.23	0.969	0.001
	Unmarried	178	125.61		
	Total	250			
Make up	Married	72	128.67	0.205	0.650
	Unmarried	178	124.22		
	Total	250			
Sun care	Married	72	127.47	0.778	0.040
	Unmarried	178	124.71		
	Total	250			

There is no relationship between marital status and hair care (0.097), and body care (0.462), make up (0.650)

There is a relationship between marital status and face care (0.035), skin care (0.000), and essential oil (0.001), sun care (0.040)

Unmarried respondents 128.65 have higher level of awareness towards face care herbal cosmetics products

Married respondents 133.12 have higher level of awareness towards skincare (133.12), essential oil (125.61) and sun care (127.47) herbal cosmetics products.

FINDINGS

Demographic variables are

- 40.4% of the respondents purchase cosmetic products are from the age group of between 21-30 years.
- 71.6% of the respondents purchase cosmetic products are female.
- 71.2% of the respondents purchase cosmetic products are unmarried.
- 46.4% of the respondents purchase cosmetic products earn between Rs.10, 000 - Rs.20, 000.
- 66.8% of the respondents purchase cosmetic products are from nuclear type of family.
- 32.4% of the respondents who purchase cosmetic products are doing business.
- 35.6% of the respondents completed their other category courses.

Awareness towards "herbal cosmetics products

- 70.4% of the respondents who purchase cosmetics are having awareness towards herbal cosmetics products.
- 30% of the respondents said that the cosmetic products are healthier.
- 50.4% of the respondents said that friends & relatives are the persons influencing to purchase herbal cosmetic products.
- 32% of the respondents are mostly preferring skin based herbal cosmetics products.
- 38% of the respondents are noticing MRP of the herbal cosmetic product purchased.
- 35.6% of the respondents are preferring herbal cosmetic products for their health problems.

SUGGESTIONS

- Since, most of college girl customers purchase herbal cosmetics, it is suggested to cosmetic manufacturers to produce and distribute more herbal cosmetics in order to tap the huge market potential among the college girl customers.
- Friends and family are the major buying influencer of cosmetic products for college girl customers and therefore, the manufacturers should make appropriate efforts to popularize their cosmetic products and their brands among the various peer groups.
- Beauty consciousness is the major reason which makes majority of the college girl customers purchases the cosmetic products. Hence, attempts are made to increase the beauty consciousness among the college girl customers through various sales promotional measures and suitable advertisements.

CONCLUSION

The conclusion is that the girl customers are satisfied towards cosmetic products available with the market and further enhancement has to be done with products towards further satisfaction.

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