

CONSUMER BEHAVIOUR TOWARDS ORGANIC & HERBAL PRODUCTS: COSMETIC INDUSTRY

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ABSTRACT:

When one thinks of the word cosmetic, one tends to visualize perfumes and makeup related products. However it is defined as the products which are applied externally to improve one's appearances. Cosmetics are of various types ranging from toothpastes to body make-ups, shampoos and various powders which helps to enhance one's feature. Cosmetics come in various categories like from organic make-up, herbal make-up, Ayurvedic and chemically induced make-up. The study of this research paper is to mainly focus on consumer's awareness towards organic as well as herbal make-up products and decisions influencing consumer purchasing behavioural patterns.

Keywords :- Cosmetics, Organic Makeup, Herbal Makeup, Consumer purchasing behaviour.

PURPOSE:

With constant innovations taking place in today's world, an individual's perception towards make-up has changed from chemically induced products to organic skin-care products. Since make-up has become a necessity in today's lifestyle and some people desire to maintain a youthful look by enhancing their features and also who want to improvise their looks are nowadays in search of chemical free products. Because organic as well as herbal care products are made with minimal chemical substances which are less harsh on one's skin, people have more inclination towards them.

OBJECTIVE OF THE STUDY:

- 1) To get a detailed view of Indian Consumers makeup choices.
- 2) To understand that why Indian Consumers are more inclined towards organic makeup products.

- 3) To understand the implication of organic makeup over chemically induced makeup
- 4) To know the leading Indian top organic Cosmetic brands.

LITRERATURE REVIEW:

“Cosmetics have been in use for thousands of years. The use of cosmetics has led to negative side effects, deformities, blindness, and even death through the ages.”

That is the most important reason why people are more inclined towards organic & herbal products. It mainly eliminates out synthetic chemicals and gives natural healthy skin. Basically it is gentle on skin. It contains nutrients which is good for your skin. Mainly for a sensitive skin it is bit difficult as makeup products becomes harsh on their skin. It irritates the skin. So mostly sensitive or oily skin people prefer organic makeup products. Even while using chemically induced products we tend to use many products like toner, Face serum, Concealer, Foundation, Primer, etc . Using of all these stuffs everyday may even lead to skin disease. Many pigmentations and blemishes may appear on your skin. Mainly for women who use daily makeup, for them organic products is very useful because it contains organic ingredients for maintain healthy skin rather than chemically induced make up. This paper highlightens Consumers buying behaviour towards organic and herbal healthcare makeup products.

The significance and importance is well explained in the “Consumer purchasing intention towards Organic industry” [1]. Basically this study was to consider buying behaviour pattern of US Consumers. This paper explained that in US how environmental consciousness and appearance consciousness affect the buying pattern of Consumers. This paper also stated that in order to increase the buying intention of consumers towards organic products retailers should adopt various different marketing strategies and should also emphasize on ecological beauty.

Also “A factor analysis on attitude characteristics of consumer buying behaviour for male cosmetic products in Pune city” done by Siddharth shiram shimpi and Dr.D.K.Sinha in November 2012 [2], also stated that attitude characteristics which affect the consumer behaviour pattern for male especially in Pune city. It explains that anxiety, self-esteem and self-representation affect male consumers to buy cosmetic products. The data analysis was done by considering male group of people from age 20 to 50.

The “Factors influencing attitude towards Halal Cosmetic among young adult urban Muslim women” [3] done by Azreen Jihan bt Che Mohd Hashim*, Rosidah Musa in 2013. It stated that there are two kinds of Consumers, One who is interested in using halal products and the other who is not interested in using halal products. They actually gathered out the information regarding issues that attribute the halal brands in cosmetic industry and also classified and differentiated the opinions of Muslim young women.

The importance of green marketing in cosmetic industry is well explained by SMRITI MATHUR in “ A study on attitude and perception of consumers and marketer towards Green Marketing with special reference to cosmetic industry published in 2018. In this paper

she states that “ Customer satisfaction will depend on the usage of green product and if satisfied they will recommend it to others and so every part is connected to each other”.

INDUSTRY LEADERS:

1) Khadi Natural Health Care: They are leading manufacturers and exporters who provide 100% paraben free handmade herbal products. The products are manufactured under the guidance of qualified Ayurveda doctors and are made of active herbal ingredients.

2) Forest Essentials: It is an Indian cosmetic company that specialises Ayurvedic preparations for its products .Its products are pure, fresh and natural made of living substances such as plants and their extracts. They contain all the necessary nutritive and balancing properties which are important in nourishment of skin.

3) Biotique: Is a blend of proven Ayurvedic therapies. Biotique products are based on botanical extracts of plants, herbs and trees and the protein content in their roots, leaves, flowers and fruits. Their products are 100 % vegetarian, environmentally friendly and biodegradable.

4) Soulflower: It is considered as one of the best organic brand in India as it specialises in handmade soaps and essential oils. The products are not animal tested and the products are also aroma based. Products are 100% vegetarian. Soaps are not just handmade but also hand wrapped.

5) Kama Ayurveda: It is one of the leading luxury brand in India. They provide a wide range of products which are plant based and are free from petrochemicals, urea, parabens and sulphates.

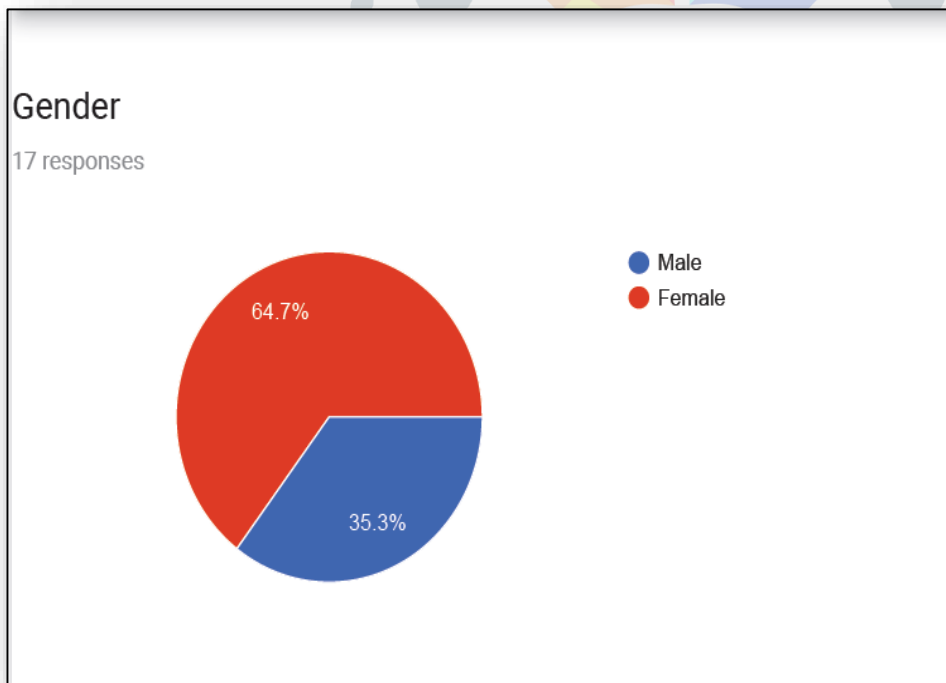
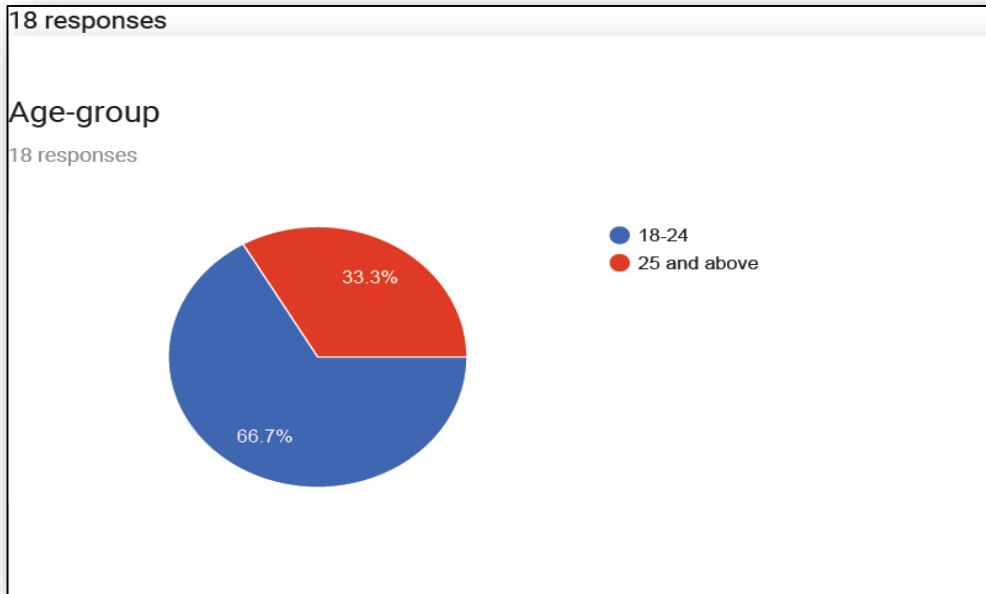
RESEARCH METHODOLOGY:

This research paper is restrained to study Consumer purchasing power or behaviour towards Organic & Herbal products towards chemically induced Makeup products.

The data for this research have been collected through a questionnaire created for the study. Also through various previous research papers and websites. A questionnaire was created for survey which included various questions regarding Organic& Herbal products.

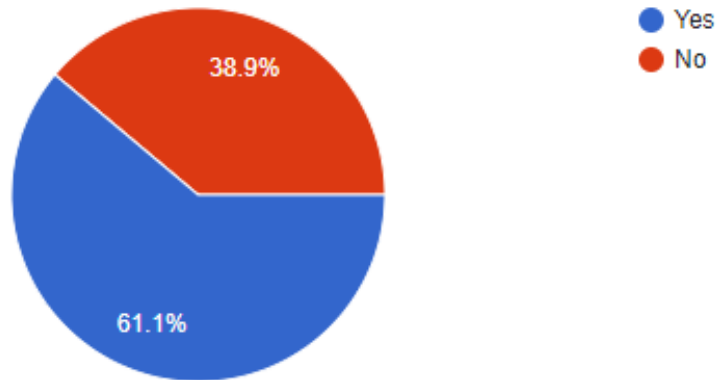
The responses of Consumers was more preferable towards Organic & Herbal makeup products than chemically induced products. Most of the people in our country are using Organic products for maintaining healthy natural glowing skin. Perception and preferences of various Organic products were different.

DATA ANALYSIS:



Do you wear make-up?

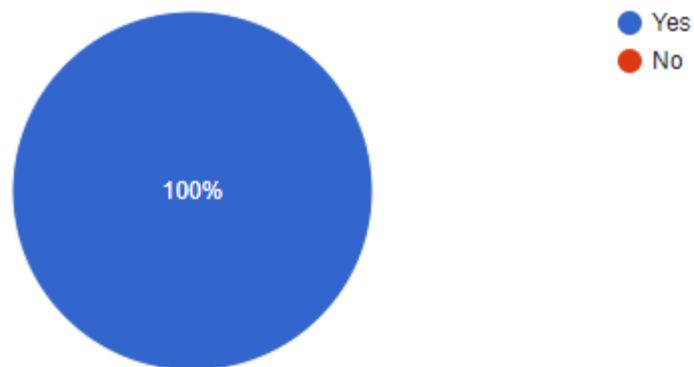
18 responses



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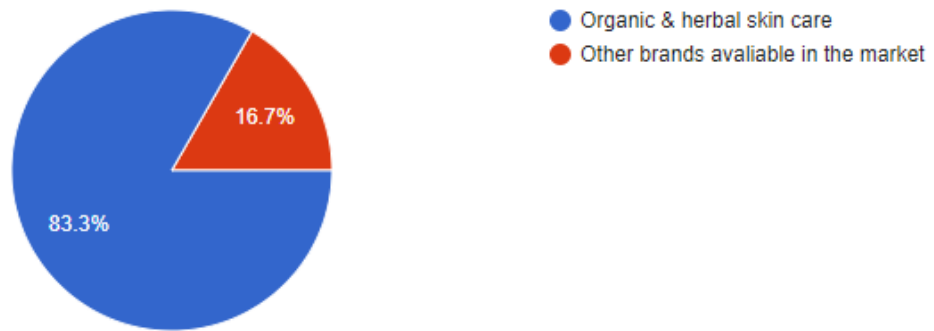
Do you believe in healty skin?

18 responses



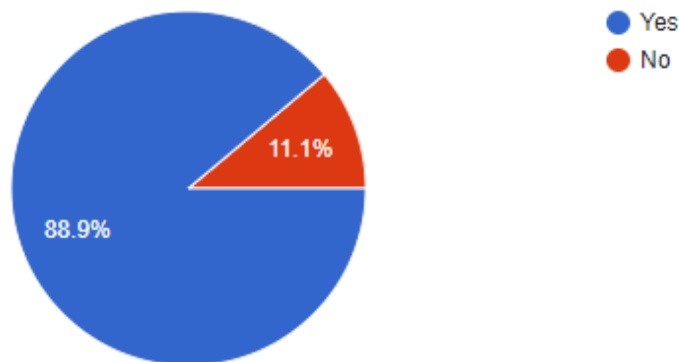
What do you prefer?

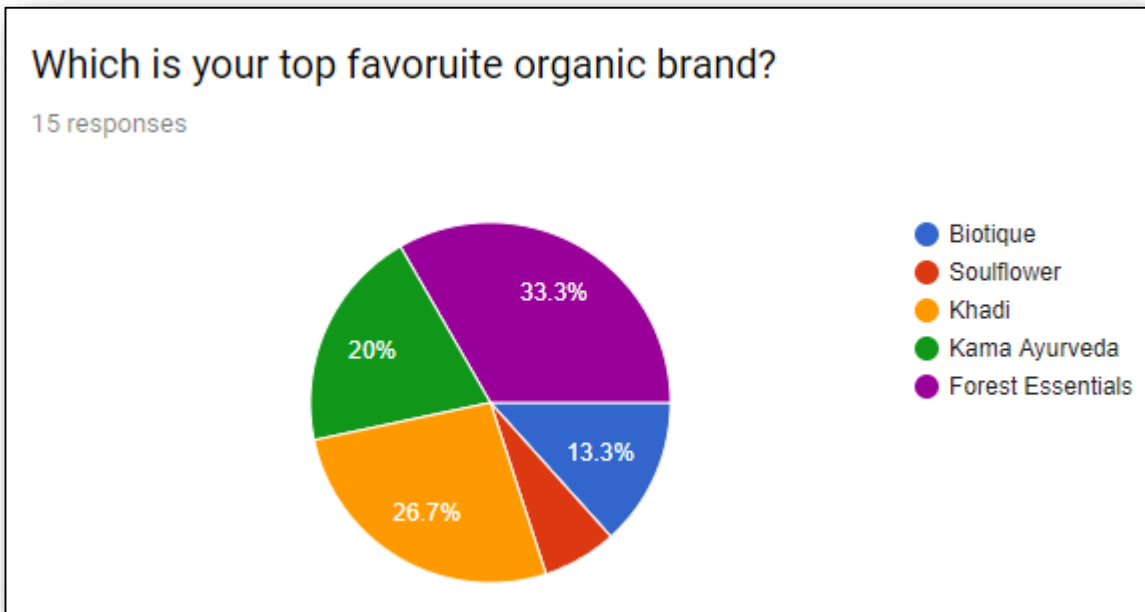
18 responses



Does organic & herbal cosmetics are costlier than regular products?

18 responses





INTERPRETATION:

As from the above given data we can interpret that gender is also playing a paramount role and everyone prefers to have a healthy skin. From age group of 18 to 24 tend to use makeup everyday that means teenagers and adult prefer more. It is not that wearing makeup on a daily basis but people prefer more of having healthy skin. It can also be analysed that people have become more conscious about their skin in this changing lifestyle and are hence inclining more towards Organic and herbal care products than other popular products available in the market. Now coming towards most picked up brand from the upon given data, Forest Essentials ranks the first place followed by Khadi and thereafter accordingly by the pie chart.

LIMITATIONS:

- 1) According to the survey consumers feel that Organic and Herbal care products tend to fall more on the costlier side than other regular products accessible in the market.
- 2) Presently ,in India (in some parts) if one has to have an access to these products there are no physical stores available as such so one have to serve the websites for the same.

3) Also it can be often noticed that upscale class people enjoy splurging on these kind of skin care products than mediocre people.

CONCLUSION:

We can now brief that consumers have now started to take care of their skin. According to the survey we have undertaken a lot of factors persuade an individual's consumer behaviour towards such products.

It can also be conclude that there is no association between gender and age group when it comes to achieving healthy skin.

As consumer behaviour is dynamic and complex organic products would be a hit or shall be in trend in the upcoming years.

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