



CONSUMER BUYING BEHAVIOUR TOWARDS ORGANIC COSMETICS PRODUCTS

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Abstract

In today's world, people are more conscious about the products what they are using internally and also for external use, but most of the consumers are much care about the products used by them externally. After the pandemic situation, most of the people prefer organic products as a good skin care. Though the permitted meaning of cosmetics in most countries is wider, in some Western countries, cosmetics are commonly taken only as a makeup products, such as lipstick, mascara, eye shadow, foundation, blush, highlighter, bronzer, and several other product types. The main aim of the research is to know the factors that make some impact on consumer buying behaviour towards organic cosmetics products. the research has been done by the collection of both primary and Secondary data. Primary data has been collected through questionnaire and a secondary data are collected from different websites e-Journal and reviews.

Key Words

Cosmetics, consumer buying behaviour, Organic products, pandemic situation

Introduction

¹Cosmetics are constituted mixtures of chemical compounds derived from either natural sources, or synthetically created ones. Cosmetics have various purposes. Those designed for personal care and skin care can be used to cleanse or protect the body or skin. Cosmetics designed to enhance or alter one's appearance makeup can be used to conceal blemishes, enhance one's natural features such as the eyebrows and eyelashes, add colour to a person's face, or change the appearance of the face entirely to resemble a different person, creature or object. Cosmetics can also be designed to add fragrance to the body. In recent years consumers are more conscious about their health and out-look. Most of the consumers are interested to use products which may help to glow their skin instantly without any chemicals. Natural products are playing a vital role in a beauty sector. Because of a busy schedule, people are started to adopt for the situation based on their time constraints. So, they are mostly looking for an instant solution for their

¹ <https://en.wikipedia.org/wiki/Cosmetics>

skin, scalp, hair etc. because consumers are aware of the chemical products and also fear to use the products, because it may affect their skin. Most of the consumers are changing their choice towards green products.

²Consumers are becoming more conscious about their skin, not only in terms of colour but also in terms of fair colour, reduced wrinkles, etc., to look young and bright, and thereby increasing demand for various types of skin care products. Most of the Indian companies are witnessing their online presence in order to expand their consumer base and reachability (Co. like Patanjali, Himalaya, Dabur and Emami). Products with multiple benefits and with an organic base such as anti-ageing properties, moisturizing care and sun tan protection are getting popularity in skin care cosmetics industry.

Objectives

- To understand the consumer buying behaviour towards organic cosmetics products
- To Analyse the reasons behind the usage of Organic Cosmetic products.

Review of Literature

Dr.Reena Malik et.al, (2020) the researcher has done A study on consumer attitude towards organic cosmetic products, the researcher explained about the awareness about the organic product and also to determine the consciousness of the consumer about the organic cosmetic product. The study revealed that the consumer awareness, skin awareness towards organic cosmetic products has changed the attitude of the consumer towards organic cosmetic products.

Sabahat Shakeel (2019) Consumer Buying Behaviour towards Organic Cosmetics versus Non-Organic Cosmetics the study the researcher has analysed the factor which changes the consumer buying behaviour. Primary data has been collected for the study and the result of this research has been found that consumers are showing more interest to purchase an organic product than the un-organic cosmetic products.

Sidra Ishaq (2021) this study discussed about the Factors Influencing Female Purchase Behavior for Organic Cosmetic Products. it investigates the consumer buying behaviour towards organic cosmetic products, consumers thoughts are associated with environmental and health benefits. The result of the study shows that the consumers are more conscious about the products which are used for their skin care, thus the consumer thought has differ from other products than the cosmetic products.

Research Methodology

This research is a descriptive study and Coimbatore city is the area chosen for the study. So the results analysis of data collected have been described in the study by using some statistical tools. The sample chosen for the research is 55 respondents who are using the organic cosmetics products. Sample respondents have been selected by adopting convenience sampling method. For the purpose of study, the researcher used primary as well as secondary data. Primary data has been collected using questionnaire and secondary data are collected from published articles, websites, books etc. Questionnaire has been given to 55 respondents and 47 were filled and returned by the respondents. So the

sample for the study is 47 respondents. Percentage analysis and descriptive analysis have been used to analyse the primary data.

Analysis and Interpretation

Table: 1 Demographic profile

Particulars		No.of.Respondents	Percentage
Age	less than 20 years	3	6.4
	21-30 years	24	51.1
	31-40 years	8	17.0
	More than 40 years	12	25.5
Marital Status	Unmarried	25	53.2
	Married	22	46.8
Education	School	4	8.5
	UG	23	42.6
	PG	27	48.9
occupation	Employee	19	40.4
	Professional	25	53.2
	House wife	3	6.4
Family Income	Less than 20000	12	25.5
	20001-25000	15	31.9
	25001-30000	11	23.4
	More than 30000	9	19.1

Source: Primary data

The above table shows that among the selected respondents, 6.4% are less than 20 years, 51.1% of the respondents are between the age of 21-30 years, 17.0% of the respondents are between the age of 31-40 years and 25.5% of the respondents are more than 40 years. 53.2% of the respondents are unmarried and 46.8% of the respondents are married. 8.5% of the respondents are educated at school level, 42.6% of the respondents are UG, 48.9% of the respondents are PG. 40.4% of the respondents are occupied as employee, 53.2% of the respondents are professional, 6.4% of the respondents are housewife. 25.5% of the respondents' monthly family income is below 20000, 31.9% of the respondents' income are under 20001-25000, 23.4% of the respondents income are under 25001-30000 and 19.1% of the respondent income is more than 30000.

Table: 2 Descriptive Statistics

Particulars	N	Mean	S.D
It satisfy my needs	47	4.13	.824
Cheaper than un- organic Products	47	3.87	.850

Recommended by Skin specialist	47	4.19	.876
Based on the Quality of the product	47	4.02	.897
Quality	47	4.06	.942

Source: Primary Data

The highest mean score (4.19) has been found for the variable recommended by skin specialist with a standard deviation .876 and the lowest mean score (3.87) has been found for the variable cheaper than un-organic products with a standard deviation of .850. The respondents are highly preferred the organic products recommended by skin specialist.

Hence, it is inferred that the respondents are highly preferred the organic products recommended by skin specialist has the highest mean value (4.19)

Table: 3 Descriptive Statistics

Particulars	N	Mean	S.D
A Good Skin Care	47	4.60	.577
Chemical Free	47	4.49	.718
Risk Free	47	4.51	.718
Traditional procedure with good Quality	47	4.40	.712
Price	47	4.49	.585

Source: Primary Data

The highest mean score (4.60) has been found for the variable organic product is felt as a good skin care with a standard deviation 577 and the lowest mean score (4.40) has been found for the Traditional procedure with good Quality with a standard deviation of .712. The respondents are strongly agreed with a variable that the organic cosmetics products are a good skin care.

Hence, it is inferred that the respondents are strongly agreed with a variable that the organic cosmetics products are a good skin care has the highest mean value (4.60)

Conclusion

The study has found that the respondents who are using organic cosmetic products in their daily life were satisfied with the services. So according to the research, consumers are mostly preferring organic cosmetic products which are good for skin and also it creates an impact on the mind of the consumer, so the consumers are aware about the organic products and they are collecting lots of information before using a particular product, so the organic cosmetic products marketer can modify or innovate the product based on the choice of consumer. Marketers can add other features to satisfy all the group of consumers and to motivate them to continue the consumption of services.

Reference:

Sidra Ishaq et.al, (2021) "Factors influencing female purchase Behaviour for Organic Cosmetic products" Vol.6, ISSN-2520-0348

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