



# A STUDY ON CONSUMER PERCEPTION AND AWARENESS TOWARDS ORGANIC SKINCARE PRODUCT AMONG COLLEGE STUDENTS IN COIMBATORE CITY

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**Abstract:**

This research investigates the consumer perception and awareness of organic skincare products among college students in Coimbatore city. With growing concerns about health and environmental sustainability, organic skincare products have gained popularity in the market. However, there is a gap in understanding how college students in Coimbatore perceive and are aware of these products. The study employs a quantitative research approach, utilizing surveys to collect data from a sample of college students in Coimbatore. The survey instrument assesses students' familiarity with organic skincare products, their purchasing behavior, perceived benefits, and concerns. Additionally, demographic factors such as age, gender, and academic discipline are considered to explore any variations in perception and awareness. The findings of this study aim to contribute to

the literature on organic skincare products, providing insights for marketers, educators, and policymakers to better target and educate college students in Coimbatore city about the benefits and importance of organic skincare products.

**Keywords:** Organic Skincare product, consumer perception, awareness, arts and science college students, natural ingredients, sustainable skincare, market trends.

## INTRODUCTION

The Globalization has been increased the people's knowledge regarding natural and Organic Products. The Organic Skincare Products are one of the FMCG (Fast-Moving Consumer Goods) Products. The Growing consumer inclination towards Chemical-free beauty Products along with the broadening concepts of creams, serums, and moisturizers infused with organic ingredients is expected to drive the demand for Organic Skincare Products over the forecast period.

The demand in the market is maintained by awareness of the adverse impact of chemical products used in personal care products among the millennial and Generation Z demographic segments of the country. Online sales are one of the emerging distribution methods in the market for organic personal care goods among the several distribution channels available. Brands are also using social media influencers to market their products while also selling products through these platforms as well as through e-commerce platforms.

## OBJECTIVES OF THE STUDY

1. In Depth analysis of level of Consumer Awareness towards Organic Skincare Products.
2. To analyze the influence of Purchasing Behaviour / Decision of Consumer.
3. To findout the Perception of Consumer towards Organic Skincare Product.

## RESEARCH METHODOLOGY

### a. Area of Study :

- The area of study is taken from the Students of Arts & Science College in Coimbatore city. The Coimbatore city is the second largest city in Tamil Nadu and it has aslo became a leading Educational hub.

### b. Sources of Data :

- The study relies on Primary as well as Secondary sources of data. Primary data have been obtained by administering a well-organized questionnaire to Arts & Science College Students in Coimbatore city. Secondary data has been obtained from websites, journals, articles, books, and newspapers.

### c. Sampling Design :

- The sample strategy used for the study is called the Opportunity Sampling Method. The study's chosen sample size is restricted to 110 participants.

**d. Tools for Analysis :**

The various tools to be used for the analysis of data are,

- Percentage Analysis
- Multiple Response Analysis
- ANOVA Analysis
- Chi-Square Analysis
- Garret Ranking Analysis

**FINDINGS AND RESULT****Simple Percentage:****TABLE NO 1: GENDER**

GENDER	NO.OF RESPONDENTS	PERCENTAGE
MALE	27	24.5
FEMALE	83	75.5
TOTAL	110	100

(Source : Primary Data)

**Interpretation:**

It is clear that out of 110 respondents, 24.5% respondents are Male and 75.5% respondents are Female.

**TABLE NO 2: USEAGE OF SKINCARE PRODUCTS**

How often do you use Skincare Products	NO.OF RESPONDENTS	PERCENTAGE
Regularly	52	47.3
2-3 times a week	19	17.3
Weekly	22	20
Rarely	17	15.5
Total	110	100

(Source : Primary Data)

**Interpretation :**

It is concluded that out of 110 respondents, 47.3% are using Regularly, 17.3% are using 2-3 times a day, 20% are using Weekly and 15.5% are using Rarely.

**TABLE NO 3: ORGANIC BRAND FOR SKINCARE PRODUCT**

Which Organic Brand do you aware and prefer for Skincare Product ?	NO.OF RESPONDENTS	PERCENTAGE
Vilvah	34	30.9
Deyga	31	28.2
Lakshmi Krishna Naturals	17	15.5
Mama Earth	27	24.5
Others	1	0.9
Total	110	100

(Source : Primary Data)

### Interpretation :

It is clear that out of 110 respondents,30.9% are Vilvah,28.2% are Deyga,15.5% are Lakshmi Krishna Naturals, 24.5% are Mama earth and 0.9% are Others.

### Chi-square Analysis:

**TABLE NO 4: PERSONAL FACTOR AND USAGE OF SKINCARE PRODUCTS**

**HO: There is no significant association between Personal factor and usage of Skincare Product**

**H1: There is significant association between Personal factor and usage of Skincare Product**

FACTOR	P-VALUE	Df	SIGVAL	S/NS
Gender	5.506	3	0.138	NS
Name of the College	25.699	12	0.012	S
Year of Study	13.181	12	0.356	NS
Family Members	9.225	9	0.417	NS

Note : S – Significant (P value  $\leq 0.05$ ), NS – Not Significant (P value  $> 0.05$ )

(Source : Primary Data)

### Interpretation :

It is found that the p value of Chi-square test is less than 0.05. So we are rejecting the null hypothesis and accepting the alternative hypothesis in one case and p value of chi square test is greater than 0.05. So we are accepting null hypothesis and rejecting alternative hypothesis in 3 cases.

It is concluded that the Name of the College of the respondents have significant inference on the usage of Skincare Products and Gender ,Year of Study, Family Members of the respondents have no significant inference on the usage of Skincare Products.

ANOVA:

TABLE NO 5: RELATIONSHIP BETWEEN COURSE STREAM AND LEVEL OF SATISFACTION

H0: There is no significant association between course stream and level of satisfaction.

H1: There is significant association between course stream and level of satisfaction.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Natrual Ingredients	Between Groups	2.667	2	1.333	1.501	.228
	Within Groups	95.051	107	.888		
	Total	97.718	109			
Better for Skin	Between Groups	.027	2	.014	.024	.976
	Within Groups	59.936	107	.560		
	Total	59.964	109			
Environmental friendly	Between Groups	4.890	2	2.445	2.906	.059
	Within Groups	90.028	107	.841		
	Total	94.918	109			
Support ethical practices	Between Groups	2.999	2	1.500	1.226	.297
	Within Groups	130.855	107	1.223		
	Total	133.855	109			
Reduced Risk and Skin Irritation	Between Groups	1.566	2	.783	.399	.672
	Within Groups	209.752	107	1.960		
	Total	211.318	109			
Truly Sustainable	Between Groups	2.540	2	1.270	1.014	.366
	Within Groups	134.051	107	1.253		
	Total	136.591	109			
Cruelty-free Products	Between Groups	6.032	2	3.016	2.950	.057
	Within Groups	109.386	107	1.022		

	<b>Total</b>	115.418	109			
<b>Safer for health</b>	<b>Between Groups</b>	3.879	2	1.940	1.318	.272
	<b>Within Groups</b>	157.475	107	1.472		
	<b>Total</b>	161.355	109			

(Source : Primary Data)

The above table gives a result of relationship between Students Course Stream and Students level of Satisfaction on Purchasing of Organic Skincare Product using One-way ANOVA .

## INTERPRETATION :

### Relationship between Course Stream and Natural Ingredients :

From the table the significant value of association between Course Stream and Natrual Ingredients is  $>0.05$ . So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is no Significant association between course stream and level of Satisfaction on Purchasing of Organic Skincare Product.

### Relationship between Course Stream and Better for Skin :

From the table the significant value of association between Course Stream and Better for Skin is  $>0.05$ . So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is no Significant association between course stream and level of Satisfaction on Purchasing of Organic Skincare Product.

### Relationship between Course Stream and Environmental friendly :

From the table the significant value of association between course stream and Environmental friendly is  $<0.05$ . So, we are rejecting null hypothesis and accepting alternative hypothesis. So, there is Significant association between course stream and level of Satisfaction on Purchasing of Organic Skincare Product.

### Relationship between Course Stream and Support ethical practices :

From the table the significant value of association between Course Stream and Support ethical practices is  $>0.05$ . So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is no Significant association between course stream and level of Satisfaction on Purchasing of Organic Skincare Product.

### Relationship between Course Stream and Reduced Risk and Skin Irritation :

From the table the significant value of association between Course Stream and Reduced Risk and Skin Irritation is  $>0.05$ . So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is no Significant association between course stream and level of Satisfaction on Purchasing of Organic Skincare Product.

### Relationship between Course Stream and Truly Sustainable :

From the table the significant value of association between Course Stream and Truly Sustainable is  $>0.05$ . So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is no Significant association between course stream and level of Satisfaction on Purchasing of Organic Skincare Product.



### **Relationship between Course Stream and Cruelty-free Products :**

From the table the significant value of association between course stream and Cruelty-free Products is  $<0.05$ . So, we are rejecting null hypothesis and accepting alternative hypothesis. So, there is Significant association between course stream and level of Satisfaction on Purchasing of Organic Skincare Product.

### **Relationship between Course Stream and Safer for health :**

From the table the significant value of association between Course Stream and Truly Sustainable is  $>0.05$ . So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is no Significant association between course stream and level of Satisfaction on Purchasing of Organic Skincare Product.

### **CONCLUSION:**

Globalization has impacted positively, people are expect to lead Healthy life and they prefer Organic as a whole. This study on consumer perception and awareness initiatives on Organic Skincare Product among the College Students with reference to Coimbatore City has been impacted. The role of natural skin and hair care marketers today is as much about delighting existing customers as it is attracting new ones. The market is steadily advancing, and with the increasing implementation of strategies by key players, there is anticipation for further growth over the forecasted period. The Organic Skin Care market is anticipated to exhibit fluctuating growth patterns in the near term, largely influenced by persistent factors contributing to sluggish growth. It enlightens the awareness and safety of the users of Organic Skincare Products. The study concluded that consumer's had great consciousness towards environmental protection and also influenced towards the usage of Organic Skincare.

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