



A STUDY ON PURCHASING BEHAVIOR OF CONSUMER IN HERBAL COSMETIC PRODUCTS

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ABSTRACT :

This study investigates the consumer behavior surrounding the purchase of herbal cosmetic products. By analyzing data collected through a structured questionnaire, this research aims to gain insights into consumer preferences, motivations, and decision-making processes in the herbal cosmetics market. The questionnaire covers various aspects such as demographic information, frequency of herbal cosmetic usage, factors influencing purchase decisions, and satisfaction levels with existing products. Through percentage analysis and data interpretation, key patterns and trends in consumer behavior are identified.

The objectives of the study are to assess the demand for herbal cosmetic products, understand the factors driving consumer choices, and provide recommendations for marketing strategies. Findings reveal a growing interest in herbal cosmetics among consumers, driven by concerns for health, safety, and sustainability. Price, product quality, brand reputation, and ingredient transparency emerge as significant factors influencing purchase decisions. Moreover, the study highlights the importance of effective communication and product differentiation in capturing market share.

Based on the analysis, recommendations are made for cosmetic companies to focus on product innovation, emphasize natural ingredients, and invest in targeted marketing campaigns to educate consumers and build trust. Overall, this study contributes to a deeper understanding of consumer behavior in the herbal cosmetics industry and provides valuable insights for businesses to better meet the evolving needs of their target audience.

INTRODUCTION:

Herbal cosmetic products embrace the power of nature to enhance beauty and promote well-being. Rooted in ancient wisdom and traditional practices, these products harness the goodness of natural ingredients like herbs, plants, and botanical extracts. Unlike conventional cosmetics laden with synthetic chemicals, herbal cosmetics prioritize simplicity and purity. In today's world, where environmental sustainability is a key concern, herbal cosmetics shine. Brands are increasingly focusing on eco-friendly packaging and ethical sourcing practices, appealing to consumers who value both personal and planetary health.

WHAT ARE HERBAL COSMETIC PRODUCTS?

Herbal cosmetic products are beauty and skincare items made primarily from natural plant extracts, herbs, and botanical ingredients. These products focus on harnessing the power of nature to enhance and maintain the health and beauty of the skin and hair. Unlike conventional cosmetics that may contain synthetic chemicals, herbal cosmetics emphasize using ingredients derived from plants known for their beneficial properties.

EVOLUTION OF HERBAL COSMETIC PRODUCTS:

Herbal cosmetic products have undergone a remarkable evolution over the years, driven by a growing demand for natural and sustainable alternatives to conventional beauty products. Initially, herbal cosmetics were primarily homemade remedies crafted from plants and herbs known for their medicinal properties. These rudimentary formulations were often passed down through generations and were used for skincare, haircare, and various beauty treatments.

In recent years, the herbal cosmetics industry has experienced rapid growth and innovation. Large cosmetic companies have entered the market, incorporating herbal ingredients into their product lines to meet the rising demand for natural beauty products. Advancements in technology have also allowed for more sophisticated formulations, enabling herbal cosmetics to deliver results on par with their synthetic counterparts while remaining true to their natural origins. Today, herbal cosmetics occupy a significant share of the beauty market, appealing to consumers seeking safer, eco-friendly alternatives that promote overall well-being.

OBJECTIVES OF THE STUDY:

- To identify consumer preference in purchasing herbal cosmetic products.
- To understand consumer motivation to purchase herbal cosmetic products. To evaluate brand loyalty while purchasing herbal cosmetic products.
- To examine the decision-making process of consumers while purchasing herbal cosmetic products.
- To determine price sensitivity among consumers while purchasing herbal cosmetic products.

REVIEW OF LITERATURE:

Sabahat Shakeel (2019): “A study on Consumer Buying Behavior towards Organic Cosmetics versus Non Organic Cosmetics” the study the researcher has analyzed the factor which changes the consumer buying behavior.

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.

Sidra Ishaq (2021): “A study on Environmental and Health Consciousness Influences on Female Purchase Behavior for Organic Cosmetic Products” this study discussed about the Factors Influencing Female Purchase Behavior for Organic Cosmetic Products.

HYPOTHESIS OF THE STUDY:

To evaluate brand loyalty while purchasing herbal cosmetic products.

Null hypothesis (H0):

There is no significant relationship between age of the respondents and importance of brand reputation while purchasing herbal cosmetic products.

Alternative hypothesis (H1):

There is a significant relationship between Age of the respondents and importance of brand reputation while purchasing herbal cosmetic products.

SOURCES OF DATA:

The data collected from both primary and secondary data

- **Primary data:** A questionnaire was prepared and administered to 85 respondents.
- **Secondary data:** Collected from online journals, websites & review of literature from published articles.

TOOLS AND TECHNIQUES:

The research instrument used in the study for the data collected is Questionnaire. The Questionnaire is framed based on the objective of the study and it is administered with the consumers in order to obtain the views. A well-structured questionnaire was used to collect the information.

ANALYSIS PLAN:

PERCENTAGE ANALYSIS: It also known as ratio analysis, is a method used to analyze financial statements and other data by expressing individual items as a percentage of a base figure. It helps in comparing different components of financial statements over time or against competitors.

STATISTICAL TOOLS:

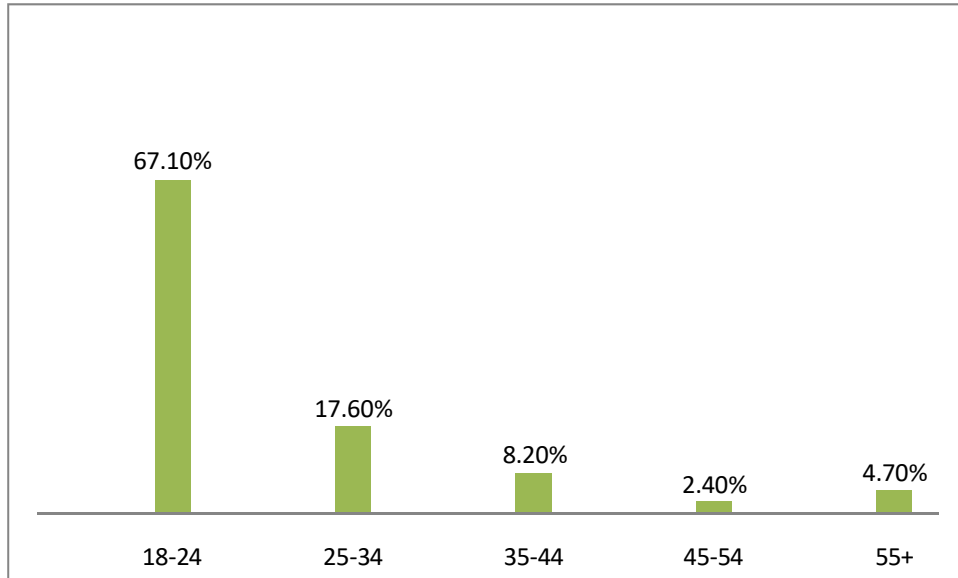
CHI-SQUARE: The chi-square test is used to analyse categorical data and determine whether there is a significant association between two categorical variables. It is commonly used to test for independence in contingency tables and to compare observed frequencies with expected frequencies.

ANALYSIS AND INTERPRETATION DATA:

TABLE NO. 1 AGE WISE CLASSIFICATION

AGE	NO. OF RESPONDENTS	% OF RESPONDENTS
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18-24	57	67.1%
25-34	15	17.6%
35-44	7	8.2%
45-54	2	2.4%
55+	4	4.7%

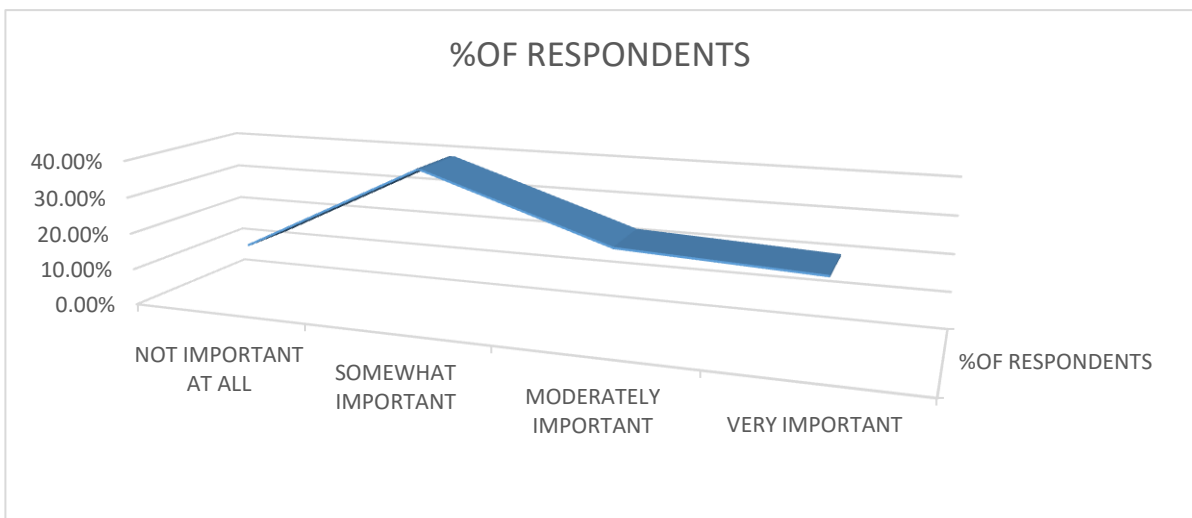


INTERPRETATION:

From the above analysis (67.10%) of the respondents are from the age group of 18-24, (17.60%) are from 25-34, (8.20%) are from 35-44, (2.40%) are from 45-54, (4.70%) are from 55 above.

TABLE NO.2: CONSIDERING THE BRAND REPUTATION WHEN PURCHASING HERBAL COSMETIC PRODUCTS

PARTICULARS	NO.OF RESPONDENTS	%OF RESPONDENTS
NOT IMPORTANT AT ALL	13	15.3%
SOMEWHAT IMPORTANT	34	40%
MODERATELY IMPORTANT	20	23.5%
VERY IMPORTANT	18	21.2%



INTERPRETATION:

From the above table 13 respondents, with 15.30% of the total, expressed that the factor is "Not Important at All" in influencing their decision-making process, 34 respondents, representing 40% of the total, indicated that the factor brand reputation "Somewhat Important" status in their decision-making process, 20 respondents, equivalent to 23.50%, expressed that the factor is to be "Moderately Important, 18 respondents, with 21.20% of the total, strongly lean towards the factor being "Very Important" in their decision-making process.

CHI-SQUARE:

O	E	O-E	(O-E) 2	(O-E)2/E
7	8.7176	-1.7176	2.9501	0.3384
26	22.8	3.2	10.24	0.4491
12	13.4117	-1.4117	1.9929	0.1485
12	12.0705	-0.0705	0.0049	4.0579
3	2.2941	0.7059	0.4983	0.2172
3	6	-3	9	1.5
6	3.5294	2.4706	6.1038	1.7294
3	3.1764	-0.1764	0.0311	0.0097
1	1.0705	-0.0705	0.0049	0.0045
2	2.8	-0.8	0.64	0.2286
1	1.6470	-0.647	0.4189	0.2541
3	1.4823	1.5177	2.3034	1.5539
1	0.8	0.2	0.04	0.05
1	0.4705	0.529	0.2800	0.5951
2	0.6117	1.3883	1.9274	3.1509
2	1.6	0.4	0.16	0.1
CALCULATED VALUE				14.3873

INFERENCE

Therefore, calculated value is 14.3873 is less than the table value 21.03. So, accept H₀. Hence proved that there is no significant relationship between Age of the respondents and importance of brand reputation while purchasing herbal cosmetic products.

KEY FINDINGS

- 51% of the respondents are female.
- 40% of the respondents thinks it is somewhat important considering brand reputation when purchasing.

CONCLUSION

In conclusion, this study highlights the widespread use of herbal cosmetics among health-conscious teenagers and adults. Key factors shaping consumer choices include brand reputation, natural sourcing, and ingredient awareness, fostering brand loyalty and occasional brand switching. Consumers express a willingness to pay premium prices for perceived benefits. Social media's significance in information dissemination and the deliberate 15 to 30-minute decision-making process reflect the dynamic market landscape. Businesses should adapt strategies, emphasizing transparent communication about product quality. Aligning with diverse preferences ensures sustained growth and success in the evolving herbal cosmetics sector.

REFERENCE :

1. A study on consumer purchasing behavior towards herbal products using theory of planned behavior (TPB) - T Nivetha, K Uma, PF Olive , 2020 (<https://scholar.google.com/>).
2. Consumers' purchase intentions towards natural cosmetics - M Matic , B Puh , 2016 (<https://scholar.google.com/>).