



## Green Customer Perception Towards Herbal Skin Care Products in Tiruppur City

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### ABSTRACT

*Business organizations are spending billions of dollars to know consumers' attitudes, motivations to purchase, and future behavioral intentions of consumers. Beauty and skin care products are no longer only for the women nowadays; men also are increasingly using the skin care products. The size of Indian cosmetics industry globally is \$274 billion while that of Indian cosmetics Industry is \$4.6 billion. Indian companies are trying to gain competitive advantage by re-launching their brands with value-additions to attract consumers across India. This strategy covers both soap and face wash industry. This study investigates green marketing adaptation for natural herbal products in Tiruppur city.*

**KEYWORDS :** Herbal face wash brands, Body soaps, skin care products, sources and standard deviation

### INTRODUCTION

Beauty conscious people want to satisfy the need to look and feel good. This has created a growth in the skin and beauty care industry across the world. Since herbal skin care products is a growing business in Tiruppur, it would be worthy to study consumers' value of herbal skin care products in Tiruppur. Thus, this paper aims to study the buying motives of herbal skin care products in Tiruppur.

According to the National Institute of Health's Office of Dietary Supplements, USA, products made from botanicals that are used to maintain or improve health and body care may be called as herbal products or botanical products. In this context, the herbal products that are available in Tiruppur meet the desire and demand of a particular segment of consumers who are health conscious. Research reveals that beauty consciousness among people is an ongoing process and consumers' need for appearances and materialism is increasing (Vigneron & Johnson 1999).

Business organizations are spending billions of dollars to know consumers' attitudes, motivations to purchase, and future behavioral intentions of consumers. According to Loudon and Bitta (1986), consumption decision is a process and physical activity that individuals consider in evaluating, acquiring, using, or disposing of goods and services. Although consumption decision can be interpreted as the analysis of how, when, what, and why people buy, the current study will focus on one of the many aspects of consumer behaviors.

Beauty and skin care products are no longer only for the women nowadays; men also are increasingly using the skin care products. Traditionally women use cosmetics for health care, but recent studies show that men are also using cosmetics at an increasing rate, which is increasing the future of cosmetic industries (Hall, Gough & Seymour-Smith 2013; Huda, Taufique & Sultan 2011). With rising demand from men and women, the market is getting more expanded and numerous competitors are emerging in this industry, and herbal care products are one of such players in this industry.

### INDIAN SKIN CARE INDUSTRY

The size of Indian cosmetics industry globally is \$274 billion while that of Indian cosmetics Industry is \$4.6 billion. According to CII (Confederation of Indian Industry) total Indian beauty and cosmetic market size at present stands as US\$950 million and growing between 15% and 20% per annum. According to industry, a rapid growth of 17% is expected during 2010-2013. According to CII (Confederation of Indian Industry), overall beauty and wellness market including beauty services stands at US \$ 2,680 million. The cosmetics industry includes skin care, hair care, and oral care and colour cosmetics (this covers face-wash, tooth paste and shampoo).

The composition of Indian Soap Industry is highly concentrated with the top 50 companies holding almost 90% of the market. Toilet soaps category accounts for more than 10% of the total market of soaps and detergents. In Asia, the countries like China and India are showing a rapid growth in the toilet soap section. Indian companies are trying to gain competitive advantage by re-launching their brands with value-additions to attract consumers across India. This strategy covers both soap and face wash industry.

### AREA OF STUDY

The study area for the research work is Tiruppur city.

### STATEMENT OF PROBLEM

Natural products consumption level is low among consumers and at growth stage when compared to normal products in all product categories as stated in the review of Linda .Thiyagaraj V<sup>1</sup> (2015)Clare D ' Souza, Mehdi Taghian and Rajiv Khosla (2007) state that there is a need to motivate non-purchasers to buy natural products to increase consumption thereby reducing environmental impact.

### STATISTICAL TOOLS

Different tools and techniques like weighted mean, Standard Deviation have been used.

### LIMITATIONS OF STUDY

- This research study with a sample size of 200 carried out in Tiruppur cannot be generalized to other areas.
- Personal bias and prejudices of respondents could have affected the study.

### SOURCES OF DATA

The data for this study includes primary data and secondary data.

**Primary Data:** The primary data for this study is collected with a structured questionnaire using interview method.

**Secondary Data:** This study had collected secondary data from Journals, books, magazines, survey reports, authentic websites, etc.

### PERIOD OF STUDY

The survey for research for collecting primary data was carried out from January 2015 to May 2015.

### LITERATURE REVIEW

Ruchi and Chaubey (2010) state that the mature expansion of satellite television and consciousness of the western beauty and fashion world, communications and promotions resulted a growing number of women in the work force, in particular, to become more conscious about their skin and beauty care products. According to the National Institute of Health's Office of Dietary Supplements, USA, products made from botanicals that are used to maintain or improve health and body care may be called as herbal products or botanical products.

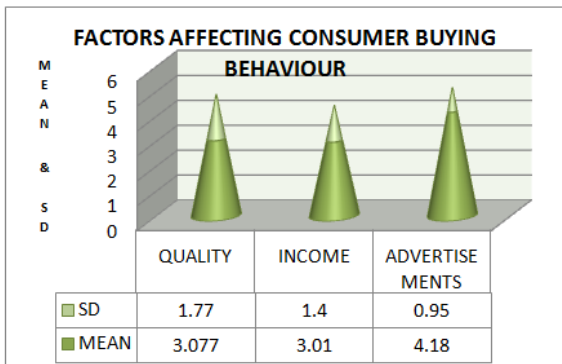
Natural cosmetic sales are increasing with revenues doubling every few year in Europe (Akhtar et al. 2008). The growth rate of the use of 'Shea' butter, for example, in USA market, alone has been estimated at over 25% annually and continues to increase. In 2006, the Gulf Cooperation Council (GCC) market grew by 17% of its total market (Heino 2007). In this connection, Malhotra (2003) states several reasons for a growth in skin care industry in the context of a small area in India, Chandigarh. This study finds that increased health and fitness, and fashion and beauty consciousness tied with increasing income, scientific developments, products and media hype contributed the fashion industry in making outstanding earnings. This has, in turn, added to the growth of beauty and skin care industry in Chandigarh, India. Thus, the 'life style marketing' has come out as one of the important strategies both for domestic and international marketers to induce consumers to accept their offers.

Traditional herbal products are practiced in several countries, including, Australia, Africa, Bangladesh, Brazil, China, and India. The World Health Organization estimates that at least 80% of the population globally relies on traditional medicine to meet their primary health care needs (Basha, Anjaneyulul, Sudarsanam 2013).

In their study on women's buying behaviour of personal care products, Sundari and Sakthivel (2011) revealed that the factors influencing purchase decision of personal care products are "primary benefit" and "secondary benefit". The primary benefit includes price, quality, and quantity. However, the "secondary benefit" includes ingredients of the product, the purpose of the product, innovative features, manufacturer's reputation, and certification of the product.

**DATA ANALYSIS**

**Fig.1 Illustrating the Factors affecting consumer buying behaviour**



**Inference:** From the Fig.1 it is inferred that the advertisement plays an important role in consumer buying behavior. The mean and the SD value of advertisement calculated were 4.18, 0.95 respectively. The quality holds the second whereas income holds the third values.

**Table.1 Showing Consumer Brand preference of Natural soaps**

SL.NO.	BODY SOAP			FACE WASH		
	BRAND NAME	MEAN	S.D	BRAND NAME	MEAN	S.D
1	CHANDRIKA	4.36	0.88	HIMALAYA	4.42	0.81
2	MORINGA	4.16	0.92	KHADI HERBAL	4.50	0.74
3	KHADI NEEM	2.71	1.42	PATANJALI	4.36	0.88
4	ALOE VEERA	3.53	1.35	LOTUS	3.77	1.22
5	PANCH TULSI	3.77	1.22	PEARS	4.16	0.92

**Inference:** Table.1 reveals that among body soaps Brand Chandrika has been preferred by customers more with mean value of 4.36( SD 0.88).Among the face washKhadi Herbal(mean -4.50, S.D -0.74)has been preferred mostly by the customers.

**FINDINGS & SUGGESTIONS**

The second component of advertising is personality used in commercials. The results indicated that the personality used in commercials of particular brands of soap had the greater impact on consumers. Companies should create those advertisements which look real and can connect to consumers directly because people do not react in favor of things that seem fake. To make advertisement further effective the companies should start or engaged such personality who is matching or truly representing to the products because most of the time, it has been observed through the study that people recall the product by personality who is engaged in that advertisement.

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