



Herbal Cosmetics Buying Behaviour Among Women in Coimbatore City

KEYWORDS

Buying behaviour, Herbal Cosmetics, Lifestyle.

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ABSTRACT In India herbs are used as medicines , Indian tradition has taught its people how to use herbals in cosmetic for several reasons like: natural origin, low price and user friendliness/eco -friendliness. Cosmeceutical industry has responded to the consumers' expectations with diversity of products. India is witnessing rapidly changing aspirations and lifestyles, which have result in increase in demand for cosmetics and toiletries. This research article aims to analyse buying behaviour of herbal cosmetics among women consumers residing in Coimbatore city, Tamilnadu. The sample of 75 respondents selected were based on convenience sampling. The study revealed that majority of women uses herbal cosmetics to improve their personality, health, family status and influenced by society. Thus, it is suggested that understanding behaviour of consumers is a key to the success of business organizations. Cosmetic manufactures should constantly analyze the patterns of buying behaviour and purchase decisions to predict the future trends.

Introduction

Indians have been traditionally inclined towards natural products. In India herbs are used as medicines for a long time and also as important ingredients in few consumer products including cosmetic products. There are various types of herbs that grow naturally in India as in other Asian native. Indian traditional has taught its people how to use herbals for cosmetic, medicine and for other purposes. Thus, it can be rightly said that usage of herbs as cosmetics was very popular among ancient people, who were using a variety of cosmetic products both as curative purpose as well as for enhancing beauty. Following ancient traditions, modern day Indians also use herbals more in cosmetic products for several reasons like: natural origin, low price and user friendliness/eco-friendliness. Realising this fact cosmeceutical industry has responded to the consumers' expectations by flooding the market with a diversity of products claiming to be natural. Moreover, boom in the Indian fashion industry have also been linked to increasing awareness among Indian woman about their look, increase in disposable income, cultural changes, attitude change, that consequently contributed to the increase in the demand for cosmetic products from the consumers segment.

Statement of Problem

Today, the herbal cosmetics industry is driving growth of the beauty business in India and is expected to grow at a rate of 7 per cent as more people switch to organic products and not chemical ones. The growth of cosmetics and beauty products markets have surged significantly as consumers are increasingly becoming aware about appearance, beauty, grooming and choice of personal care products among women in specific. The urban population in South India is witnessing rapidly changing aspirations and lifestyles, which have result in increase in demand for cosmetics and toiletries. Thus, conducting an empirical research in major South India, city will claim more importance. The present study will be helpful to the herbal cosmetic manufacturer and marketers in understanding the customer buying behaviour, attitude and satisfaction of the different strata of people residing in Coimbatore city of Tamilnadu.

Aim of the Study

This research article aims to analyse buying behaviour of herbal cosmetics among women consumers residing in Coimbatore city, Tamilnadu.

Research Methodology

The increasing market size in Coimbatore city is the direct result of the changing socio-economic status of the consumers in this region, especially among women. Thus, Coimbatore city is selected as the study area. This studies both exploratory and description research in nature. The sample in this study is mainly from members of the population were chose based on conveniently available to provide information. Field survey was conducted in five geographical division of Coimbatore city with a small sample population of 75 respondents.

Results and Discussion

Out of 75 respondents' surveyed, majority i.e., 65.75 per cent of sample consumers' are aged between 18-22 years. It has been observed that 58.52 per cent of herbal cosmetics consumers' in Coimbatore are students. Followed by, 12.12 per cent of respondents' are employees hired in various organizations. Further, 12.03 per cent of sample subjects' are business class people and 10.51 per cent of respondents' are professionals. Moreover, the rests of 6.82 per cent of sample populations' are home makers. The study found that 33.50 per cent of respondents' are using herbal cosmetics products for a period less than one year. Further, it has been found that 26.40 per cent of consumers' have opined that they are purchase behaviour is influenced by their mother's advice. Majority of the consumers have opined that they are using home based herbal cosmetics to prevent them from skin infections. It has been found that out of 75 respondents' surveyed, 48 per cent of sample subjects' have said that they are using national branded herbal cosmetic products. Followed by, 36.90 per cent of herbal cosmetic consumers' are using international branded items. Further, the rests of 15.10 per cent of respondents' are using local brands Herbal cosmetic products.

TABLE: 1
TABLE SHOWING CUSTOMERS' OPINION ON THE FACTORS THAT INFLUENCED THEIR BUYING BEHAVIOUR

Variables	Sum	Mean	Rank
Trust in Herbal products	4093	3.88	1
Go-Green Concept	3516	3.33	12
Changing Life-style	3813	3.61	2
Natural ingredients	3718	3.52	8
Personal benefits	3725	3.53	7
Brand Reputation	3680	3.48	9
Price	3755	3.56	5
Quality	3792	3.59	4
Packaging	3643	3.45	11
Easy to use/carry	3797	3.60	3
Availability of sachet	3275	3.10	13
Brand loyalty	3659	3.46	10
Quantity	3743	3.54	6
Others	3229	3.06	14

Source: Primary Data

From the above table it has been inferred that, on an average of 3.88 respondents' feel that the herbal products are reliable and trustworthy, it is ranked in first place. Followed by, the sample herbal cosmetics consumers' are influenced by the changing life-style, easiness of the product, quality and price of the herbal cosmetics product. These variables are rated in second, third, fourth and fifth positions with the mean score of 3.61, 3.60, 3.59 and 3.56, respectively. Further, the sample subjects' are motivated by the quantity, personal benefits, natural ingredients and brand reputation of the herbal cosmetics products. These variables are placed in sixth, seventh, eighth and ninth ranks with an average score of 3.54, 3.53, 3.52 and 3.48, accordingly. Similarly, on an average of 3.46 respondents' are using herbal cosmetics products for its brand loyalty and mean score of 3.45 respondents' are influenced by the packaging technology. These variables are rated in tenth and

eleventh ranks, respectively. Consequently, mean of 3.33 respondents' believe in Go-Green concept and it is ranked in twelfth position. Moreover, mean of 3.10 sample populations' have said that the herbal cosmetics products are available in sachet and on an average of 3.06 respondents' have stated various other reasons. These variables are rated in thirteenth and fourteenth ranks, respectively.

Findings and Suggestion

Elaborate the data analysis indicates that, on an average of 3.88 respondents' feel that the herbal products are reliable and trustworthy in comparison to chemical based cosmetics products. The study revealed that majority of women uses herbal cosmetics to improve their personality, health, family status and influenced by society. Thus, it is suggested that understanding behaviour of consumers is a key to the success of business organizations. Cosmetic manufacturers should constantly analyze the patterns of buying behaviour and purchase decisions to predict the future trends. The must products more eco-friendly genuine products since consumers worldwide are going green and this is especially true in the cosmetics market. Over the last few years, growth in the market for cosmetics has been driven by products that use natural or herbal components. The market share of natural based products has been increasing gradually. Cosmetic manufacturers are increasingly feeling pressurized to focus on sustainability and reduce that can cause environmental hazards by the chemical usage/products.

Conclusion

The market for herbal cosmetics products in India is expected to grow at a rapid pace over the coming decades. The market is only beginning to get populated with herbal brands i.e., slowly introduced to the organised market - to the brands from the household usage of herbal. Herbal manufacturers are investing in research, constantly coming up with new and innovative technology and products that are resulting in more effective herbal cosmetics. Herbal cosmetics are now competing with synthetic products and they need to strive to ensure quality that is similar to synthetic brands

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