



Significance of Swadeshi Products: A Study on Cosmetic Products

Commerce

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ABSTRACT

SWADESHI is a product made by Indian traditional styles like *AYURVEDA*, Herbs, and Naturopathy etc. Whereas *VIDESHI* cosmetics includes cosmetics made from chemical compounds. They contain SRS, Para bean etc. *SWADESHI*, the word, originates from Sanskrit. It is a conjunction, or '*SANDHI*' of two words '*SWA*' meaning self or own and '*DESH*' meaning country. So while *SWADESH* means one's own country, *SWADESHI* is an adjective that means something or someone 'of one's own country'. The antonym of *SWADESHI* is *VIDESHI*. *VIDESHI* means 'not of one's country'. Researcher collected data from female respondents from Moradabad City, Uttar Pradesh. Performance of *SWADESHI* products is better than *VIDESHI* products. *SWADESHI* products are made by *AYURVEDIC & HERBAL* and most of them like to try out new and prefer *SWADESHI* products in future. *SWADESHI* products have more satisfaction than *VIDESHI*. In my opinion "Be *SWADESHI*, Buy *SWADESHI* and BYE- BYE *VIDESHI*".

KEYWORDS:

INTRODUCTION

The word *SWADESH* and *SWADESHI* assumed unprecedented significance in the context of British colonization and the Indian struggle for independence from it. Mahatma Gandhi, the pioneering figure in India's freedom movement popularized it to strengthen patriotic sentiments among fellow-Indians. Gandhi explained his interpretation of *SWADESHI* at length. He said that *SWADESHI* is the spirit which forbids us against embracing anything which is not our own and limit ourselves to the use and service of our own. Gandhi contended that a nation's people must engage themselves totally with everything that is *SWADESHI* and do things that promote one's own nation's welfare and not others.

SWADESHI is a product made by Indian traditional styles like *AYURVEDA*, Herbs, and Naturopathy etc. Whereas *VIDESHI* cosmetics includes cosmetics made from chemical compounds. They contain SRS, Para bean etc. *SWADESHI*, the word, originates from Sanskrit. It is a conjunction, or '*SANDHI*' of two words '*SWA*' meaning self or own and '*DESH*' meaning country. So while *SWADESH* means one's own country, *SWADESHI* is an adjective that means something or someone 'of one's own country'. The antonym of *SWADESHI* is *VIDESHI*. *VIDESHI* means 'not of one's country'.

AYURVEDA, a traditional system of Indian medicine, is known for centuries in India for curative and prophylactic values. At the same time *AYURVEDIC* products are totally harmless and do not have any side effects. This science is oriented in India and developed by our ancestors and after a great deal of research - clinical and biological - the therapeutic properties of *AYURVEDIC* natural ingredients were reduced to writing, which in the present age have become the authoritative books of *AYURVEDA*. In contemporary India, dozens of institutions are currently engaged in promoting *AYURVEDA* as a viable alternative to the chemicals-based system of medicines.

'*AYURVEDA*' is the 'Science of Life'.

Since life is synonymous with health, *AYURVEDA* is deemed to be the 'Science of Human Health'. *AYURVEDA*'S approach towards healing is holistic. It doesn't deal with individual organs in isolation, but treats the body as a whole. More important, it doesn't give temporary relief, but cure the disease.

Cosmetics (also known as -make-up) are care substances used to enhance the appearance or odor of the human body. They are generally mixtures of chemical compounds, some being derived from natural sources (such as coconut oil) and many being synthetics. In the U.S., the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." This broad definition includes any material intended for use as a component

of a cosmetic product. The FDA specifically excludes soap from this category.

OBJECTIVES OF THE STUDY

Aims and objectives set forth to conduct this survey, which help to evaluate the findings of the survey are as following:

1. To find out the performance of products of *SWADESHI* and *VIDESHI*
2. To find out the satisfaction level of customers
3. To know why consumer prefer *SWADESHI* products
4. To find out the factor the consumer considers while planning to purchase products
5. To analyze all those factor which differentiate the quality of products.

SWADESHI Cosmetic Companies

- Three-N-Products Pvt. Ltd. (Ayur Herbals)
- The Himalaya Drug Company Ltd.
- VICCO Laboratories Ltd.
- Pantanjali Ayurvedic Ltd.

VIDESHI Cosmetic Companies

- Garnier
- Hindustan Unilever Ltd. (HUL)
- Nivea
- Proctor and Gamble (P&G)

IS *SWADESHI* RELEVANT TODAY?

SWADESHI has become a catchy word. For some organizations, it has become a word to unite people. Let us be careful – when we spend money – we are consumers. A consumer has hard earned money and no consumer would like to waste that money. Emotions do play an important role. MNCs use advertisements to play with the emotions of the people. And many people buy goods which they don't need – but just for the sake of emotions. Similarly, there are some companies, which are trying to use the word *SWADESHI* to play with emotions of the people. The basic idea propounded seems logical – to promote products made by your neighbor – in comparison to products and services made by MNCs. The basic notions are commendable. But is the consumer psychology really rational? Not really. Consumers are not rational and nor will their consumer behavior be rational. If you want to arouse their emotions for the nation – do it for good cause. Why do you create emotions for narrow goals – like selling products and services? There are bigger causes. People do lots of crimes and neglect their duties towards nations for many issues. *SWADESHI* has been made an important issue – just to arouse emotions of people so that they buy particular products and reject particular products. Do Indian consumers really understand the implications of the word *SWADESHI*? For many of them – speaking English, looking like an American person or visiting USA or UK are symbols of high status,

Most Indians aspire to look like Americans and Britishers – these very people sometimes talk about *SWADESHI*. It is a ridiculous thing that a person tells others to promote Hindi and sends his own children to English medium schools. The same thing applies to *SWADESHI* concept also. We need to understand that common people can be misguided easily and any use of emotional touch can backfire – because use of such emotional symbols only kills their natural thinking, creativity, and rational thinking. We have to promote rational thinking - if rationally a person adopts *SWADESHI* – very good– it is going to help our country – but this will require understanding and thinking, it will require a vision similar to that held by Gandhi ji. Do we really want that? That will really awake our spirit and soul and raise our mental level beyond what our policy makers want. Companies, advertisers, and politicians none want us to develop. They all want us to play in emotions at their whims. The question is what for *SWADESHI*. Which *SWADESHI* are we talking about? What is our ultimate objective? Are we really honest when we talk about *SWADESHI*? In a country where every second person is internally dilapidated, mentally sold to western philosophy, lacking in self confidence and having no pride for being born in a great nation call India – with no desire to understand and imbibe the true Indian culture and Indian ideas – which *SWADESHI* are we talking about. The word *SWADESHI* is relevant for politicians, narrow minded persons (who really don't understand India), and some vested interests.

SWOT ANALYSIS OF SWADESHI PRODUCTS

Strength

- Herbal and Ayurvedic
- No side Effects
- Provide natural beauty products through an independent force

Weakness

- Lack of Awareness
- Takes time to cure.
- Lack of promotional activities through mass media

Opportunities

- Potential in Urban Market
- Increasing Purchasing Power
- Develop deeper distribution network

Threats

- Lack of Sales Promotion
- FDI in Retail
- Aggressive price competition from local and multinational players

SWOT ANALYSIS OF VIDESHI PRODUCTS

Strength

- Distribution Network
- High Variants
- Wide Range of products

Weakness

- High Price
- Many Substitutes
- Lacking in sales outlet

Opportunities

- Growing Beauty Products
- Sets to open new showroom
- Launches new attitude shades, colors.

Threats

- Tough Competition
- Increasing Demand of Natural Cosmetics
- Spreading of false news to household, production QC

RESEARCH METHODOLOGY

Both primary and secondary data were collected for research survey and the primary instrument for data collection used in this study was a questionnaire. Primary data was collected from 162 female respondents from Moradabad City, Uttar Pradesh. The sampling method used in the study was random sampling. Data thus collected was processed, analyzed and interpreted to draw the valid inferences. For analyzing the data and providing the realities of the research outcomes suitable statistical techniques were employed.

ANALYSIS AND INTERPRETATION

Table 1:- Personal Profile of Respondents

(A) Age – wise Distributions

Age Group	No. of Respondents	Percentage of the Respondents
15 to 25 years	83	51.24
26 to 35 years	39	24.07
36 to 50 years	23	14.20
Above 50 years	17	10.49
Total	162	100.00

(B) Occupation – wise Distributions

The occupations are classified in various categories. Students are classified into 3 categories such as upto 12th standard, graduate & post graduate and professional courses (viz. medical, law, engineering, fashion designing etc). Those who are employed with public or private sector enterprises are classified as service category. Professional such as doctor, lawyers, chartered accountants, professors / teachers constitute the profession category. Those who run their own business are classified under self-employed including business women. Retired persons and housewives etc. are classified as others.

Occupation	No. of Respondents	Percentage of the Respondents
Students (upto 12 th Standard)	19	11.73
Students(Graduate,Post Graduate)	28	17.28
Students (Professional Courses)	22	13.58
Services	33	20.37
Professional	16	09.88
Self-employed	08	04.94
Housewives	32	19.75
Others	04	02.47
Total	162	100.00

(C) Income – wise Distributions

House wives and students are in the category of No Income

Yearly Income	No. of Respondents	Percentage of the Respondents
No Income	101	62.35
Upto Rs. 2.50 Lacs	17	10.49
Rs.2.51 Lacs to Rs. 5.0 Lacs	19	11.73
Rs.5.01 Lacs to 10 lacs	18	11.11
More than Rs. 10 lacs	07	04.32
Total	162	100.00

Table 2:- Are you aware that SWADESHI cosmetic products are made by AYURVEDIC and Herbal but VIDESHI are made by Chemicals?

Particular	No. of Respondents	Percentage of the Respondents
Yes	96	59.26
No	66	40.74
Total	162	100.00

Table 3:- Which type of company you use?

Particular	No. of Respondents	Percentage of the Respondents
only Swadeshi	50	30.86
only Videshi	26	16.05
Both	86	53.09
Total	162	100.00

Table 4:- Factors impacting on consumer towards purchasing products

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly	Total	Ranking
Reasonable Price	04 (02.47)	52 (32.09)	58 (35.80)	42 (25.94)	06 (03.70)	162 (100.00)	6
Good quality	16 (09.88)	101 (62.35)	30 (18.52)	08 (04.93)	07 (04.32)	162 (100.00)	3
Easy available	26 (16.05)	92 (56.79)	28 (17.28)	11 (06.79)	05 (03.09)	162 (100.00)	4
Range of products	23 (14.20)	97 (59.87)	28 (17.28)	02 (01.24)	12 (07.41)	162 (100.00)	2
Healthy	14 (08.64)	121 (74.69)	22 (13.58)	03 (01.85)	02 (01.24)	162 (100.00)	1
Innovation	20 (12.35)	88 (54.32)	30 (18.52)	18 (11.11)	06 (03.70)	162 (100.00)	5

Sales Promotion Activities	18 (11.11)	20 (12.35)	88 (54.32)	30 (18.52)	06 (03.70)	162 (100.00)	7
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Ranking is based on the combination of respondents of strongly agree and agree.

Table 5:- While using these products do you prefer a particular brand or do you like to try out new product(s)?

Particular	No. of Respondents	Percentage of the Respondents
I prefer and continue present particular brand	52	32.10
I like to try out new and prefer SWADESHI product	110	67.90
Total	162	100.00

Table 6:- Are you satisfied with your products and recommend to others?

Particular	No. of Respondents	Percentage of the Respondents
<i>SWADESHI</i> Products Satisfied	85	83.33
<i>I</i> Products Dissatisfied	17	16.67
Total	102	100.00

Particular	No. of Respondents	Percentage of the Respondents
<i>VIDESHI</i> Products Satisfied	21	35.00
<i>I</i> Products Dissatisfied	39	65.00
Total	60	100.00

χ^2 calculated = 39.02153 and the table value of χ^2 at 5% significance level for 1 degree of freedom is 3.841. Since the calculated value of χ^2 is higher than table value, therefore null hypothesis is rejected and the researcher conclude that *SWADESHI* products give more satisfaction than *VIDESHI*.

Table 7:- will you recommend to others about your *SWADESHI* products?

Particular	No. of Respondents	Percentage of the Respondents
Yes	96	59.26
No	66	40.74
Total	162	100.00

CONCLUSION

The conclusion drawn in the research is that more than half of the respondents use both the cosmetic product i.e. *SWADESHI* and *VIDESHI*. They purchase products through internet, shops or salesman and came to know about the product by friends/relatives. Some customers are brand conscious and purchase unbranded because they are easily available in market and less in price.

According to the research customer consider *SWADESHI* products because these are more reliable and trustworthy over for the quality purpose as it is popular name in the market of cosmetics and provide a wide range of products for the customer to choose according to their taste and choice. Performance of *SWADESHI* products is better than *VIDESHI* products. Proximately 60% respondents are aware that *SWADESHI* products are made by *AYURVEDIC & HERBAL* and most of them like to try out new and prefer *SWADESHI* products in future. *SWADESHI* products have more satisfaction than *VIDESHI*. In my opinion BE *SWADESHI*, BUY *SWADESHI* AND BYE- BYE *VIDESHI*.

RECOMMENADATIONS

1. More awareness is required about *SWADESHI* products.
2. *SWADESHI* products should be easily available.
3. The range of *SWADESHI* products should be extended.

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