Women Consumers Attitudes, Awareness and Preference towards Herbal Cosmetic Products with Special Reference to Chennai City

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Abstract- Currently the demand for traditional Indian herbal products has increased mainly in India and abroad. Fast Moving Healthcare Goods (FMHG) in India worldwide known as Nutraceutical, (defined as, ingredients with human health benefits ahead of basic nutrition) industry is expected to grow by 20% to USD 6.1 billion by 2019 awareness about health and fitness and changing living standard. However, nutritional The companies are interested to know about consumer’s attitude towards cosmetics so as to devise strategies to win over competition. The main purpose of this article is to investigate the influence of attitude on herbal cosmetics buying behaviour. The research question is “what kind of attitude do the customers have towards buying behaviour of herbal cosmetic products in Chennai city. The study examines the knowledge and usage of natural herbal cosmetics products. Beauty is the essence of life and herbal cosmetics are products which add to a person’s beauty. The term herbal cosmetic products include all those products which are concerned with skin care, hair care, and dental care. Thought natural products were in use for beautifying a person, in this modern era, cosmetic products indicate only the production and sale of synthetic herbal cosmetics. The purpose of this study is to determine the level of awareness among people regarding the use of synthetic cosmetics and also to compare their views on synthetic and natural cosmetic products. The primary objective of this study is to understand the consumer perception and satisfaction studying the awareness of the herbal cosmetic products within the consumers and the number of consumers who consumers the Herbal Cosmetics.

Key Words: Consumers Awareness, Attitudes and Preferences Herbal Cosmetic Products.

I. INTRODUCTION

Herbal cosmetics have growing demand in the nature. There are a wide range of women around the world. The Indian cosmetics industry has a plethora of herbal cosmetics brands like Himalaya Herbal, Lotus Herbal, Khadi Herbal, and many more adding to the list. 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 factions”. A WHO (World Health Organization) study indicates that about 80% of world population depends on herbal products for their health care instead of prevailing medicines primarily because of harmful effects and high cost of contemporary medicine. The Indian herbal market is flooded with many well known and recognized herbal cosmetic brands. Ayurved is an initiative to supply unadulterated Ayurvedic products to the customers and for the weak and poor section of the society. In this paper main stress has been given on the consumer awareness, attitude and preference towards Herbal Cosmetic retail productssupplements, herbal and nutritional supplements will form the greatest opportunity areas for Nutraceutical processing, motivated by increasing demand from a developing consumer awareness base. Indian herbs and its significance are popular worldwide. Herbal cosmetics have growing demand in the nature.

II. LITERATURE REVIEW

Studies on consumers’ awareness attitude, and Preferences, Herbal Cosmetic Products.

Sundari and Murugan (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, manufactures reputation, and certificate of the product.

According to the study conducted by Ashok Yakkaldevi (2013) on the consumer behaviour towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian consumer behaviour is quite unique. Consumers are also associated with values of care and affections.
Mrs. J. Vidhya Jawahar and Dr. K. Tamizhiyothi (2013) they examined the influence of attitude on cosmetics buying behaviour. They found attitudes of consumers have a critical role on beauty cosmetics buying behaviour. The age played important role in attitude towards beauty cosmetic products.

Vani Nikhil Laturkar (2013) the consumer today has become aware of side effect of allopathic product on long term usage and subsequent consequences. Marketers should design their strategy around this aspect in promoting their product.

According to Shahzad khan (2012) attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a cosmetic product.

### III. OBJECTIVE OF THE STUDY

1. To study the consumer awareness attitudes preferences of herbal cosmetic products.
2. To determine the reason why people are using herbal cosmetic products.
3. To examine the influence of attitude on herbal cosmetic products buying behavior.

### IV. LIMITATION OF THE STUDY

1. Time is the major limitation, which has affected the inferences drawn in the study.
2. The researcher has collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

### V. RESEARCH METHODOLOGY

The methodology adopted for the present study consists of six parts they are bellow.

#### Nature of research design

The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to understand clearly what the researcher wants and provides distinct information to measure the data herbal cosmetic .

#### Area of the study

The area of the study is in Chennai city.

#### Period of the study

The study was conducted for one year.

#### Sources of data

The study is based on primary data collection. The data has been collected from the users of herbal cosmetics products in Chennai city. The secondary data was collected from the articles, journals and various websites; it has been used in the review of literature, chapter and profile of the organizations.

### Sampling design of the study

The sampling technique in this project is convenient sampling herbal cosmetic products. The sample size comprises of different types of users who are using herbal cosmetic products in Chennai city.

### Tools for Analysis

The following are the tools applied on the respondents given by the respondents to analyze and derive this method.

Karl Pearson’s co-efficient of correlation

Average Ranking analysis

### VI. ANALYSIS AND INTERPRETATION

#### a) Karl Person’s Co-Efficient of Correlation

Let monthly family income per month of the respondents taken as (X) and sending for herbal cosmetic products per month of the respondents taken as (Y).

#### TABLE-1: CO-EFFICIENT OF CORRELATION

<table>
<thead>
<tr>
<th>Income</th>
<th>(X-30)</th>
<th>X²</th>
<th>Spend</th>
<th>(Y-25)</th>
<th>Y²</th>
<th>XY</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>-7</td>
<td>49</td>
<td>18</td>
<td>.7</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>27</td>
<td>-3</td>
<td>9</td>
<td>20</td>
<td>.5</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>28</td>
<td>-2</td>
<td>4</td>
<td>22</td>
<td>.3</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>29</td>
<td>-1</td>
<td>1</td>
<td>21</td>
<td>2</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>30</td>
<td>0</td>
<td>0</td>
<td>29</td>
<td>4</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>31</td>
<td>1</td>
<td>27</td>
<td>2</td>
<td>4</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>32</td>
<td>3</td>
<td>29</td>
<td>4</td>
<td>16</td>
<td>12</td>
<td>48</td>
</tr>
<tr>
<td>35</td>
<td>5</td>
<td>25</td>
<td>3</td>
<td>9</td>
<td>15</td>
<td>45</td>
</tr>
<tr>
<td>36</td>
<td>6</td>
<td>36</td>
<td>4</td>
<td>16</td>
<td>24</td>
<td>96</td>
</tr>
<tr>
<td>300</td>
<td>00</td>
<td>138</td>
<td>250</td>
<td>00</td>
<td>164</td>
<td>123</td>
</tr>
</tbody>
</table>

The correlation value between family income per month and spending for herbal cosmetic products per month is 1. So this is a perfect positive correlation between the two factors.

#### b) Average Ranking Analysis

Average ranking analysis is used to analyses the rank given by the respondents for various factors, the weights has given to various ranks and total scores are calculated based in method

The below table reveals that the respondents have assigned “Quantity” was the primary factor (Rank 1) and “Flavor” as the next factor (Rank 2), third rank to Packing, four rank to quality, fifth rank to offer and sixth rank to price.
TABLE 2: AVERAGE RANKING ANALYSIS
RANKING FACTOR INFLUENCING BY THE RESPONDENTS

<table>
<thead>
<tr>
<th>Factor</th>
<th>6</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Total</th>
<th>Mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>10</td>
<td>12</td>
<td>08</td>
<td>14</td>
<td>4</td>
<td>2</td>
<td>50</td>
<td>4.92</td>
<td>6</td>
</tr>
<tr>
<td>Quality</td>
<td>12</td>
<td>13</td>
<td>10</td>
<td>10</td>
<td>02</td>
<td>03</td>
<td>50</td>
<td>6.06</td>
<td>4</td>
</tr>
<tr>
<td>Quantity</td>
<td>13</td>
<td>10</td>
<td>09</td>
<td>06</td>
<td>05</td>
<td>04</td>
<td>50</td>
<td>4.80</td>
<td>5</td>
</tr>
<tr>
<td>Score</td>
<td>75</td>
<td>80</td>
<td>68</td>
<td>90</td>
<td>58</td>
<td>49</td>
<td>420</td>
<td>8.04</td>
<td>1</td>
</tr>
<tr>
<td>Paking</td>
<td>04</td>
<td>10</td>
<td>06</td>
<td>15</td>
<td>10</td>
<td>05</td>
<td>50</td>
<td>6.94</td>
<td>3</td>
</tr>
<tr>
<td>Flavor</td>
<td>08</td>
<td>04</td>
<td>08</td>
<td>10</td>
<td>12</td>
<td>08</td>
<td>50</td>
<td>7.68</td>
<td>2</td>
</tr>
<tr>
<td>Offer</td>
<td>04</td>
<td>12</td>
<td>08</td>
<td>06</td>
<td>15</td>
<td>05</td>
<td>50</td>
<td>6.04</td>
<td>5</td>
</tr>
<tr>
<td>Score</td>
<td>33</td>
<td>84</td>
<td>65</td>
<td>72</td>
<td>42</td>
<td>24</td>
<td>320</td>
<td>6.04</td>
<td>5</td>
</tr>
</tbody>
</table>

VII. FINDINGS
1. Majority of the respondents preferred to purchase cosmetic products from permanent stores, private bazaars & medical shop as they feel it is easily available and products are of good quality.
2. There exist of perfect positive correlation between the two factors i.e. family income per month of the respondents and spend for herbal cosmetics products per month of the respondents.
3. Majority of respondents, ranked first to quality of the product.

VIII. SUGGESTIONS
1. The price of the herbal cosmetics product can be reduced which would attract more customers.
2. The manufacturers could reduce the chemical combination in the herbal cosmetics products.
3. The manufacturers can conduct a survey for knowing the consumer need

IX. CONCLUSION
The herbal cosmetics are prepared, using permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to treat different skin ailments and for the beautification. The study reveals that most of the respondents are aware of the herbal cosmetic products in Chennai city. The people now are not considering the cosmetics as luxury, most of the consumers feel that there are more chemicals in cosmetics products, which cause many side effects, and started switching over to herbal based cosmetics. The cosmetic manufacturing company after realizing the need of the customer started providing herbal based cosmetics products. Many respondents feel that there is more chemical combinations in the herbal cosmetics, which can be reduce by the manufactures, so that it would increase its usage by the customers.

REFERENCES