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"A Study Of Consumer Behaviour Towards Chemical And Herbal Cosmetics Products And Its Impact On Marketing Strategies"

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Abstract:

Cosmetic products are mixture of natural substances or manufactured substances and offered to consumers. Now a day's cosmetics have been a part of every individual's life. It was stated by Associate Chambers of Commerce and Industry of India that the consumption pattern of cosmetics among teenagers went up substantially between 2005 and 2015 because of increasing awareness and due to the desire to look good (Choudhury, S., 2015).
The primary diligence of this research is to understand the importance of consumer behaviour towards chemical and herbal cosmetics products and its impact on marketing strategies. This research paper talks about the consumer buying behaviour how it affects the consumer to choose between herbal and chemical products. The consumers now a days are too conscious about the products which they buy, it should be reasonable and best of quality. Also, the various impact these have in the marketing strategies of the company.

The study would be confined to Bangalore city and the sample size for this study would be 150 customers. The responses would be analyzed to determine the impact of consumer behaviour in buying chemical and herbal cosmetics. In this research to examine the impact, the dependent variable chosen is influence and the independent variables are brand, price, quality, recommendations from friends etc.

KEYWORDS: Consumer Buying behaviour, Cosmetics, Chemical and herbal products

INTRODUCTION

Cosmetic products are mixture of natural substances or manufactured substances and offered to consumers. Consumers buy cosmetics for cleansing, improving or altering the complexion, skin, hair and nail Courcoux, (2005) Cosmetic products include beauty preparations such as make-up and skin cream as well as grooming aids such as shampoo and deodorant Shepherd, Gould (1972). When herbs are used for their aromatic and medicinal value in cosmetics, they are known as herbal or green personal care products Lubbe (2011).

India is a country of contrasts with a population of over a billion people Cohen (2003).Over last couple of decades, Indian cosmetics industry has witnessed rapid growth, and during the past few years it has witnessed strong growth and has emerged as one of the industries

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holding immense future growth potential. As far as some of the revolutionary concepts are concerned, like consumer consumption patterns, consumer behaviour and innovations in products, the cosmetic industry has seen a magical metamorphosis.

GROWTH OF COSMETICS INDUSTRY IN INDIA

A recent report by Research and Markets named "India Cosmetic Market Overview", the country's cosmetic market was growing with a 17.06% over a period of five years. The industry has increased its business of USD 2.5 billion Pillaiyar (2017). India's beauty, cosmetic and grooming market is expected to reach USD 20 billion by 2025 Ahmed (2018).

FACTORS FOR GROWTH

It was stated by Associate Chambers of Commerce and Industry of India that the consumption pattern of cosmetics among teenagers went up substantially between 2005 and 2015 because of increasing awareness and due to the desire to look good Choudhury, S. (2015). . Over 68% of young adults feel that using grooming products whereas 45% of consumers tend to buy cosmetics and apparels from any shop of their convenience rather than a single shop Hornsey (2018). Both quality and value for money is being sought by consumers. Also, there has been a rising aspiration among Indian men to look better groomed, which has led to the Indian men's grooming market witnessing a growth of more than 42% in the last five years Bowstead (2018).

RISE IN DEMAND FOR NATURAL AND HERBAL PRODUCTS

Varsha Singh on 17th may, 2017 in business economic stated that Indian consumers are more likely to purchase natural and herbal cosmetics products. The herbal cosmetics industry is expected to grow at a rate of 12% in India. The herbal cosmetics industry has numerous cosmetics brands like "*VLCC, Lotus, Himalaya"*, etc. It is said that words like natural, organic, influence Indian customers to buy these products. In a study conducted it was found that customer would pick a cream or lotion if it said its natural. This is why many foreign companies are also now diving into herbal products.

CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. As recently companies have again dived into herbal cosmetics because consumers are becoming more and more aware about the side effects the chemical cosmetics have on our life. So to maintain its business in market and also to compete with other rivals such as "*Patanjali*". The companies choose to satisfy the needs of its consumers by providing them herbal cosmetics.

The latest findingwith this research isherbal cosmetics are the modern trend in the field of beauty and fashion. These agents are gaining popularity as nowadays most women prefer natural products over chemicals for their personal care to enhance their beauty as these products supply the body with nutrients and enhance health and provide satisfaction as these

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are free from synthetic chemicals and have relatively less side-effects compared to the synthetic cosmetics.

LITERATURE REVIEW

1. (Kotler, 2004) The consumers mind is different from one another in this as author said in the definition that according to the human psychology, demographical differences, age & sex and to understand people needs and to assess the influences of every consumer approach is different, in theory explained that consumer is treated as decider of the company, whatever the product comes to the market, the consumer is the ultimate purchaser for every product, sometimes the consumers are choosing, selecting and going for family decision making to choose differently, in one point of time the consumers differentiated and explained that they are going for personal and some of the them are using products for profit

2. (Schiffman, Kanuk, 2009) when consumers have had no experiences with a product, they tend to trust a favoured as well-known brand name. Consumers often think well-known brands are better and are worth buying for the implied assurance of quality dependability, performance and services.

3. (Sherrow, 2001) During the 1940s, cosmetics company executives began targeting specific groups of consumers by age and other demographic factors. Ads for cosmetics were placed in magazines that teenagers read. Marketing experts helped the industry to gear certain products to that young market, packaging then in a way that would appeal to teens and offer them at prices young people could afford. Inexpensive lipsticks were among the first of these products.

4. (Hoyer, Deborah, 2001) The consumer behaviour influences in 3 aspects, they are acquiring, using and disposing. The acquiring means that how the consumer spends money on the products, such as leasing, trading and borrowing. Using means some of the consumers use the high price products and some of the consumer sees the quality. Disposing is nothing but distribution, order or places a particular product.

5. (Merrie, Valarie, 2000)Price is so often considered an indicator of quality, some product advertisements deliberately emphasis a high price to underscore the marketers claims of quality. Marketers understand that at time, product with lower price may be interpreted a reduced quality. At some time, when consumers evaluate more concrete attribute of a product, such as performance & durability they rely less on price & brand name as indicates of quality than when they evaluate the product's prestige and symbolic values.

6. (Arens, 1996) Advertising informs consumers about the existence and benefits of products and services and tries to persuade consumers to buy them (MacKenzie, 2004). The goal of advertising is to persuade the consumer to do something, usually to purchase a product. If advertising is to attract and communicate to audiences in a way that produces this desire result, advertisers must first understand the consumers. (Lee, Johnson,2005) Advertiser's primary mission is to reach prospective customers and

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influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers' goals are to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications this involves the study of consumers behaviour: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants.

7. (Schiffman, Kanuk, 2009) Consumer often judges the quality of a product or service on the basis of a variety of information cues that they associate with the product. Some of these clues are intrinsic to the product and service other is extrinsic. Either single or together such are provided the basis for perception of product and service quality.
8. (Mullen, Johnson, 1990) The consumer may expect price to reflect the quality level of the product. Quality perception may be to do with the materials or components used in the product. Price, quality can be compared objectively, the image of the product and the contribution of the chosen item towards needs satisfaction and lifestyle. (Cant et al, 2009). Consumers were more likely to switch brands after the price increased than if they were simple exposed to the higher price to begin with. As pricing can influence the decision of consumer to take or drop the purchasing idea by which they are go for substantial product with low price and perceived quality.
9. (Blackwell et al. 2001) Personality characteristics are often revealed in a person concept, which is the way people see themselves and the way they believe others see them (Kerin et al, 2003).

PROBLEM STATEMENT

Now a day's cosmetics has been a part of every individual's life. This research paper talks about the consumer buying behaviour how it affects the consumer to choose between herbal and chemical products. The consumers now a day are too conscious about the products which they buy, it should be reasonable and best of quality. Also, the various impact these have in the marketing strategies of the company.

The reason for conducting this study is that to understand the demand of herbal and chemical cosmetics and its impact on marketing strategies.

SCOPE OF THE STUDY

The present study is to understand the consumer buying behaviour which is influenced when buying chemical or herbal cosmetics. Also, the impacts of these buying decisions lead to various changes in the marketing strategies so as to attract more customers. The study has been done to understand the impact of the products which are either herbal or chemical cosmetics on the life of the people. The behavioural approach of people towards either product are evident from the conducted study.

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OBJECTIVES OF STUDY

The objectives of the study are as follows:

1. To understand the consumer buying behaviour towards chemical and herbal products.

2. To analyse the impact of consumer buying behaviour on market strategies.

The main purpose of this study is to find out the buying behaviour of the consumers when it comes to choosing between chemical and herbal cosmetic products. In earlier days, chemical products were more used as cosmetic solution but, nowadays people are more aware of the side-effects from the chemical cosmetics which make them to prefer herbal cosmetic solution. The study also seeks the impact of the marketing strategies which companies implement to favour the consumer behaviour towards cosmetics.

RESEARCH METHODOLOGY

Primary data had been collected using a structured and focussed questionnaire where the questionnaire was sent to 300 people and we have received 153 respondents which covered various dimensions of the research questions. Convenient sampling techniques was used to collect data for research. While, secondary data has been collected from books, internet, literature and other relevant documents like magazines, journals and web resources.

Here the sampling population is taken based on random sampling, which impact on consumer's buying behaviour for herbal and chemical cosmetics. It is proposed to approach 153 respondents belonging to the various age groups which would represent the population.

RESULTS & DISCUSSIONS

Table 1: KMO Measure of Sampling Adequacy and Bartlett's Tests of Sphericity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	2895.189
	Df	741
	Sig.	.000

Here KMO = 0.791 which indicates that the sample is adequate and we may provide with the factor analysis.
Bartlett's Test of Sphericity Since, the approximate of Chi-square is 2895.189 with 741 degrees of freedom, which is significant at 0.05 Level of significance. The KMO statistic of 0.791 is also large (greater than 0.50). Hence Factor Analysis is considered as an appropriate technique for further analysis of the data.

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RELIABILITY TEST

We can see that Cronbach's alpha from the table is 0.905, which indicates a high level of internal consistency for our scale with this specific sample.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.905	38

CORRELATION

HO: There is no significant relationship between dependant (Influence) and independent variable (Information behaviour, Preference) of cosmetics.

HA: There is significant relationship between dependant (Influence) and independent variable (Information behaviour, Preference) of cosmetics.

		INFLUENCE	INFORMATION BEHAVIOUR	PREFERENCE
INLFLUENCE	Pearson Correlation	1	.538**	.533**
			.000	.000
		153	153	153
INFORMATION BEHAVIOUR	Pearson Correlation	.538**	1	.428**
		.000		.000
		153	153	153
PREFERENCE	Pearson Correlation	.533**	.428**	1
		.000	.000	
		153	153	153

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation Analysis has thus identified 3 core factors that affect the impact of Chemical and Herbal cosmetics. They can be categorized as under: - Influence, Information behaviour, preference.

Pearson's correlation is run to determine the relationship between customer orientation, role of trading partners, information flow, flexibility supply chain output. There exists a moderate and high positive correlation between influence, information behaviour and preference with the values 1, 0.538 and 0.533 respectively and is statistically significant at 0.001 percent level (2-tailed).

REGRESSION

HO: There is no significant relationship between buying behaviour and behavioural information on cosmetics.

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HA: There is a significant relationship between buying behaviour and behavioural information on cosmetics.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634[a]	.402	.394	4.32869

a. Predictors: (Constant), Buying Behaviour, Behavioural Information

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1890.755	2	945.378	50.454	.000[b]
	Residual	2810.630	150	18.738		
	Total	4701.386	152			

a. Dependent Variable: Influence
b. Predictors: (Constant), Buying Behaviour, Behavioural Information

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.078	1.777		4.545	.000
	Influence	.406	.075	.380	5.434	.000
	Information Behaviour	.182	.034	.371	5.311	.000

a. Dependent Variable: Influence

From the ANOVA table we examine null hypothesis that is there is no impact on the independent variables on the dependent variables against the alternate hypothesis that is the facts like influence, information behaviour, and buying behaviour does not has impact on buying behaviour.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Cosmetic Buying Product	.538[a]	.290	.285	4.70253
Behaviour Information	.533[a]	.284	.280	4.71996

The model summary shows the R square values of cosmetic buying product and behaviour information of cosmetics. The R Square value is .538 for cosmetic buying product and .533

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for behaviour information. Thus it is evident that, there is a significance relationship between cosmetic buying product and behaviour information for buying cosmetics.

HERBAL AND CHEMICAL

H0: There is no significant influence between usage of cosmetics on herbal and chemical cosmetics.

HA: There is a significant influence between usage of cosmetics on herbal and chemical cosmetics.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.581	.575	3.62450

a. Predictors: (Constant), herbal, chemical cosmetics

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2730.841	2	1365.420	103.937	.000[b]
	Residual	1970.545	150	13.137		
	Total	4701.386	152			

a. Dependent Variable: Cosmetic Usability

b. Predictors: (Constant), herbal, chemical cosmetics

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.658	1.326		5.774	.000
	chemical cosmetics	4.096	.328	.749	12.497	.000
	herbal	.135	.292	.028	.463	.644

a. Dependent Variable: Cosmetic Usability

From ANOVA table we examine null hypothesis, i.e. there is no impact of the independent variables on the dependent variables against the alternate hypothesis. i.e. the factors which is influence that does not have an impact over the ethics.

P-value from the ANOVA table is 0.000 which is lesser than the significance 5% and this leads us to fail to accept the alternate hypothesis and say that there exists a significant impact of influence of herbal and chemical cosmetics.

The R Square value is .581. This means that the regression analysis can explain 58% of the data. Thus the P-value 0.000 is lesser than significance value and thus we decline the null hypothesis and accept the alternate hypothesis which in this case is cosmetic usability. Thus there is a significance relationship between herbal and chemical cosmetics.

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HERBAL COSMETICS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.580	.577	3.61506

a. Predictors: (Constant), chemical cosmetics

CHEMICAL COSMETICS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.380[a]	.144	.139	5.16113

a. Predictors: (Constant), herbal

The R square value of herbal cosmetic is 0.580 and that of chemical is 0.144. Thus from the above table it is observed thatr square of herbal cosmetics constitute to 58 percent whereas on chemicals it is 14 %. From this, we can conclude that herbal cosmetics are more preferred by respondents and company should introduce more products in the line of herbal products and spend more on research and development of herbal products which can accelerate the sales.

SUMMARY OF FINDINGS

- The present study on the consumer buying behaviour of chemical and herbal cosmetics of sample size 150. It can be inferred that 52.9% respondents don't use cosmetics while 47.1% use cosmetics.
- From the present study it can be also inferred that 27.5% respondents don't buy cosmetics for health reasons. 33.3% buy cosmetics for beauty, and 37.9% respondents buy cosmetics for civility in society.
- From the present study it can be inferred that 28.8% respondents get influenced by packing, 48.4% respondents get influenced by recommendation by friends, 45% respondents get influenced by brands, 52 respondents get influenced by quality.
- It can be inferred from our present study that chemical cosmetics are used more than the herbal cosmetics even though people know it's not good for their skin. Among the collected respondents 77.6% respondents use chemical cosmetics and 22.4 use herbal cosmetics.
- It can be inferred from our study that women were the major users of cosmetics, 62.1% of our respondents were women and 37.9% were men. But still the demand for cosmetics for men is gradually increasing year by year.

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- It was inferred from the study that both chemical and herbal cosmetics impact 58% of consumers and they indulge in buying cosmetic products, whereas 42% doesn't get impacted.
- It can also be stated from the above point that more that 50% people believe that the questionnaire was accurate and provide the correct information to the researcher.
- From the present study it can be clearly stated that among the 58% consumers who consume cosmetics in that 42% consume herbal cosmetics and 16% consume chemical cosmetics.
- From the analysis done in this research it can be stated that our sample size represents 80% accuracy, which means it highly represent the sample size.

CONCLUSION

People are getting more and more aware of the harmful effects of chemicals used in the daily products, be it skin care or hair care products. This awareness is making people demand and depend on naturally extracted products.

Consumers these days prefer skin care products, which contain natural ingredients over the chemically loaded products. This is going to bring an herbal revolution in chemically driven beauty brands. Thus, the skin care companies are turning towards herbal extracted produced.

Cosmetics consumer behaviour can be defined as "the decision-making process and physical activity involved in acquiring, evaluating, using and disposing off Cosmetics". This definition clearly brings out that, it is not just the buying of cosmetics which received attention in consumer behaviour but, the process which starts much before the purchase of cosmetics. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between cosmetics that can be acquired with their relative advantages and disadvantages.

The research conducted by us shows that people now have started looking out for herbal cosmetics products and wants side-effects free cure from the problems. So as the taste and preferences of consumer is shifting the companies are also changing their marketing strategies to retain their customers accordingly.

Chemical cosmetics consumers evaluate cosmetic products based on perception about cosmetic quality, reference from friendship groups, formation of personality, culture and cross culture. They evaluate package based on its reflection on personality formation, motivation, culture, cross culture and knowledge about cosmetic marketers. The price is evaluated with respect to the price of global brands. It is also evaluated based on the reference from friendship groups. The promotion is evaluated based on the reference from family and nature of brand. Consumers select the point of purchase based on the reference form family, friends, knowledge about marketers and subculture.

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Herbal cosmetics consumers evaluate cosmetic product based on price, advertisement, friendship group, formation of personality and the type of brands i.e., global or local brand. The package is evaluated by the influence of cross culture, quality, perception, celebrity of the advertisement and family socialization. The price of herbal cosmetic product is evaluated based on the learning form subculture, reference from friendship group and global acceptance of the brand, the promotion is evaluated on the basis of religion, subculture of the state and reference from family. Herbal cosmetic point of purchase is determined based on knowledge about marketers, from the reference of family and friends group. Hence, Consumers buying behaviour has been highly influenced in case of chemical and herbal cosmetics.

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