

A STUDY ON CONSUMER SATISFACTION TOWARDS HERBAL COSMETIC PRODUCTS IN COIMBATORE CITY

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ABSTRACT

Bearing a long glowing heritage of cosmetic and beauty, aesthetic makeup products is being used since olden days and nowadays it appear like a booming economy in India which would be the largest cosmetic consuming country in a next few decades. While the demand of beautifying substances are growing day by day, a large number of local as well as international manufacturers gradually extend their ranges and products in different provinces of India. Cosmetics and toiletries are not just the domain of women more body sprays, perfumes and other cosmetics and toiletries with rising demand from men, the Indian market is getting enlarged and many players are coming out with cosmetic products especially skin care products for women and men Globalization will certainly increase cosmetic products penetration and all professional shall equip themselves to exploit opportunities offered by this sector. This gives me an opportunity to work on with endeavour focusing on the consumer perception and satisfaction of women towards cosmetics with special reference to Herbal Products. The primary objective of this study is to understand the consumer perception and satisfaction studying the awareness of the products within the consumers and the number of consumers who consumes the Herbal Cosmetics.

Key words: Herbal, Cosmetic, Products, Satisfaction.

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Introduction

The word cosmetic was derived from the Greek word “kosmtikos” meaning having the power, arrange, skill in decorating. An herbal is "a collection of descriptions of plants put together for medicinal purposes." An herbal cosmetic have growing demand in the world market and is an invaluable gift of nature. The concept of beauty and cosmetics is an ancient as mankind and civilization women are obsessed with looking beautiful. So they use various beauty products that have herbs to look charm and young.

Indian herbs and its significance are popular worldwide. 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 may more adding to the list. The Indian cosmetics market is defined as skin care, hair care, color cosmetics, fragrances and oral care segments. It's worth US \$19.3 billion in 2014 and is expected to grow at 15-20 % according to the analysis of this sector. Today awareness of beauty products and treatment, fashion and grooming are very high.

Herbal Cosmetics Can Be Grouped In to Following Major Categories

1. Cosmetics for enhancing the appearance of facial skin.
2. Cosmetics for hair growth and care.
3. Cosmetics for skin care, especially in teenager (acne, pimples and sustaining).
4. Shampoos, soaps, powders and perfumery, etc.

Statement Of The Problem

Consumers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate targeting finding out what consumer awareness and their attitude and there by offering products according to this needs will help the industry stake holders to enrich their consumer experience and accelerate growth of the market the process that turns marketing plans into marketing actions In order to fulfill strategic marketing objectives it is called marketing plan but most of the markets are still

challenged by their marketing. Hence this research aims to explore the consumer satisfaction towards herbal cosmetic products in Coimbatore city.

Objectives Of The Study

- To study the level of consumer satisfaction towards herbal cosmetic products.
- To study about the problems faced by the consumers.
- To offer suggestions based on the study.

Scope Of The Study

The present study will be helpful in understanding the consumer attitude of the different strata people the Indian society especially in Coimbatore city, Tamil Nadu with special reference to Herbal Cosmetic Products. The classification of the different strata of the people in area wise, gender wise, age wise, income wise, etc... This study will also helpful in analyzing the consumer Satisfaction towards the different factors identified after the focus group discussions for the future studies by the researchers and academicians. It will also help in studying the effect of cosmetics purchase of the study specifically among the segment under consideration.

Methodology

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

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.

Area of the study

The area of the study is in Coimbatore city.

Period of the study

The study was conducted for a period of 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. The secondary data was collected from the articles, journals, newspapers and various websites.

Sampling design of the study

The sampling technique in this project is convenient sampling. A sample of 200 respondents was taken into account for finding their uses for the herbal cosmetic products.

Tools for Analysis

1. Garrett Rank
2. Chi square
3. Weighted Average Analysis
4. ANOVA

Limitation Of The Study

1. The survey was conducted only in Coimbatore City of Tamil Nadu. Hence, the results arrived from the study may or may not be applicable to other areas. Further, the survey method which was adapted for collecting the data in the study has its own limitation.
2. Personal interviews always have bias of the data supplied as liking of the respondents perception changes from one to another is considered as the second limitation.
3. The research is based on the convenient sampling and hence all the limitations of the sample survey and non-random sampling method are applicable to this work.

Review Of Literature

1. **Laroche, M. Begeron J and Barbaro Force O.G (2001)** in their empirical work had commented that attitude, knowledge and behavior, are the most signification predictor of consumer's willingness to pay more for ecologically favorable products.
2. **Tesil, M.F., Roe B., and Hicks R.L (2002)** provided market based evidence the consumers can repine positively to eco labels and consequently contributed to the increased market share of the product concern.
3. **Delgado-Ballester&Munuera-Aleman (2005)** interest in the issue of brand trust is only conceptual and theoretical course and very few empirical studies conducted to assess the confidence in the brand.

4. **Vani Nikhil Laturkar (2013)** the consumer today has become aware of side effects of allopathic products on long term usage and subsequent consequences. Marketers should design their strategy around this aspect in promoting their products.
5. **V. Thiagaraj (2015)** the personality used in commercials of particular brands of herbal oil 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 product.

Profile Of The Herbal Cosmetic Products

Skin Care

These are products designed to improve the appearance and feel of skin. The skin care market makes up about 30% of all cosmetics sold which is the largest share of any category. Skin care products can be classified further by how they work and what they do

Face Care

Face care is the maintenance of the face and its features such as the skin, lips and eyelashes so that it has an attractive, youthful appearance.

Hair Care

Hair care is an overall term for parts of hygiene and cosmetology involving the hair on the human head. Hair care will differ according to one's hair type and according to various processes that can be applied to hair. All hair is not the same; hair is a manifestation of human diversity.

Makeup

Over the last 100 years, cosmetic products received their renaissance that was fueled with rapid inventions and fast fashion changes.

Personal Care products

The last category of cosmetic product is the other personal care products. This group makes up approximately 15% of sales in the market. These include oral care products like tooth paste, mouthwash and whitening products.

Most Popular Herbal Cosmetic brands in India

Himalaya Herbals

Himalaya Herbals is a range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurveda with years of dedicated research.

Lotus Herbals

Lotus Herbals is India's leading natural cosmetics company. Combining ancient wisdom from the Vedas with 21st century technology, it's range of over 250 skin care, hair care, sun care and make-up products for the retail and professional markets

Vaadi Herbals

Vaadi herbals pvt ltd has combined Ayurvedic science with modern technology to develop a whole new range of personal care products. Its range consists of hair care, skin care, and face care and body care products enriched with the extracts of best quality natural herbs to cater to the needs of the whole family.

Just Herbs

Just Herbs is a company which is the embodiment of the old or traditional and the new or modern. The Aurvedic Bhaishajyas (texts) makes it old and new because it brings forward the modern ready-to-use forms.

Biotique

Biotique products have been made by incorporating the ancient Ayurvedic therapies and fusing them with the latest bio-technological innovations to be able to bring to consumers cosmetics and skin care product that are chemical free and completely safe for the skin and hair.

Forest Essentials

There is no „quick fix“ method for eternal youth. Only naturally distilled pure essential oils, pure cold pressed, organically grown vegetable oils and plant extracts should be used in skin applications.

Jovees Herbal

JOVEES, a line of Herbal and Ayurvedic products is result of an extensive research aligning the Power of Herbs and Power of science. Jovees introduce the quality product for Skin, Hair and Body Care. Today JOVEES has 115 SKU's with 85 Products in its port

Analysis And Interpretation

a) **Garrett Rank****Table 1: Table Showing Rank Factors Influenced To Purchase Herbal Cosmetics**

Factors	Garrett Score	Garrett Mean	Garrett Rank
Price	10653	53.27	2
Quality	10333	51.67	3
Quantity	11194	55.97	1
Packing	10260	51.30	4
Flavour	9350	46.75	6
Offer	9907	49.54	5
Others	8303	41.52	7

Source : Computed

Rating of the consumers based on the factors influenced to purchase herbal cosmetics which shows the first position was achieved towards Quantity, $M=55.97$, 2nd rank was towards Price, $M=53.27$, Third position was attained towards Quality, $M=51.67$, 4th rank was towards Packing, $M=51.30$, 5th position was towards Offer, $M=49.54$, 6th position towards Flavour, $M=46.75$, and finally, the least rating was towards Others, $M=41.52$

It is clear that the consumers opinion based on the factors influenced to purchase herbal cosmetics which shows the first position was achieved towards Quantity and finally, the least rating was towards Others reasons.

b) Chi-Square Analysis**Null Hypothesis (H₀)**

There is no significant relationship between Monthly Income of the Respondents and Reason for Selecting Brands of the Respondents.

Table 2: Table Showing Monthly Income of the Respondents and reason for Selecting Brands of the Respondents

Monthly Income	Reason of Selecting Brands				Total
	Quality	Quantity	Price	Flavour & Others	
Below Rs.10000	11	4	3	8	26
	5.3	4.8	7.9	7.9	26.0
Rs.10000 to 15000	12	19	26	24	81
	16.6	15.0	24.7	24.7	81.0
Rs.15000 to 20000	10	2	15	16	43
	8.8	8.0	13.1	13.1	43.0
Rs.20000 to 25000	3	3	6	7	19
	3.9	3.5	5.8	5.8	19.0
Above Rs.25000	5	9	11	6	31
	6.4	5.7	9.5	9.5	31.0
Total	41	37	62	60	200
	41.0	37.0	62.0	60.0	200.0

The result of the chi-square test reveals that the calculated chi-square value (21.399) is more than the table chi-square value (21.062) at 5% level of significance and therefore, the relationship between Monthly Income of the Respondents and Reason of Selecting Brands of the Respondents is significant. Thus the hypothesis is that the relationship between the two factors holds good. Hence the null hypothesis is rejected.

c) Weighted Average Analysis

Table 3: Table Showing Level of Satisfaction towards Type of Herbal Cosmetics Used By the Respondents

Type of cosmetic Products	Highly Satisfied	Satisfied	Neutral	Dis satisfied	Highly Dissatisfied	Wtd. Mean	Rank
Face Care	100	80	12	4	4	4.340	2
	2.5	1.6	0.18	0.04	0.02		
Skin Care	75	83	35	1	6	4.100	3
	1.875	1.66	0.525	0.01	0.03		
Body Care	85	70	26	7	12	4.045	4
	2.125	1.4	0.39	0.07	0.06		
Hair Care	65	52	40	20	23	3.580	7
	1.625	1.04	0.6	0.2	0.115		
Essential Oils	80	80	19	10	11	4.040	5
	2	1.6	0.285	0.1	0.055		
Makeup	59	59	55	19	8	3.710	6
	1.475	1.18	0.825	0.19	0.04		
Sun care	120	51	14	8	7	4.345	1
	3	1.02	0.21	0.08	0.035		

Source : Computed

The above table reveal that the ranking of the respondents based on the level of satisfaction achieved after using different types of herbal cosmetics it is evident that the

respondents rated high (M=4.345) towards Sun care products, followed by the second position achieved by the Face Care products (M=4.3410), third position towards Skin Care products (M=4.100), 4th position achieved by Body care products (M=4.045), 5th position was achieved towards essential oils, 6th position towards makeup products (M=3.710) and finally, the seventh position was achieved towards Hair care products (M=3.580).

The ranking of the respondents based on the level of satisfaction achieved after using different types of herbal cosmetics it is evident that the respondents rated high towards Sun care products and the least position was achieved towards Hair care products.

d) ANOVA

Null Hypothesis (Ho)

There is no significant variance between Monthly Income of the Respondents and amount spent for herbal cosmetic product in a month.

Table 4: Table Showing Monthly Income of the Respondents and Amount Spend for herbal cosmetic products in a month

Monthly Income	Spend for herbal cosmetic product in a month				Total
	Below 400	401 to 700	701 to 1000	Above 1000	
Below Rs.10000	1	10	3	12	26
Rs.10000 to 15000	17	32	6	26	81
Rs.15000 to 20000	11	15	4	13	43
Rs.20000 to 25000	9	1	2	7	19
Above Rs.25000	10	15	3	3	31
Total	48	73	18	61	200

Source of Variation	Sum of Square	Degree of Freedom	Mean Square	F-ratio	5% F-limit
Between Columns	336	3	111.87	3.83	3.49
Between Rows	602	4	150.50	5.15	3.26
Residual of error	350	12	29.20		
Total	1288	19			

Source : Computed

The table value at 5% level of significance and the calculated F Ratio is 3.83 between columns and 5.15 between rows. The calculated value is more than the table value between columns and the calculated value which is also more than the table value between rows. Hence, there is significant variance between Monthly Income of the Respondents and amount spend for herbal cosmetic product in a month.

Therefore, it is clear that there is significant variance between Monthly Income of the Respondents and amount spent for herbal cosmetic product in a month.

Findings

- It is clear that the consumers opinion based on the factors influenced to purchase herbal cosmetics which shows the first position was achieved towards Quantity and finally, the least rating was towards Others reasons.
- It is found that the relationship between Monthly Income of the Respondents and reasons for preferring particular brand is significant. Thus, the null hypothesis is rejected.
- The ranking of the respondents based on the level of satisfaction achieved after using different types of herbal cosmetics it is evident that the respondents rated high towards Sun care products and the least position was achieved towards Hair care products.

- It is clear that there is significant variance between Monthly Income of the Respondents and amount spent for herbal cosmetic product in a month.

Suggestions

- Maximum of the respondents are interested in buying make-up, face care, skin care and sun care products while most of the respondents had shown less interest to buy other types of products, the companies shall exhibit their product range by showcasing its importance that will reach the minds of the consumers to make them and buy more.
- The flavour need to be improved and also the offer for the products must help the policy makers to achieve more targets. Few of the respondents stated that the packing of the products are not so attractive and all these needs should be concentrated to withstand in the market.
- Some of the respondents had stated that they suggest buying some other brands for which they have particularly stated the quality, price and other factors such as healing factors, etc. The present herbal promoters taken for the study need to concentrate improving consistently and also advertise the advantages that will help the consumer's awareness to purchase the brands in the market.
- Few of the respondents indicated that they get rashes while using some of the products, while few indicated allergies and least of them opined that they contract with some diseases. The government initiative is a must before certifying the product and also the Research and Development needed extensive attention before introducing the product into the market. At most care is necessary to save the consumers health and to improve the business as well.

Conclusion

The study reveals that most of the respondents are aware of the herbal cosmetics. The people now are not considering the cosmetics as luxury, most of the consumers feel that there are more chemicals in cosmetics, which cause many side effects that made them to look out for alternative products that will protect the consumers hence; the selection was towards herbal based cosmetics.

This made the cosmetic manufacturers realize the fact and the needs of the consumers by started producing herbal based cosmetics. Many respondents verbally opined that there may be some chemical combinations in the herbal cosmetics too, which need to be neutralized and make the products user friendly.

The study concludes that opportunities are immense in the Indian herbal cosmetic market therefore, a need for quality products from the reputed companies taken for the study which offer trust and benefits for herbal cosmetics in convenient on-the-go formats. The attractiveness of herbal products and its holistic approach to health will always help in attracting the consumers also will help the herbal manufacturers to promote their products and achieve greater heights in the market.

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