



A STUDY ON CONSUMER PREFERENCE TOWARDS HERBAL COSMETICS IN COIMBATORE CITY

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ABSTRACT

The Purpose of the paper is to study the consumer preference about Herbal Cosmetics. 140 samples were taken from Coimbatore City. Both Primary data and Secondary data were used in the research. Simple percentage analysis, Likert scale analysis and Rank analysis were used as a data analysis tools. People consider brand name as the most important factor to purchase Herbal Cosmetics. The findings may be used to Marketers to design marketing strategy for Herbal Cosmetics.

KEYWORDS: Herbal cosmetics, Consumer preference

1. INTRODUCTION

A Herbal is a “collection of metaphors of plants put together for medicinal purposes”. Herbs were among the first literature produced in ancient Egypt, China, India and Europe as the medical wisdom of the day accumulated by herbalist, apothecaries and physicians. Cosmetics are external preparation meant to apply on external part of the body that is nails, skin, hair for coloring, softening, cleaning, nourishing, weaving, removal and protection. Herbal cosmetics is also known as “Natural cosmetics”. Ayurvedic cosmetics not only beautifies the skin but acted as the shield against any kind of external affects for the body. Many traditional medicines in use are derived from medicinal plants, minerals and organic matter.

2. STATEMENT OF PROBLEM

The researcher has decided to make an attempt to know about the usage pattern and market demand for the herbal products in Coimbatore city with this

regard the study will provide an idea to know about herbal product demand in the selected area of the study the researcher like to know how the consumers were influenced with this product? And to understand about the most preferred brand of the herbal products by the consumers. What made the consumers to know about the availability of the product? It also made an attempt to know about the market trend and demand for herbal products. So the researcher want to know in what are the ways the product is been preferred and consumed by the respondents?

3. OBJECTIVE OF THE STUDY

- To know about the awareness of herbal product
- To find out the influenced factor for preferring the product
- To find out the reason for preferring a particular brand of herbal cosmetic product
- To analyze the consumer satisfaction on the usage of Herbal products.

4. RESERCH METHODOLOGY

- AREA OF STUDY - Coimbatore city
- SAMPLE SIZE - 140 Respondents
- SOURCES OF DATA - Convenient sampling technique
- PROPOSED TOOLS - Simple percentage analysis
 - Rank analysis
 - Likert scale analysis



5. STATISTICAL TOOLS

- Simple Percentage Analysis
- Likert Scale Analysis
- Ranking Scale Analysis

6. REVIEW OF LITERATURE

1.Brion Davies opened his article, “colors emerging strategy urges trade up” that Indian women still rely on natural products very much which keeps the size of cosmetic market small.

2.Caroline suelin in her study, “Understanding consumer purchase behaviour in the Japanese personnel grooming sector” Highlighted the different factors which drive the Japanese consumers towards

cosmetics. They initially preferred lipstick but slowly their preference has changed to mascara, lip-glass and compact power. Application of cosmetic was viewed as way to achieve social status, acceptance in the society, to express identity and finally to build self-confidence.

3.Carrie Lennarb revealed in her article, “A shift in focus” that the facial make-up market in Europe was growing rapidly. the foundation product offers sun protection benefit and anti-ageing benefit; consumers buy only expensive products and continue to opt for premium priced products which automatically match their skin tone.

7. TABLE

Table Showing Respondents Concerned Factors For Buying Cosmetic Products

S. No	Concerned factors	No of respondents	Percentage(%)
1.	Price	9	6.4%
2.	Brand name	43	30.7%
3.	Availability	22	15.7%
4.	Ingredients	23	16.4%
5.	Quality	42	30%
6.	Quantity	1	0.8%
	TOTAL	140	100%

8. FINDINGS

- It is found that majority (64.3%) of the respondents are belongs to the age group of 18 -25 years.
- It is found that majority (47.9%) of the respondents occupation belongs to others.
- It is constituting that majority (34.3%) of the respondents have monthly income less than 10000.
- It is defining that majority (46.4%) of the respondents are belongs to under graduate.
- It is observed that majority (50.7%) of the respondents have 3-5 number of family members.
- It is found that majority (48.6%) of the respondents 2-3 earning members in the family.
- The research states that majority (37.9%) of the respondents by cosmetic products rarely.
- It is inferred that majority (57.9%) of respondents concentrate on quality.
- It is established that majority (32.9%) of the respondents expenditure on cosmetic products is below 500.
- It is constituting that majority (44.3%) of the respondents consume 50g-100g of herbal cosmetic.
- It is defining that majority (35.7%) of the respondents prefer to purchase cosmetic products in shopping mall.
- It is found that majority (50.7%) of the respondents were influenced by friends to choose particular brand.
- The research states that majority (60.7%) of the respondents uses the product by themselves.
- It is observed that majority (35.7%) of the respondents are motivated to purchase natural cosmetic by latest brand.
- It is established that majority (65.7%) of the respondents sometimes purchase based on recommendation of sales person.
- It is found that majority (78.6%) of the respondents will collect information before purchasing the product.
- It is inferred that majority (38.6%) of the respondents use herbal cosmetics once in a day.
- It is constituting that majority (31.4%) of the respondents use herbal products below 6 months.
- The research states that majority (67.1%) of the respondents change their perception about the product due to advertisement.
- It is found that majority (60.7%) of the respondents expect detailed information in the advertisement.
- It is observed that majority (52.9%) of the respondents preferred social media is a kind of advertisement that has long lasting impact.



- It is defining that majority (62.9%) of the respondents purchase cosmetic products monthly.
- It inferred that majority (52.1%) of the respondents use herbal cosmetic for being fashionable.
- It is found that majority (38.6%) of the respondents trust on herbal cosmetics is has to their expectations.
- The research states that majority (30.7%) of the respondents concerned about brand name for buying cosmetic product.
- It is found that majority (78.6%) of the respondents will recommend other persons to buy herbal cosmetic.

RANK ANALYSIS

Price is in the rank of 1, this is the respond that I gave for the factors considered by the customers while buying herbal cosmetics.

LIKERT SCALE ANALYSIS

- The Likert scale value is 3.83 which is greater than the mid-value (3) which shows that the customers are satisfied with the price.
- The Likert scale value is 3.61 which is greater than the mid-value (3) which shows that the customers are satisfied with the brand name.
- The Likert scale value is 3.61 which is greater than the mid-value (3) which shows that the customers are satisfied with the variety.
- The Likert scale value is 3.59 which is greater than the mid-value (3) which shows that the customers are satisfied with the content.
- The Likert scale value is 3.65 which is greater than the mid-value (3) which shows that the customers are satisfied with the package.
- The Likert scale value is 3.52 which is greater than the mid-value (3) which shows that the customers are satisfied with the special offers.

9. SUGGESTIONS

- According to my survey, respondents are rarely used to buy cosmetic products as it is not easily available for all.
- Some of the respondent's suggestions is to improve the ingredients in the cosmetic product to motivates the customers.
- Most of the respondents change their perception about the product due to advertisement, it should be true and fair.
- As all the respondents concerned about brand name for buying cosmetic product, the quality of the product should be improved.
- From the above study, it is noted that price is highly satisfied by the customers. Variety and content of the product is also rated as good by

the customers. Hence it should be maintained same to retained the customers.

10. CONCLUSION

From this study it is concluded that most of the customers are satisfied with herbal cosmetics. It is found that price, quality, variety and ingredients are at satisfactory level of the respondents. The most influenced factor is brand name. The reason for preferring a particular brand of herbal cosmetics is quality. Most of the consumers are satisfied while using Herbal cosmetics. As some of the respondents are not comfortable with the availability of the herbal cosmetic product, it should be improved and easily available for all to retain the customers.

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