

## **CONSUMER PREFERENCE TOWARDS HERBAL**

### **COSMETICS**

#### **(WITH SPECIAL REFERENCE TO HIMALAYA HERBALS)**

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#### **1. Introduction**

The consumers across the world are becoming more health conscious and aware about the environmental and health impacts of the products that they consume. There is a greater demand for environmental friendly products in the FMCG category. India is considered to be one among the largest cosmetic consumers in the world. The demand for cosmetics has increased tremendously. The manufacturers in the cosmetic industry are now spending more on research and advertisement.

The Himalaya Drug Company, the Bangalore-based herbal health and personal care Company, has embarked on a consolidation-cum-expansion drive in an effort to transform itself into a FMCG player rather than just a pharmaceutical company and herbal healthcare products.

Ayurveda or the 'Science of Life' is an ancient, holistic system for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. Fundamental to Ayurveda is the use of well-balanced combinations of plants and other agents in synergistic formulas.

Himalaya, has pioneered the use of modern science to rediscover and validate Ayurveda's secrets. Natural, effective and safe, these products have helped thousands of people live healthier, richer lives. At Himalaya, research begins with raw herbs chosen from traditional texts and from observations and experiences of indigenous plants. In the 1930's, Himalaya

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developed a pioneering experimental herb farm, which grew rare endangered herbs for commercial use.

Researching Ayurveda and capturing its benefits in formulations, has been the hallmark of Ayurveda at Himalaya. Using modern research methodology and manufacturing practice, Himalaya has made available to people all over the world, an alternate method of treatment, which has no known side effects.

## **2. Purpose of the study**

This study is conducted to explore the preference towards herbal cosmetics among teenagers in Ernakulam District of Kerala, with special reference to Himalaya Herbals. The study also covers the level of satisfaction of the respondents on using the products of Himalaya Herbals and also the main factors influencing their preference towards these products.

## **3. Methodology**

The study was focused on the preference for herbal cosmetics among teenagers in Ernakulam City of Kerala. The study was based on primary data. The data has been collected from the users of Himalaya Herbal Cosmetic Products. Secondary data was collected from the articles, journals, newspapers and various websites;

**Sampling design of the study:** -The Population of the study was the consumers of Himalaya Herbal Cosmetic Products, in Ernakulam who are within the age limit of 13 to 19.

The sample size of 100 consumers, (50 girls and 50 boys) were selected for data collection. The sampling technique used is convenient sampling. The data was collected through a structured questionnaire.

**Tools for Analysis:**- Likert Scale method was used to ascribing quantitative value to qualitative data, to make it amenable to statistical analysis. Average Ranking analysis was used to analyze the ranks given by the respondents for various factors influencing the preference towards the products of Himalaya Cosmetics.

Percentage analysis was used to interpret and summarize the data.

#### **4. Objectives of the study**

- To understand the level of satisfaction of the selected group of consumers on the pricing of the cosmetics products of Himalaya Herbals.
- To find out if the level of satisfaction for the products is the same across both the genders
- To understand the level of satisfaction of the selected group of consumers on the pricing of the cosmetic products of Himalaya Herbals.
- To understand the major factors affecting the preference towards the products of Himalaya Herbals.

#### **5. Limitations of the study**

The study covers only customers of the age group of 13 to 19, in Ernakulam city of Kerala, this is done in order to understand the buying behavior of the teenagers. There are various other factors influencing the preference for Herbal cosmetic products, however these aspects are not considered in the study. The data was collected from a sample of 100 respondents as census method was considered to be a tedious process.

#### **6. Review of literature**

Cosmetics are the most sought after products in the present market as consumers are now more concerned about their appearance and are interested in looking handsome and beautiful. The usage of cosmetics has now become a part of the daily routine of consumers across all nations. Most consumers use cosmetic products including skin care and hair care products on a daily basis. The cosmetics were considered to be a product exclusively for the female gender in the earlier days, Using a moisturizer, exfoliating formulas, facial scrubs, skin toner, specialized shampoos and conditioners, specialized face product, lotion and many more were realized as feminine. The trend has now changed and the preference for cosmetics is on the increasing trend in the present

There is a global trend of shift in consumer preference for healthier products across all product categories. The go green concept is now being adopted as part of the life style of common people. The world market is on the way to a more natural way of life. People prefer more of

natural products. A WHO (World Health Organization) study estimates that about 80 percent of world population depends on natural products for their health care instead of modern medicines primarily because of side effects and high cost of modern medicine (Sharma, Shanker, Tyagi, Singh, & Rao, 2008). Consumer shows a positive attitude towards Ayurveda drugs and products and use without doctor's prescription. People treat Ayurveda not as a treatment but as a lifestyle (Arya, Kumar, & Kumar, 2012).

The cosmetic products of Himalaya Herbal Healthcare products which are made of natural herbs, is preferred by consumers who seek for cosmetics which have no side effects and more skin friendly. Perception is a process by which individuals organize and interpret their sensory impressions to give meaning to their environment (Robbins & Judge, 2013). The Perception is a major factor that influences the Buying Behavior of consumers. Consumers are well aware about various herbal cosmetics and they are now no longer considered as luxury items. The perception of side effect and the chemical is the reason to switch over to herbal based cosmetics among all age group, gender and educational qualification (Rekha and Gokila, 2015).

## 7. Result and Discussion

Table 1 shows the level of satisfaction of the respondents on using the cosmetic products of Himalaya Herbals.

**TABLE 1.**

### Level of Satisfaction

	Highly Satisfied	Satisfied	Average	Dissatisfied	Highly Dissatisfied	Total
<b>Boys</b>	30	12	5	2	1	50
<b>Percentage</b>	60	24	10	4	2	100
<b>Girls</b>	32	11	6	1	0	50
<b>Percentage</b>	64	22	12	2	0	100

The level of satisfaction was assessed on a Five Point Likert Scale and the percentage analysis shows that 60% of the boys and 64% of the girls who use the products of Himalaya Cosmetics are Highly Satisfied, 24% of the boys and 22% of the girls are Satisfied with the products. 10%

boys and 12% of the girls give an Average response. 4% boys and 2% girls are dissatisfied with the products and a mere 2% of the boys who use the products are highly dissatisfied with the products of Himalaya Cosmetics.

**TABLE 2.****Level of Satisfaction on Pricing**

	<b>Highly Satisfied</b>	<b>Satisfied</b>	<b>Average</b>	<b>Dissatisfied</b>	<b>Highly Dissatisfied</b>	<b>Total</b>
<b>Boys</b>	10	25	8	5	2	50
<b>Percentage</b>	20	50	16	10	4	100
<b>Girls</b>	9	29	7	5	0	50
<b>Percentage</b>	18	58	14	10	0	100

The above analysis shows that only 20% of the boys and 18% of girls are highly satisfied with the pricing of the Products, 50% boys and 58% girls are Satisfied with the pricing 16% boys and 14% girls give an average response, 10% boys and Girls are not satisfied and a mere 4% boys are highly dissatisfied.

**AVERAGE RANKING ANALYSIS:** -Average ranking analysis is used to analyses the ranks given by the respondents for various factors influencing the preference towards the products of Himalaya Cosmetics. The weights are assigned to the ranks and the weighted scores are calculated. The ranks are allotted according to average ranking scores.

**TABLE – 3 AVERAGE RANKING ANALYSIS****Ranking of Factors Influencing the product preference of girls.**

<b>Ranks</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>		<b>Mean</b>	<b>Rank</b>
<b>Natural ingredients</b>	8	10	10	9	8	5	50		
<b>score</b>	<b>48</b>	<b>50</b>	<b>40</b>	<b>27</b>	<b>16</b>	<b>5</b>	186	3.72	3
<b>Quality</b>	13	11	10	8	4	4	50		

<b>score</b>	<b>78</b>	<b>55</b>	<b>40</b>	<b>24</b>	<b>8</b>	<b>4</b>	209	4.18	1
<b>Packaging</b>	6	8	9	11	9	7	50		
<b>Score</b>	<b>36</b>	<b>40</b>	<b>36</b>	<b>33</b>	<b>18</b>	<b>7</b>	170	3.4	5
<b>Benefits</b>	12	12	9	8	6	3	50		
<b>Score</b>	<b>72</b>	<b>60</b>	<b>36</b>	<b>24</b>	<b>12</b>	<b>3</b>	207	4.14	2
<b>Price</b>	7	5	7	8	11	12	50		
<b>Score</b>	<b>42</b>	<b>25</b>	<b>28</b>	<b>24</b>	<b>22</b>	<b>12</b>	<b>153</b>	3.06	4
<b>Promotion</b>	4	4	5	6	12	19	50		
<b>Score</b>	<b>24</b>	<b>20</b>	<b>20</b>	<b>18</b>	<b>24</b>	<b>19</b>	<b>125</b>	2.5	6

The above table reveals that the respondents have assigned “Quality” was the primary factor ( Rank I) and “Benefits” as the next factor (Rank II), The Third rank is assigned to “Natural ingredients” Fourth rank to “ Price” , fifth rank to “Packing”, and sixth rank to “Promotion”. This shows that the primary factors that attribute the product preference towards Himalaya Cosmetic Products among girls of the age group of 13 to 19 are; Quality, Benefits and Natural Ingredients

#### TABLE – 4 AVERAGE RANKING ANALYSIS

##### Ranking of Factors Influencing the product preference of boys

<b>Ranks</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>		<b>Mean</b>	<b>Ranking</b>
<b>Natural ingredients</b>	9	11	8	11	7	4	50		
<b>score</b>	<b>54</b>	<b>55</b>	<b>32</b>	<b>33</b>	<b>14</b>	<b>4</b>	192	3.84	3
<b>Quality</b>	12	12	8	8	7	3	50		
<b>score</b>	<b>72</b>	<b>60</b>	<b>32</b>	<b>24</b>	<b>14</b>	<b>3</b>	205	4.1	2
<b>Packaging</b>	9	5	7	8	11	10	50		
<b>score</b>	<b>54</b>	<b>25</b>	<b>28</b>	<b>24</b>	<b>22</b>	<b>10</b>	163	3.26	4
<b>benefits</b>	13	11	12	7	3	4	50		
<b>score</b>	<b>78</b>	<b>55</b>	<b>48</b>	<b>21</b>	<b>6</b>	<b>4</b>	212	4.24	1
<b>Price</b>	4	8	9	11	9	9	50		

<b>score</b>	<b>24</b>	<b>40</b>	<b>36</b>	<b>33</b>	<b>18</b>	<b>9</b>	160	3.2	5
<b>Promotion</b>	3	3	6	5	13	20	50		
<b>score</b>	<b>18</b>	<b>15</b>	<b>24</b>	<b>15</b>	<b>26</b>	<b>20</b>	118	2.36	6

The table reveals that the respondents have assigned “Benefits” as the most significant factor that contributes to their preference towards Himalaya Cosmetic Products, “Quality” is the second factor (Rank II), The Third rank is assigned to “Natural ingredients” Fourth rank to “Packaging”, fifth rank to “Pricing”, and sixth rank to “Promotion”. This shows that the primary factors that attribute the product preference for Himalaya Cosmetic Products among boys of the age group of 13 to 19 are; Benefits, Quality and Natural Ingredients

## 8. Findings

Majority of respondents of the age group of 13 to 19 who have been using products of Himalaya cosmetics are highly satisfied with the products. There is not much variation in the level of satisfaction of boys and girls. It was found that majority of the respondents prefer the product because of the Quality, Benefits and Natural Composition of the products of Himalaya Cosmetic Products. The primary factor that influences the preference of the girls is Quality which is followed by Benefits and Natural Ingredients, whereas that of boys is Benefits which is followed by Quality and Natural Ingredients.

Most of the respondents are satisfied with the pricing of the products, however the satisfaction with regard to the pricing can be further enhanced

## 9. Suggestion

The demand for the product can be further improved by thrusting on the natural concept of Himalaya Cosmetics. The promotional measure can be further improved by the company. Effective media campaign can be conducted to enhance the awareness among the public about the usage of herbal products.

The level of satisfaction on the pricing of the products of the studied group of customers can be further improved if the prices can be reduced.

## 10. Conclusion

The study reveals that most of the younger generation is now more aware of the benefits of using herbal cosmetics. They prefer cosmetic products which are made of natural ingredients as they are free from side effects of using chemicals. The Himalaya Cosmetics is able to meet the needs of the customers by providing herbal based cosmetics. There is a growing sense of awareness about the harmful effects of chemicals and this trend of the teenage group can be an indicator to highlight the trend of the future cosmetic market, which is tending to shift to the herbal concept. This study enables the manufactures to know the need and preference of the customers

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