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A STUDY ON HERBAL COSMETICS AMONG WOMEN IN COIMBATORE

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ABSTRACT:
The concept of exactly and cosmetics is as ancient as mankind and civilization. Women are obsessed with looking beautiful. So, they use various beauty products that have herbs to look charming and young. An herbal cosmetic have growing demand in the world market and is an invaluable gift of nature. This study helps in understanding the consumer attitude of different people in the Indian society especially in Coimbatore city, towards herbal cosmetics products. It also helps in finding out the people's perception towards the herbal cosmetics and the factors influencing to purchase them. And also helps to study the usage frequency and satisfaction level of the customers regarding the herbal cosmetics.

KEYWORDS: Herbal, cosmetics, natural.

INTRODUCTION

Herbs have been used in maintaining and enhancing human beauty since time immemorial. Indian women have long used herbs such as sandalwood, turmeric, aloe vera, neem, etc., for skin care. Henna to colour the hair, palms and soles; and natural oils to perfume their bodies. A large number of cosmetics and toiletry formulations have been developed based on Indian herbs recently. Apart from traditionally documented applications, some modern trails have also established the utility of Indian herbs in personal care products. There has been a recent advancement, is "phytosomes" as a novel cosmeceutical carrier, which enhances the absorption of the herbal constituent thereby increasing bio availability.

Today herbal cosmetics industry-y is driving growth in the beauty business in India and is expected to grow at a rate of 7% as more people shun chemical products in favour of organic ones. The emphasis of the herbal cosmetics has been on the spectacular growth of the herbal and ayurvedic beauty products business as conveyed by beauty expert shahnazhusain who was the first to introduce the concept of ayurvedic cosmetics to the world when she launched her products way back in 1970. Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like forest essentials, Biotech, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus and many more. Herbal cosmetics are in high demand due to the increasing interest of mankind towards them because they are more effective with nil or less side effects, easily available ingredients etc.

The herbal cosmetics market has enormous potential for further growth. "The market for herbal cosmetics products in India is expected to grow at a rapid pace over the coming decades. The market is only beginning to get populated with ayurvedic brand and it will be a while until it gets too crowded.

OBJECTIVES OF THE STUDY

1. To find out the people's perception towards herbal cosmetics.
2. To study the usage frequency and satisfaction level of customers regarding herbal cosmetics.

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METHODOLOGY OF THE STUDY

A total of 120 respondents of college students and women has been selected for the study. Descriptive research design is adopted. The study has undergone in the Coimbatore city among young women and college students only. Data used for this study is both primary & secondary.

SAMPLING TECHNIQUE

A convenient sampling technique has been used to study the general perception and influential factor among the respondents who were selected randomly in the Coimbatore city/District. This sample size comprises of users and customers who are using herbal cosmetics. Two tools have been used for this study as Percentage analysis & ANOVA.

RESULTS & ISCUSSIONS

1. PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 – percent) for better understanding of collected data.

FREQUENCY OF PURCHASE OF HERBAL COSMETICS

Frequency of purchase	Frequency	Percent
WEEKLY	13	10.8
MONTHLY	68	56.7
YEARLY	17	14.2
QUARTERLY	22	18.3
Total	120	100.0

(Summary: primary data)

From the above table 4.9 it has been found that, 56.7% of the herbal cosmetics consumers purchase herbal cosmetics monthly, 18.3% of the respondents purchase herbal cosmetics quarterly, 14.2% of the respondents purchase yearly, and 10.8% of the respondents purchase weekly.

So, it is found that most of the respondents purchase herbal cosmetics monthly.

2.ANOVA

Analysis of variance is a collection of statistical models and their associated estimation procedures used to analyze the differences among group means in a sample. ANOVA is useful for comparing three or more group means for statistical significance.

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Demographic factors		Factors influencing towards purchase of herbal cosmetics			Table Value	F	Sig.
		Mean	SD	No			
Family Size	1-3 Members	2.3675	.44616	27	2.680	.677	NS
	1-4 Members	2.3456	.37796	73			
	1-6 Members	2.4825	.37225	11			
	Above 6 Members	2.4957	.44707	9			
Monthly Income	Rs.!0000-20000	2.2840	.33194	26	2.447	.587	NS
	Rs.20000-30000	2.3630	.45033	32			
	Rs.30000-40000	2.4142	.38986	26			
	Rs.40000-50000	2.3974	.41559	24			
	Above Rs.50000	2.4679	.37892	12			
Residential Area	Rural	2.3609	.35868	26	2.447	.350	NS
	Urban	2.3455	.36589	55			
	Semi-urban	2.4341	.47285	14			
	Metropolitan city	2.4462	.49261	20			
	Semi-rural	2.3077	.38075	5			

The table value has been shown that there non-significant in the acceptance level of the respondents on the family size of the customers using the herbal cosmetics. Hence the null hypothesis is accepted. The table value has been shown that there is non- significant in the acceptance level of the respondents on the monthly income of the customers using herbal cosmetics. Hence the null hypothesis is accepted. The F ratio has been shown that there is non-significant in the acceptance level of the respondents as the residential status of the customers using herbal cosmetics. Hence the null hypothesis is accepted.

FINDINGS

PERCENTAGE ANALYSIS

- Majority of the respondents (45.8%) belongs to the age group of 15-25 years.

ANOVA:

- There is no significant difference between the demographic variables of 'Age of the respondents, educational qualification of the respondents, occupational status of the respondents, marital status of the respondents, family size, monthly income, and residential area of the respondents' and the factors influencing the customers to purchase like 'price, quality, quantity , fragrance, easy availability, recommendation of doctors, advertisement for the products by the manufactures, ingredients used in the products, and offers available in market'.
- Hence, the null hypothesis is accepted.

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CONCLUSION

As the research has shown the impact on consumers buying behaviour on herbal cosmetics. Since, the consumer buying behaviour is important factor to forecast the product sales. The study reveals that most of the respondents are aware of herbal cosmetics. Herbal cosmetics are now competing with synthetic products and they need to strive to ensure quality that is similar to synthetic brands. This study, "A study on herbal cosmetics among women in Coimbatore" has considered the consumer's influencing factors and frequency of purchase and their level of satisfaction towards using herbal cosmetics. We find from this study that, mostly married women are using herbal cosmetics as they are aware. If they provide offers and advertisement to their products, will automatically reflect the sales and also they can attain their market level at high.

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