

## **A Study on Band Preference of Working Women towards Herbal Cosmetics in Hyderabad District**

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### **ABSTRACT**

Herbal cosmetic products Customer perception women customers is typically affected by advertising, news or media reviews, public relations, social media, personal experiences and other channels. Herbal cosmetic is one of the great competitors of products in the market. The Indian herbal cosmetic market is flooded with numerous well-known and recognized herbal product brands. Consumers satisfaction of this millennium have become more concerned about their health and body fitness also inclined to maintain quality of life which is reflected through the preferential consumption of those herbal products that protects the good state of their health as well as provide maximum customer satisfaction. A healthy lifestyle Indian has become more inclined to Herbal cosmetic the ropy as alternative health care for natural cure life. The choice and usage of a particular herbal cosmetic products brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatable and herbal cosmetics products in the market. The Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usages herbal cosmetic products in the market. The primary objective of this paper study is to understand the consumer perception and customer satisfaction studying the awareness of the products within the consumers and the number of consumer's perceptions who consumes the herbal cosmetics products. The increase day by day in the usage in Herbal Cosmetics products become manifold in India, because along with women more and more using for their personal care products grooming. There are some herbal cosmetics like body care, skin care hair care and other herbal cosmetics and toiletries are predominantly used by women's in India. As a result the rising demand from women, the Indian market is getting enlarged and many players are coming out with herbal cosmetic products women.

**Keywords:** Herbal cosmetics, Health and Fitness, Herbal Brand, Customer Satisfaction

## INTRODUCTION

**History** The word cosmetic was derived from the Greek word "kosmtikos" meaning having the power, arrange, skill in decorating. The origin of cosmetics forms a continuous narrative throughout the history of man as they developed. The man in prehistoric times 3000BC used colours for decoration to attract the animals that he wished to hunt and also the man survived attack from the enemy by colouring his skin and adorned his body for protection to provoke fear in an enemy (whether man or animal) . The origin of cosmetics were associated with hunting, fighting, religion and superstition and later associated with medicine. Herbal Cosmetics, here in after referred as Products, are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to provide defined cosmetic benefits only, shall be called as "Herbal Cosmetics ".

Beginning 1990's cosmetic manufacturer adapted a term 'cosmeceuticals' to describe the OTC skin care products that claims therapeutic benefit by addition of plant based active ingredient such as alphahydroxy acid, retinoic acid, ascorbic acid and coenzyme. These active ingredients serves many purposes viz. increase in skin elasticity, delay in skin aging by reducing the wrinkles, protection against UV radiation by antioxidant property and to check degradation of collagen respectively. The skin and hair beauty of individuals depends on the health, habits, routine job, climatic conditions and maintenance. The skin due to excessive exposure to heat will dehydrate during summer and causes wrinkle, freckles, blemishes, pigmentation and sunburns. The extreme winter cause damages to the skin in the form of cracks, cuts, maceration and infections. The skin diseases are common among all age groups and can be due to exposure towards microbes, chemical agents, biological toxin present in the environment, and also to some extend due to malnutrition. The only factor they had to rely on was the knowledge of nature compiled in the a herbal The science of herbal had utilized many herbs and floras to make cosmetics for beautification and protection from external affects. The natural content in the botanicals does not cause any side effects on the human body; instead enrich the body with nutrients and other useful minerals. The cosmetics, according to the Drugs and Cosmetics Act is defined as articles intended to be rubbed, poured, sprinkled or sprayed on, introduced into or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness or altering the appearance.

## LITERATURE REVIEW

**Keller (2003)** argued that famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names. There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand names for satisfying purposes. These prestigious brand names and their images attract consumers to purchase the brand and bring about repeat purchasing behaviour and reduce price related switching behaviours.

**Duff (2007)** investigated the niche market in women's cosmetics and observed that cosmetics buyers were becoming more fashion conscious and were demanding products with more attractive design; furthermore, women have a tendency to use different makeup designs for different occasions. It is further argued that product design, packing and visual appearance is the important part of the product, which includes line, shape and details affecting consumer perception towards a brand.

**Guthrie, M. & Jung, J. (2008)** in their study examine women's perceptions of brand personality with respect to women's facial image and cosmetic usage, they had found that the brand personality of competence was most important across all the brands, consumer perceptions pertaining to the brand personality traits differed. For these findings they conducted an electronic survey which was administered to a sample of female participants in the India. The survey included items measuring facial image, herbal cosmetic usage, brand personality, and brand attitude. By examining how facial image and cosmetic usage both of them determined that companies can improve their marketing strategies to enhance customer satisfaction and perception increase their customer base.

**Krugman, H.E. (1966/1967).** Was one of the first scholars to apply ego involvement theory to a marketing context, examined a person's involvement with advertising. Since his work, several involvement conceptualizations have emerged. He described involvement as a combination of needs, values, interests and situational variables.

**Houston, M. J. (1978).** Houston defines involvement as 'a state of interest, motivation or arousal' and Bloch as an 'unobservable state reflecting the amount of interest, arousal, or

emotional attachment a consumer has with a product' Houston classifies involvement into three types: Situational, Enduring and Response. Situational involvement (SI) describes temporary arousal and interest induced by current environmental factors (for example per perceived risk, price and durability of goods) and accompanied by a decrease in involvement- related behaviors once the situation ends.

**Wysong, S. (2002)** found that product brand personality customer perceptions varied based on consumers' Enduring Involvement with beer products. Participants with high customer enduring involvement (versus low EI participants) desired down-to-earth and honest beers, both Sincerity traits, as well as outdoorsy beers. Wising et al believe that high EI consumers differ from their

## **OBJECTIVES**

1. To know the usage pattern and perception of working women on product attributes towards herbal cosmetics.
2. To analyse the brand preference of working women towards herbal cosmetics.
3. To examine the level of satisfaction of the women employees towards herbal cosmetic products.
4. To analyze the relationship between demography of working women and brand preference and satisfaction towards herbal cosmetics.
5. To build a model for customer satisfaction and brand loyalty towards herbal cosmetics.

## **RESEARCH METHODOLOGY**

In the present study descriptive analysis has been carried out, to study the customer's awareness towards herbal cosmetic products. The primary data used in the study through questionnaire method. The secondary data were collected from various books, journals, magazines and websites.

### **Sampling size**

The sample of 708 women respondents was taken into study, and their data were collected. Sample for the purpose of the study are selected systematically.

### Tools for Analysis

The following are the tools applied on the respondents given by the respondents to analyse and derive this method.

## INTERPRETATION AND DATA ANALYSIS:

**Table - 1**

### Frequency of Using Herbal Cosmetics

Category	Description	Frequency ( <i>N</i> = 708)	%
Bathing Soap	Once a Day	220	31.1
	Twice a Day	249	35.2
	More than 2 times	239	33.8
Face Cream	Once a Day	295	41.7
	Twice a Day	270	38.1
	More than 2 times	143	20.2
Hair Oil	Daily	297	41.9
	Once a week	143	20.2
	More than 2 times in a week	268	37.9
Toothpaste	Once a Day	345	48.7
	Twice a Day	199	28.1
	More than 2 times	164	23.2

The frequency of using herbal bathing soap showed that 35.2% of the working women have used bathing soap twice a day and 33.8% of them have used bathing soap more than two times in a day. The frequency of using herbal face cream indicated that 41.7% of the working women have used face cream once in a day and 38.1% have used face cream twice in a day. The frequency of using herbal hair oil depicted that 41.7% of the working women have used daily and 37.9% of them have used hair oil more than two times in a week.

The frequency of using herbal toothpaste showed that 28.1% of the working women have used toothpaste twice a day and 48.7% have used bathing soap once in a day.

**Table - 2**

**Length of Using Preferred Brand of Herbal Cosmetics**

<b>Products</b>	<b>&lt;1 year</b>		<b>2-4 years</b>		<b>5-7 years</b>		<b>&gt;7 years</b>	
	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>
Bathing Soap	97	13.7	127	17.9	238	33.6	246	34.7
Face Cream	107	15.1	173	24.4	285	40.3	143	20.2
Hair Oil	190	26.8	148	20.9	127	17.9	243	34.3
Toothpaste	130	18.4	151	21.3	232	32.8	195	27.5

The length of using the herbal bathing soap disclosed that 34.7% of the working women have used the present brand of bathing soap for more than 7 years and 33.6% of the working women used for the past 5-7 years. 40.3% of the working women have used the present brand of herbal face cream for 5-7 years. 34.3% of the working women have used the present brand of hair oil for more than 7 years. 32.8% of the working women have used the present brand of toothpaste for 5-7 years and 27.5 of them have used the present brand of toothpaste for more than 7 years. It was observed from the above results, more than 50% of the working women have used

their preferred brand of cosmetics brands for more than 5 years. It represented that working women have good bondage and loyalty with their favourite brand of herbal cosmetic brands.

## **CONCLUSION:**

The researcher has finally concluded that the Indian Consumer perception is growing more and more brand conscious when it comes to purchasing herbal cosmetics as well as personal care, hair care, body care products. The companies need to focus on the form of advertising which plays the biggest role here is Word of mouth promotions are a key factor in a price sensitive economy like India. Some strategies like Visual Merchandising is important only at the stage of buying decision while searching and evaluating alternatives. Consumer Involvement type is affected by positive consumer perception towards the herbal cosmetics brand. Significant differences exist between consumer purchase involvement type and personality traits expected from a herbal cosmetic brand products.

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