

CONSUMER PURCHASE BEHAVIOR TOWARDS AYURVEDIC COSMETIC PRODUCTS IN BAHADURGARH

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ABSTRACT

Consumers are the king of the market as they have full liberty to choose or not to choose the specific product. In this present paper we will focus on the study of consumer purchase behavior. Consumer is considered as a user, payer and a buyer who plays important and distinct role in the market. To study the purchase behavior of the consumer, we have to take some important factors. This research paper is well focused on the progress of approach taken by the consumer behavior related to purchase. The aim of the research is to analyze the steps that affect the purchase behavior of the consumers with respect to herbal and non-herbal beauty products. The nature of the research is descriptive. Data has been collected by the researcher to perform the research with the help of secondary method and quantitative method. Non-herbal products are used less as compared to the herbal products because herbal products have a huge impact on people over non-herbal products and the consumers prefer herbal products over non-herbal products. In the latest times it is noticed that there has been an excessive growth in the market of herbal products for skin than the non-herbal products. Timescale and budget are the prime limitation of this research study. This research study is done via secondary data analysis, so it is very important to create suitable questions and select right options for questionnaire by the researcher.

Keywords: consumer purchase behavior, consumer, cosmetic products, herbal products, non-herbal products, consumer behavior.

INTRODUCTION

In India, consumer behavior of humans towards the skin care and cosmetic products

is converting rapidly. The consumers are getting attracted towards the herbal products as they have belief that natural products are

very much fruitful for skin care and also it is free from any kind of artificial and chemicals things. Consumer believes that non-herbal products contain artificial and chemicals things which may harmful for their skin and they can have negative reactions through it. Many companies assure the consumer to give pure ayurvedic skin products.

For this research paper work, the selected region is Bahadurgarh from where we will take opinions from the consumer using ayurvedic cosmetic products. In India, cosmetic industry is getting bigger very rapidly as consumer focuses more on pure products. Consumer perceptions towards non-herbal products is very negative as people think that it contains lot of chemicals and can harm their skin so they prefer to use ayurvedic products.

OBJECTIVES:

The aim of the research is to study consumer purchase behavior towards ayurvedic cosmetic products.

- To identify the factors which motivate consumers while buying ayurvedic cosmetic products.
- To examine the consumer satisfaction level regarding Ayurvedic cosmetic products.

LITERATURE REVIEW

As per WHO (World health Organization), approx. 70 to 80% population of world mainly depend on ayurvedic or herbal medicines for their health. The WHO has established Global health Centre in India to study about the traditional medicine. The aim for this is to utilize the potential of traditional medicine across the world.

Solomon et al. (2014) conducted a study in which it as noticed that the fondness for cosmetic products is increasing rapidly among women to an excessive amount, favoring the cosmetic business. So, it is very much important to retain the customer for which we need to understand the consumer behavior towards the products.

Mukherjee et al. (2017) explains the factors that influence the behavior of consumer in cosmetic products for buying the Patanjali herbal and non-herbal products. The purchasing pattern of the consumer depends upon the attitude of the customer towards the product. Observation of the behavior of consumer is most important during and post purchasing of the product.

Joshi and Rahman (2015) conducted a studied that income level of the customer influences the purchasing behavior. The herbal products

are quite costly; as a result, the customer with high income level prefers an herbal cosmetic product which suits their status and lifestyle in the society.

Rani (2014) explains that customers of high class can prefer luxury brand non herbal products on herbal products. The middle-class customer prefers herbal product has it is pocket friendly to them. In this study we get to know about the personality which relies on the brand image and the status of the company.

Jaggi and Ghosh (2017) studied about the customer perception towards the Patanjali products. The customers are very much concern about their health nowadays, and ayurvedic products has created a positive impact on them. Therefore, the consumers prefer ayurvedic products for healthcare purpose as they are chemical free. So, the demands of ayurvedic products of Patanjali have increased a lot. This research tells that customers are very much satisfied with the quality and the result of the herbal products. Sulaiman et al. (2017) stated that customers that were using non herbal products were shifted to herbal products as it they treated these products as pure and chemical free. Consumers have belief that the ayurvedic

products are from the traditional age and these products benefit them from curing lot of injuries and diseases. The perception towards ayurvedic products have changed a lot as the consumers knows about the ingredients used in the herbal products through the advertisement.

FAVOURABLE AND NON-FAVOURABLE TOWARDS HERBAL PRODUCTS AND NON-HERBAL PRODUCTS

Herbal Products:

The consumers are favoring the herbal products as the industry is using the natural substances for health products. Nowadays herbal are advertising commercially with their production process and the ingredients that a product use with this the consumer have developed a perception towards the product. The promotion and the purity of the products have increased the purchase of the herbal products in the market. However, there a group of people who do not favor the herbal product as these products are costly in nature and there is no quick outcomes or remedies.

Non-Herbal Products:

Customers use non-herbal products as these products are prescribed by the doctors or an experience person and these customers are using these products from the long period of time. The brand image for Non-herbal products plays a very important role to a customer's perception to buy these products.

Many celebrities have endorsed the non-herbal products from which the customer is impressed and using these products. However, a group of people do not favor the non-herbal product because there is no mention about the ingredients used in the products and some can have side effects on their health.

Literature Gap

The aim of the research is to show the important factors of consumer affecting their buying behaviors of cosmetic products. Previously, there is no data analysis for this research of the consumers utilizing the herbal and non-herbal products. This research work focuses on the consumer purchase behavior which helps the company grow their productivity. The main aim of this research is to spot the factors that affect the behavior of the consumer. In earlier study, favorable and non-favorable of the

customers have not yet been taken into consideration.

Research Methodology

Research Design

In the entire research work, research design plays an important role as the selection of the correct research design to make the research more effective and eye-catching to the learners. With the right and proper research design we are able to gather relevant data and details of the research. This helps the researcher work simpler for data assembling. The proper selection of the research design helps out to develop a powerful data for the research. Explanatory research design is done to study this research work. The explanatory research design makes the study easier for the people.

Sample area:

As per the comfort, the sample area opted by the researcher to study the research is Bahadurgarh city of Haryana.

Sampling Method:

As per the nature of research work, the researcher chooses the sampling method in the study of research. Sampling method is one of the aspects in research methodology which is

important in performing research work. From the sampling method, the researcher chooses the target people for responses. To perform this study, the researcher has opted for purposive sampling. The researcher has selected 50 individuals from Bahadurgarh city of Haryana to get an idea about the consumer purchase behavior and fondness towards ayurvedic cosmetic products.

Data Collection:

Data collection is a method of collecting the data or the information and then evaluating the data from different sources to know the result of the research problem. The data collection is mainly done in two forms i.e. Primary data and Secondary data collection. In this research study, the data was collected with help of both primary and secondary data. Primary data was gathered with the support of the questionnaire and some personal interview. Secondary data was gathered by the support of books, internet and journals.

Ethical Code:

To perform a study or research, it is very important to maintain ethics in a correct way

by the researcher. “Data Protection Act 1991” must be followed by the researcher. It is very important to perform research in ethical way, so that no people ethics are harmed during the study.

DATA ANALYSIS AND INTERPRETATION:

Demographic Data

1. Gender of the respondent

Particulars	Total Numbers	Percentage
Female	40	80
Male	10	20
Total	50	100

2. Marital Status of the respondent

Particulars	Total Numbers	Percentage
Married	42	84
Unmarried	8	16
Total	50	100

3. Profession of the respondents

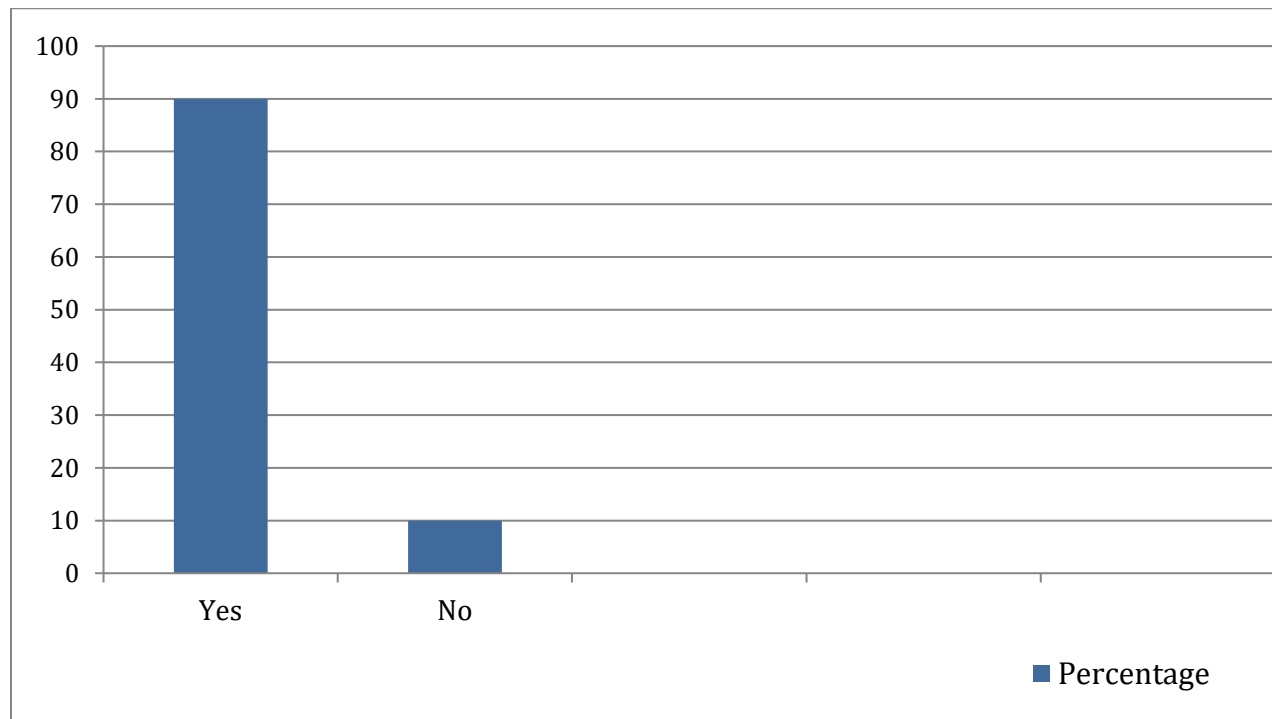
Particulars	Total Numbers	Percentage
Student	2	4
Private Job	3	6
Housewife	25	50
Govt. Job	15	30
Total	50	100

Analysis: The above table shows the demographic profile of the respondents. In which 80% are female and 20% are male participants. The marital status of the respondent, 84% are married and 16% are unmarried. If we talk about the profession of the respondent, 4% are student, 6% are from private job, 50% are Housewife and 30% are from the government jobs.

Other questions that were asked in the questionnaire from the respondents:

4. Do you think that ayurvedic cosmetic products have any side effects?

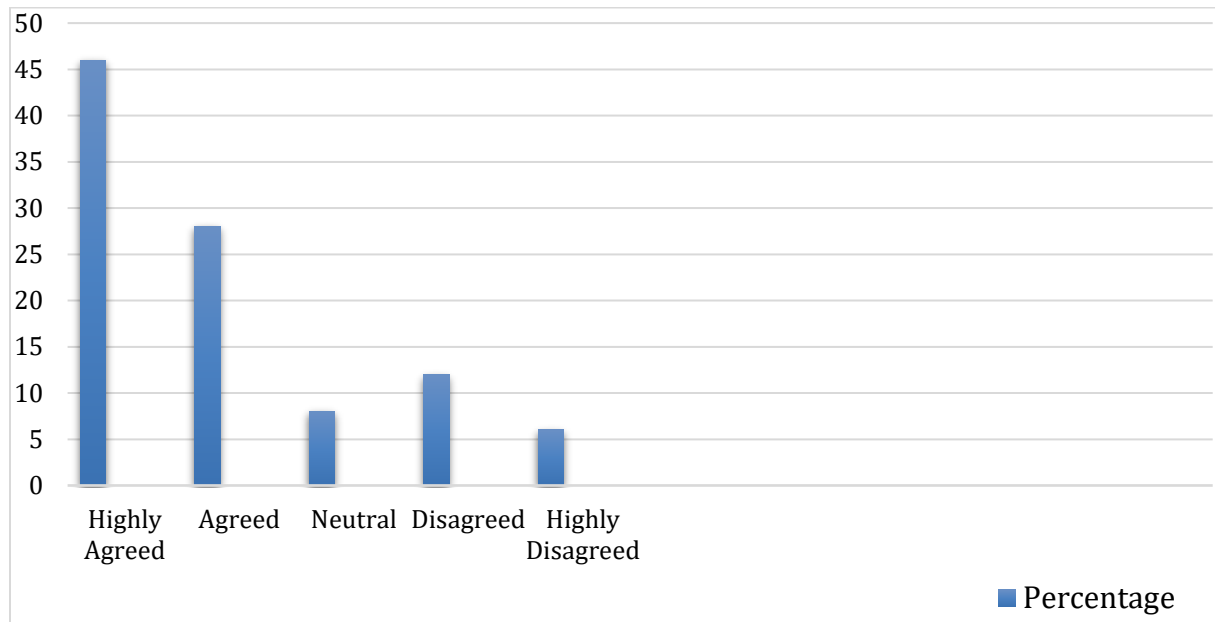
-Yes -No



Analysis: The above diagram shows 90% of respondents think that there are no side effects in ayurvedic cosmetic products and 10% of respondents think that there are side effects in ayurvedic cosmetic products.

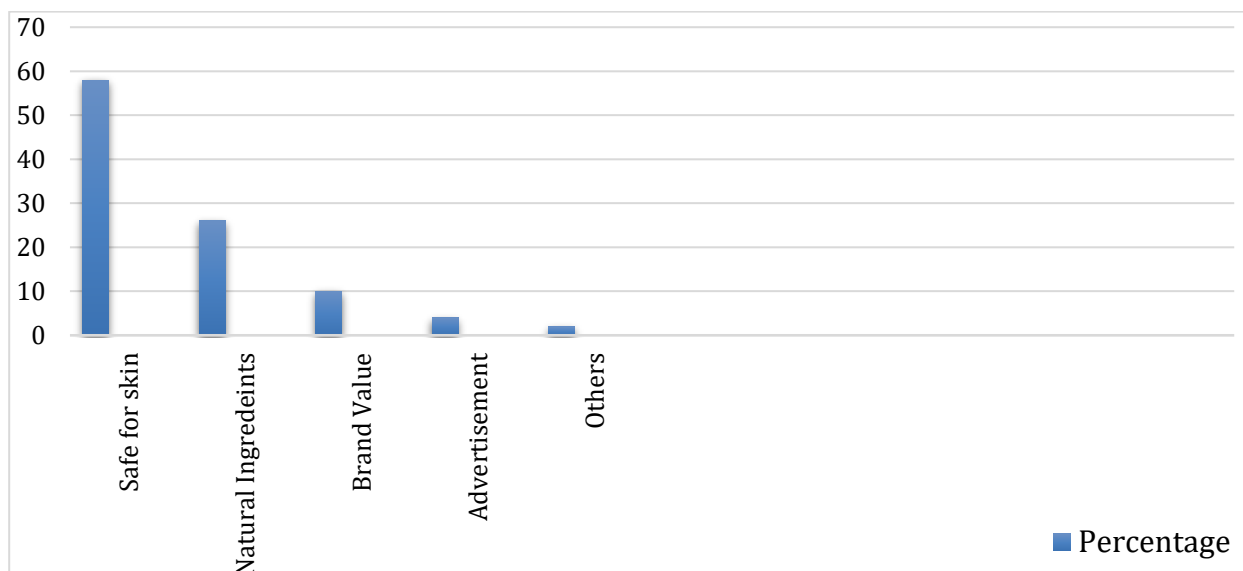
5. How much you agree that the ingredients on the package affect the purchase intentions?

-Highly Agreed -Agreed -
Neutral -Disagreed -Highly
Disagreed



Analysis: The above diagram shows 46% highly agreed and 28% agreed that the ingredients on the package affect the purchase intentions, 8% of respondents are neutral, 12% Disagreed and 6% Highly Disagreed from the statement.

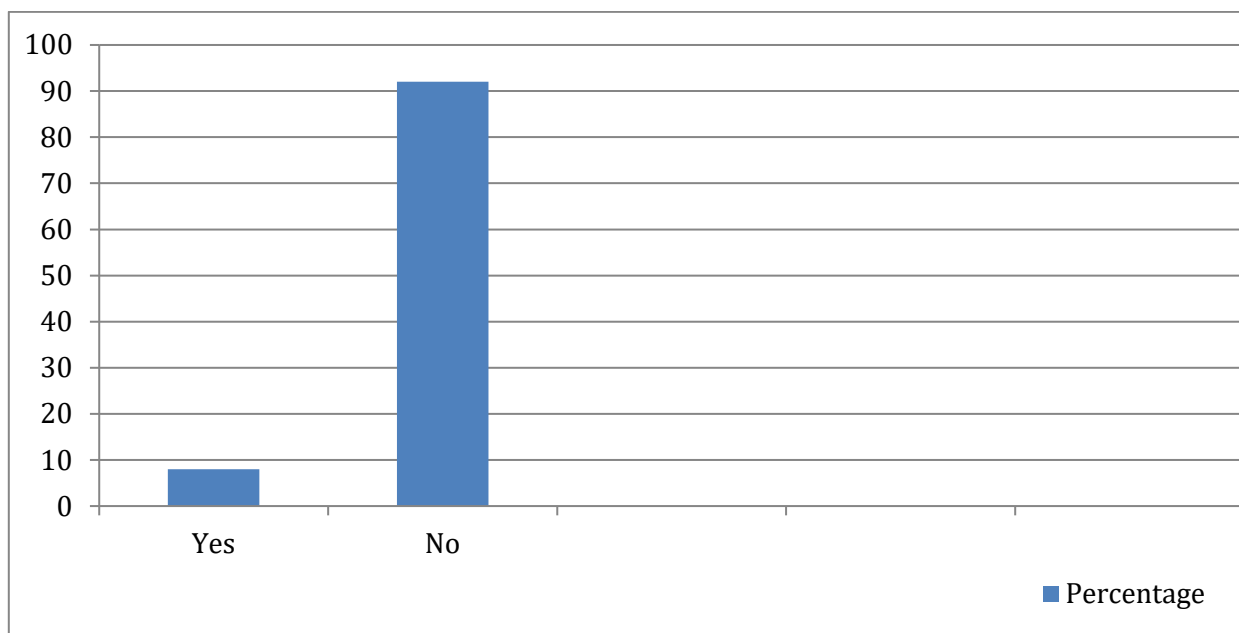
6. Reason to buy ayurvedic cosmetic products?
- a) Safe for skin
 - b) Natural ingredients
 - c) Brand Value
 - d) Advertisement
 - e) Others



Analysis: The above diagram shows the reasons to buy ayurvedic cosmetic products of the respondents in which 58% buy it as it is safe for skin, 26% as it contains natural Ingredients, 10% because of the brand value, 4% from advertisement and 2% for some other reasons.

7. Do you think to change from ayurvedic cosmetic products to non-ayurvedic cosmetic products?

-Yes -No



Analysis: The above diagram shows 92% of respondents do not want to change and 8% respondents think to change from ayurvedic cosmetic products to non-ayurvedic cosmetic products.

- With the consumer perception upon the ayurvedic products, the researcher finds that most of the consumers like to use ayurvedic cosmetic products over non ayurvedic products as there are no side effects of it.

- The researcher discovers that the purchase intention of the consumer highly develops upon the ingredients mentioned on the package by which they can get know better about their products.

FINDINGS:

From the above data Analysis, the researcher has come to the following:

- On the reasons of buying ayurvedic cosmetic products, the researcher observed that most of the consumer buy ayurvedic products as there are quite safe for our skin and contain natural ingredients in it. It was also observed that some customers buy these products because of the brand value, advertisement and some personal reasons.

- Researcher discovered that most of the customers are satisfied with ayurvedic cosmetic products and they are not interested to switch to non ayurvedic cosmetic products.

LIMITATION:

Many issues and challenges were faced by the researcher to perform this research work. The primary reason of the work was the finance and timespan. The whole research study was done in short duration which was quite difficult for the researcher to finish. To conduct a research work, we should have correct knowledge and information about the topic of the research. This study is mainly performed by the secondary analysis, so it is important that correct questionnaire with suitable options is developed by the researcher. To make suitable questionnaire and to get relevant respondents for research

work is quite hard to be done in a short duration. So, short time duration limits and makes it hard for the researcher to gather authentic and precise data.

CONCLUSION:

This research work discusses about the distinction between ayurvedic and non ayurvedic cosmetic products and how it impacts purchase intension of the consumer. Several techniques are used by the researcher to perform the surveys just to get a thought about the use of ayurvedic cosmetic products over the non ayurvedic products. Clear research has been done by the researcher to know about the ayurvedic and non ayurvedic products and the factors that affect purchase behavior of the customers. The researcher has created questionnaire to gather the data on the research work. At last, precise and right data have been gathered with the perfect techniques and tools to make the research graspable for the beginner.

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