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## **A STUDY ON CHANGING ATTITUDE OF CONSUMER FROM CHEMICAL TO HERBAL COSMETICS IN MANNARGUDI TOWN**

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### **Abstract**

*Cosmetic products are mixture of natural substances or manufactured substances and offered to consumer. Now a day's cosmetics have been a parts of every individual's life. It was stated by associated chambers of commerce and industry of India that the consumption pattern of cosmetics among teenagers went up substantially between 2005 and 2015 because of increasing awareness and due to the desired to look goods. The primary diligence of this research is to understand the importance of changing consumer behaviour of towards chemical and herbal cosmetics products. The consumer now a days are to conscious about the products which they buy, it should be reasonable best of quality.*

**Keywords:** Chemical, Herbals, Cosmetics, Consumer behaviour

### **1. Introduction**

India, with a population of over a billion people, is country of contrasts. India's urban population is the main engine that fuels the demand for various cosmetic products. However, the market liberalization process that began in 1991, along with the crowning of three Indians as Miss World and Miss Universe during the preceding four years, have made Indian women conscious of their appearance. Consequently, the cosmetic consumption patterns of Indian women have changed,

and this trend is fuelling growth in the cosmetic sector.

During the last two decades, the cosmetic industry has seen a magical Metamorphosis, as far as some of the revolutionary concepts are concerned with regard to consumer consumption pattern and innovation in products.

All the personal products for hair, tooth, nail and skin are cosmetics used to improve the appearance. When herbs are used for their aromatic and medicinal value in cosmetics, they are known as

herbal personal care products. These day’s people prefer to use gels, shampoos and non greasy oils and facial packs which should be available in the ready to use forms.

**OBJECTIVES OF THE STUDY:**

- ❖ To study the socio demographic characteristics of respondents.
- ❖ To study the changing attitude of consumer from chemical cosmetics to herbal cosmetics.
- ❖ To study the various factors influencing the consumption pattern of cosmetics.
- ❖ To find out the reasons for selecting the herbal cosmetics products.

**RESEARCH METHODOLOGY:**

- ✓ “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.”
- ✓ Research, consisting of the population of respondents. The research design was non-experimental in nature. A cross sectional.

**LIMITATIONS OF THE STUDY**

- The study is limited to the Mannargudi town.
- One more limitation would be that the sample size is too small to come to any conclusion and there may be discrepancies in data due to this.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1**

**Reasons for selecting herbal cosmetics**

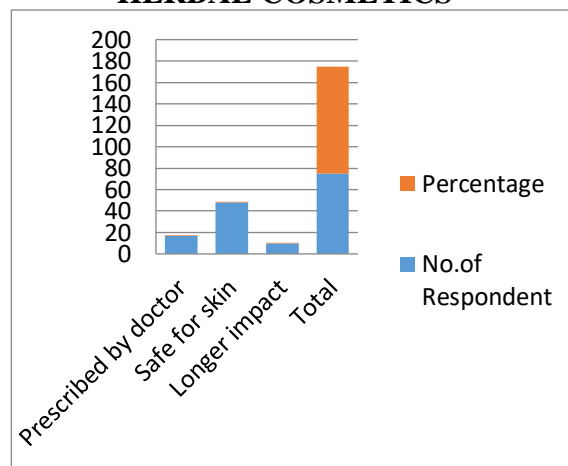
S. NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Prescribed by Doctor	17	23
2	Safe for skin	48	64
3	Longer impact	10	13
	<b>Total</b>	<b>75</b>	<b>100</b>

**SOURCE: Primary Data**

**INFERENCE :**

The above table no 01 reveals that 64% of the respondents are select herbal cosmetics for safety purpose of skin, 23% are select for the prescription given by their Doctor and the remaining 13% of them prefer for longer impact.

**CHART – 01  
REASONS FOR SELECTING HERBAL COSMETICS**



**Table 2**

**Preference of herbal cosmetics**

S. NO	HERBAL COMPANY	NO. OF RESPONDENTS	PERCENTAGE(%)
1.	Dabur	20	27
2.	Emami	12	16
3.	Cavinca re	38	51
4.	Others	5	6
	<b>TOTAL</b>	<b>75</b>	<b>100</b>

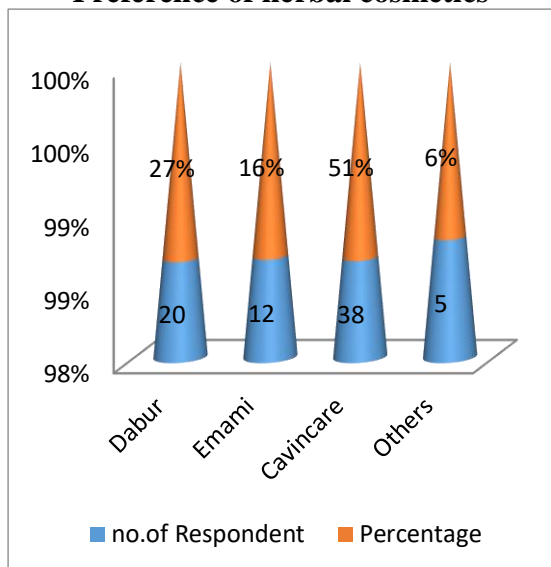
**SOURCE :Primary Data**

**INFERENCE :**

The above table no 02 shows that 51 % of the respondents are preferred cavinkare company products, 27% of them are preferred Dabur products, 16% of them preferred Emami products and the

remaining 6% of them are preferred other company products.

**Chart – 02**  
**Preference of herbal cosmetics**



**Table 03**

**Factor influencing for herbal cosmetics**

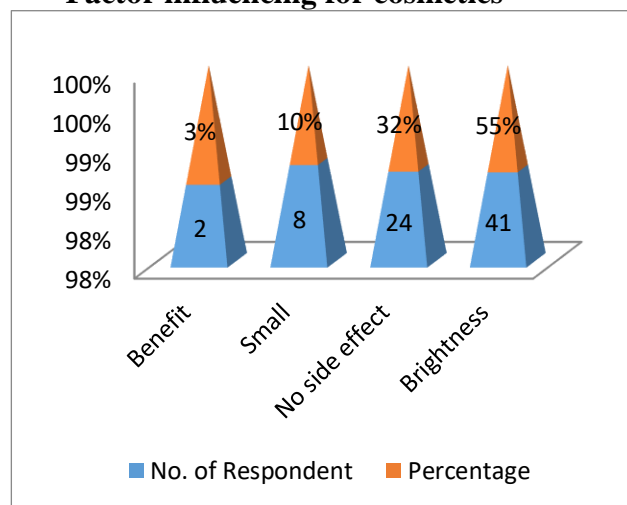
S . N o	FACTO R INFLU ENCE	NO,OF RESPON DENTS	PERCENT AGE(%)
1.	Benefit	8	10
2.	Smell	2	3
3.	No side effect	24	32
4.	Brightne ss	41	55
	<b>Total</b>	<b>75</b>	<b>100</b>

**SOURCE : Primary data**

**INFERENCE :**

The above table 03 depicts that 55% of the respondents influences for brightness, 32% of the respondents influence for no side effect 10% of the respondents influences for benefit and 3 % of the respondents influences for smell.

**Chart - 03**  
**Factor influencing for cosmetics**



**FINDINGS:**

- Majority of the respondents (64%) areselect herbal cosmetics for safety purpose of skin.
- Majority of the respondents (51%) prefer Cavinkare products in herbal cosmetics.
- Majority of the respondents (55%) say brightness is the key factorinfluences them to select the cosmetics.

**SUGGESTIONS:**

- Most of the respondents consume their cosmetics on monthly basis because cosmetics are costly products. Company should reduce their price slightly so that it would helpful to increase their usage and purchase frequency.
- Company should keep launching new shades and fragrance and brands preference should be created.
- Company should emphasis on catchy advertisement and brand preference should be created through good advertisement.
- Company should be carry their public relation plans as it can help to increase their image .

**CONCLUSION:**

The increasing size of the middle-class population in India, representing a growth in disposable incomes, has led to more consumers for

the cosmetics market. It has a strong positive attitude towards herbal cosmetics. Such consumers are more inclined to purchase higher-priced products. Although Indians are strongly attached and committed to their tradition and culture, the advent of television and the awareness of the western world are changing the tastes and customs of India. To generate and obtain a commercial niche in the international area in existing scenario requires the formulation and execution of pragmatic strategy by Indian players in cosmetics industry. Thus knowledge needs to be integrated in traditional products to generate superior knowledge based products.

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