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 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
 VolumeXII, Issue 50
 October – December 2021
 Formerly UGC Approved Journal (46622), © Author

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

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Abstract

Hand sanitizer is a supplement or alternative to hand washing with soap and water. The production of hand sanitizers from locally grown medicinal plants namely; wild spinach, turmeric, garlic and camphor was achieved by obtaining the plants, grinding and performing ethanolic extraction for 72hrs on them. This ethanolic extract in combination with glycerine and absolute ethanol were used for the final preparation. Turmeric and garlic failed the hand sanitizer's approval test based on their colour and pungent smell, but wild spinach and camphor were found to be good candidates for hand sanitizers production here in Nigeria inclusion of such products here could increase hand hygiene compliance levels

Keywords: *hand sanitizer, medicinal plants, hygiene, soap alternative*

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
	Total	75	100

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**

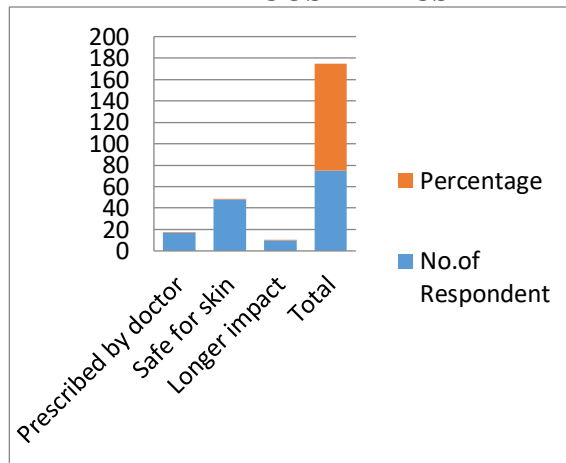


Table 2

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
	TOTAL	75	100

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

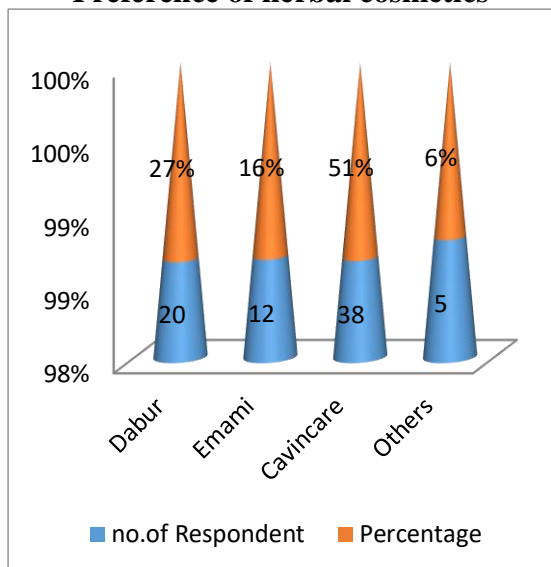


Table 03

Factor influencing for herbal cosmetics

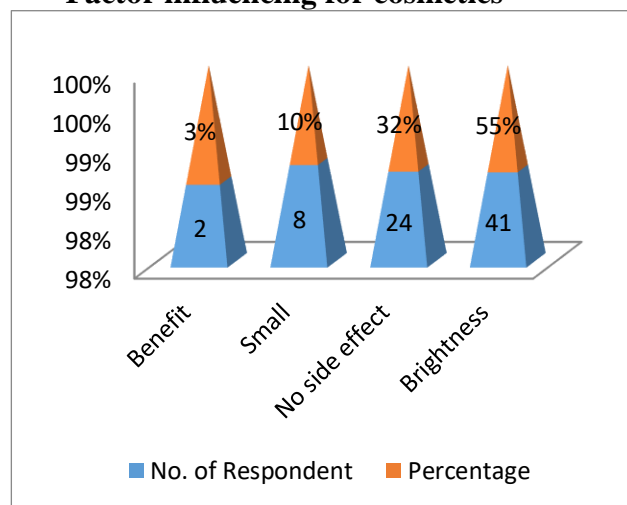
S . N o	FACTOR INFLUENCE	NO,OF RESPONDENTS	PERCENTAGE(%)
1.	Benefit	8	10
2.	Smell	2	3
3.	No side effect	24	32
4.	Brightness	41	55
	Total	75	100

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%) are select 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 factor influences 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 be helpful to increase their usage and purchase frequency.
- Company should keep launching new shades and fragrance and brands preference should be created.
- Company should emphasize on catchy advertisement and brand preference should be created through good advertisement.
- Company should 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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