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# A Study on Buying Behaviour of Consumers Towards Organic Cosmetic Products in Madurai City

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**Abstract**

*In the past twenty years a huge change in consumer behavior. Consumers have started to buy the products on the basis of health benefits insider of their colour, size and taste. The reason behind this change consumers were aware about the organic products and its benefits. Green marketing is the marketing of products and services in eco- friendly manner. It can be practiced in all the product categories. Personal care sector is an integral part of the nation's economy with its huge potential. The cosmetics industry is one of the biggest consumer sectors in the country. The buying behavior and incomes of the Indian consumer have considerably increased and it has created a niche for leading organizations in this segment in the last decade, resulting in phenomenal growth in this sector. The Objective of this research paper is to study consumer buying behavior towards organic cosmetic products. The present study was conducted among the 100 working women in Madurai.*

**Keywords:** Green Marketing, Cosmetics, Eco-friendly**Introduction**

Most of the women are using some cosmetic products every day such as toothpaste, shampoo, soap. These products have become necessary to live. Many chemicals contained in traditional cosmetics can have a negative impact both on the natural world and on people's welfare. From the last decade consumers have been aware about the living a healthy and sustainable lifestyle. They have been started to know about the negative impact of harmful cosmetics chemical ingredients (i.e. parabens) on their health. The emergence of natural cosmetic products is considered not only to meet consumers' need of healthy, environmentally friendly and ethical beliefs but also to promote the whole cosmetics industry to develop in a sustainable way. In this paper researcher analyzed about buying behavior of consumers towards organic cosmetics in Madurai City.

### **Scope of the Study**

Organic products promote a balance of human, other living organisms and the nature. Organic products also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use of harmful ingredients and thereby ensures health. This study attempted to gain knowledge about Consumers' buying behavior towards organic cosmetics products. It is necessary to evaluate the current state of consumers' perception. Therefore consumer's behavior towards organic cosmetics and perception to purchase organic cosmetic products will be the main scope of this study.

### **Review of Literature**

Euro monitor International, 2006 reported that new scientific developments techniques, products and media hype had contributed the Indian fashion industry in generating mega revenues and this has in turn added to the growth of cosmetic industry. Rising hygiene and beauty consciousness due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons.

"Organic cosmetic market," (2008) describes that the consumers have started using organic cosmetics because they have realized the benefits of organic cosmetics.

Nielsen (2007) said that newly designed the products such as electric cars, recycled paper and electric scooter were not fulfilled the consumer expectations. So it is very difficult to satisfy the consumers that what is being offered now is actually green and it is worth higher price. In their search for guidance on consumption choices, people trust each other more than any other source of information.

Kumar D (2011) describes the growing awareness and rising concern towards health and environment is gradually shifting the consumption pattern towards eco-friendly products. The eco-friendly products as the marketers claim have minimum detrimental effect on the environment. Studies show that there is an increasing demand for organic products against the cheap, convenient and seemingly more effective chemical or the conventional products.

According to Jacquelyn A. Ottman (2011) marketers have realized that the growing concern of consumers' towards environment is because of an apprehension that the planet is losing its ability to sustain human life. In this scenario Green Marketing has come as a boon to the marketers since it can prevent the further environmental degradation without preventing industrial growth. And the best part is that it can safely be used as a strategy to differentiate ones product from that of competitors and hence allow an opportunity to extract comfortable profit margin too.

### **Organic Cosmetics Industry**

History shows that cosmetics made of natural ingredients have been used by human beings to improve their appearance and cleanliness for a long time (Chaudhri and Jain, 2014; Draelos, 2000). While the emergence of synthetic cosmetics (called traditional cosmetics in this study) replaced the expensive natural cosmetics at the beginning of the last century due to the development of chemical synthesis technology. Tens of thousands of effective synthetic ingredients have been developed and can be easily standardized and mass produced at a lower cost (Dayan and Kromidas, 2011). However, traditional cosmetics bring great damage to the natural environment and people's well-being. Cosmetics companies have to reconsider to find natural ingredients directly from agricultural-based production without synthetic chemicals (Andrady, 2011; Thompson et al., 2009; Philippe et al., 2012).

## Objectives of the Study

1. To study the demographic profile of consumers buying organic cosmetic products.
2. To study the factors affecting buyers decision for purchasing organic cosmetic products

## Methods of Data Collection

Primary Data - Primary Data was crucial to know the consumer buying behavior towards organic cosmetics products. Primary data was collected having face to face conversation using the questionnaire prepared.

Secondary Data - All relevant secondary data is collected from various sources like Internet, Books, Magazines, previous related thesis and Articles etc.

## Method of Analysis and Statistical Tools

A structured questionnaire is used to collect the data. Questionnaire method is considered as a best tool for collection of reliable data. The questionnaire consists of multiple choice questions to achieve the objectives of research. SPSS has been used to analyze the data.

## Data Analysis and Interpretation

**Table -1 Demographics of the Respondents**

<b>Age of the Respondents</b>	<b>Age</b>	<b>No. of Respondents</b>	<b>%</b>
	Young	53	53
	Middle	34	34
	Aged	13	13
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Marital Status of the Respondents</b>	<b>Marital Status</b>	<b>No. of Respondents</b>	<b>%</b>
	Married	36	36
	Single	64	64
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Educational Qualification</b>	<b>Educational Level</b>	<b>No. of Respondents</b>	<b>%</b>
	Higher Secondary	19	19
	Degree	47	47
	Professional Degree	34	34
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Monthly Income of the respondents</b>	<b>Monthly Income</b>	<b>No. of Respondents</b>	<b>%</b>
	Upto 10,000	9	9
	Above 20,000	91	91
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Nature of the job of respondents</b>	<b>Nature of the job</b>	<b>No. of Respondents</b>	<b>%</b>
	Permanent	64	64
	Temporary	46	46
	<b>Total</b>	<b>100</b>	<b>100</b>

Place of Living	Place	No. of Respondents	%
	Urban	42	42
	Semi urban	43	43
	Rural	15	15
	<b>Total</b>	<b>100</b>	<b>100</b>

**Table 2 Distributions of Consumers Interest to Buy Organic Cosmetics Products**

S.No	Consumer Interest to buy organic cosmetics products	No. of Respondents	%
1	Low	13	13
2	Medium	64	64
3	High	23	23
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

It is inferred from the above table that nearly 64% of the respondents have only medium level of interest to buy the organic cosmetics. Only about 13% of the respondents are having low interest to buy the organic cosmetics. It is to be noted that more than 23% of the respondents have high interest.

**Table 3 Age and Buying Behaviour –Analysis of Variance**

Source	Degrees Freedom	Sum of Squares	Mean Squares	F value	Significance
Between Groups	11	307.253	153.626	0.510	0.602
Within Groups	89	26825.47	301.43	0.210	0.023

Source: Primary data

Table 3 discloses that the average buying behavior of each age group was found to be statistically significant. Therefore the difference in the averages between the groups is significant. Table 3 reveals the relationship between the Age and buying behavior

**Table 4 Monthly Income and Buying Behaviour-Two-Way Table**

S.No	Monthly Income	Buying Behavior			Total
		High	Medium	Low	
1	Upto 10,000	1 (11.11%)	6 (66.67%)	2 (22.22%)	9
2	Above 20,000	12 (13.19%)	63 (69.23%)	15 (16.87%)	91
	<b>Total</b>	<b>13</b>	<b>69</b>	<b>17</b>	<b>100</b>

Source: Primary Data

The percentage of respondents with high level of buying was the higher among the group earning a Monthly Income of above Rs.20000. This shows that Monthly Income of above Rs.20000 having more buying power of organic products compared than other products.

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## Limitations of the Study

This research was conducted with a small group of respondents and data were gathered from only Madurai City.

## Findings

Health is an important reason for buying organic products. Indian consumers are aware of various organic cosmetics products and they perceive that it is too expensive comparing with the conventional products. As the study discovered consumers who were at least having degree and middle age people with the income of above twenty thousand per month have a positive perception towards going green.

## Conclusion

The overall buying behavior of organic cosmetics products among the public is increasing and their attitude towards purchase intention is positive. The results of the study further show that the reasons advocated by the consumers for buying organic food products are varied and primarily the motivations behind their decision to purchase include concerns for environment, health concern and lifestyle, cosmetics product quality and their subjective norms. Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs; collect and interprets information; make plans and implement these plans, making purchase decisions and post-purchase behavior. Consumer behavior is the key to the impact that society has on the environment. Nowadays consumer behavior is changing towards purchase of many environmental-friendly and organic products, due to awareness of environmental degradation and the related issues.

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