

## **CONSUMER BUYING BEHAVIOR OF HERBAL COSMETICS PRODUCTS: THE PUNE REGION**

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### **Abstract**

*As consumers, middle-class Indian women in general attach great importance to cosmetics and fashion. The focus on personal appearance in society is considered to be very significant. The best thing of the herbal cosmetics is that it is purely made from herbs and shrubs and thus is free of side-effects. This article highlights the consumer behaviour towards herbal cosmetic products in India. The huge success of Patanjali products, has made other FMCG to sit up and introduce range of products based on Herbal formulations. The study also found that women like to use cosmetics for fashion and health, that beauticians were the most effective source of brand awareness and medical stores held the most trusted channel of distribution. The study helps producers and marketers of cosmetics products to take various decisions regarding product, distribution and promotion aspects of the marketing mix.*

**Keywords:** *brand loyalty, Face care , Dental care, Body care , Hand care, Foot care.*

### **INTRODUCTION**

Cosmetics are products created for skin and hair care for the purpose of cleansing, beautifying and enhancing the attractive features. Skin care is not a modern trend. In fact, people in every civilization used cosmetics to protect and embellish their skin - which naturally leads us to conclude that this is a primordial need. Although cosmetic products have undergone many changes in modern times, the basic concept of using cosmetics to enhance the features of good health has not changed. Preserving a youthful complexion has been the holy grail of beauty since Cleopatra stepped into her legendary bath of milk more than 2,000 years ago. When Hitler tried to ban make-up in Germany, German women refused to work. Roman women used to dye their hair darker with a mixture of boiled walnuts and leeks.

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**Cosmetics**

Cosmetics that are meant to be used on the face and eye area are usually applied with a brush, a makeup sponge, or the fingertips. Most cosmetics are distinguished by the area of the body intended for application. Primer comes in formulas to suit individual skin conditions.

**Ayurvedic Medicine**

Ayurvedic medicine is a system of healing that originated in ancient India. In Sanskrit, ayur means life or living, and veda means knowledge, so Ayurveda has been defined as the "knowledge of living" or the "science of longevity."

**Herbal Cosmetics**

Herbal Cosmetics, hereinafter 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 called as "Herbal Cosmetics."

**Natural Cosmetics**

A number of the big name drugstore and high-end cosmetic companies are cruelty-free, but their products usually comprise mostly of synthetic ingredients. An organic ingredient is by definition natural, and vegan cosmetic products are necessarily cruelty-free.

**Consumer Behaviour**

The term consumer behavior is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items, That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it and how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it.

**Cosmetic Consumer Behaviour**

The cosmetic consumer behaviour could possibly be changed by the current trend of consuming. Thus, consumers' behaviour which comprises consumption information, customer demand, appraisal, preference, action, contentment, etc. is being observed by the investigator. Despite our differences we have one of the most important common factors among all of us and that is the fact that we are all consumers. On a regular basis we use or consume food, clothing, shelter, transportation, education, equipment, vacations, necessities, luxuries, services, and even ideas.

**HERBAL COSMETIC PRODUCTS IN INDIA**

Listed below are the few top brands of herbal cosmetic products available in India for your knowledge. Have a glimpse at them, so that you can pick the right products the next time.

***Himalaya Herbals:***

Himalaya Herbals has become one of the most trusted names in the Indian herbal cosmetics industry. Since the year 1930, the company has been taking utmost care of our beauty with its vast line of products that are 100 per cent natural and safe. Years of research, rare Himalayan herbs, best ayurvedic compositions, and superior pharmaceutical technology are some of the specialties of this brand.

**Figure1**  
**Himalaya Herbal Cosmetic Products**



- Face care (cleansers or washes, scrubs, masks, toners, moisturizers, fairness, eye care, lip care and special treatment products)
- Body care (lotions, creams and soaps)
- Hand care
- Foot care
- Hair care (oils, shampoos, conditioners and creams)

***HUL Herbals:***

Being one of the most renowned herbal cosmetic brands of India, Lotus Herbals offers more than 250 variations of beauty and cosmetics items enriched with all the goodness of some not-so-easily-available medicinal as well as therapeutic herbs. It is an ISO 9001 company with a holistic healthcare approach, which helps us make the most of our beauty regime by providing long-term results in the shortest possible time.

**Figure2**  
**HUL Herbal Cosmetic Products**



***Types of Product Range***

- Skin care*** (face washes, cleansers, toners, moisturizers, protectors, nourishers, correctors, enhancers, exfoliators, lip care and whitening range)
- Body care*** (lotions and Ayurvedic cleansing bars)
- Hair care*** (oils, shampoos and tonics)
- Safe sun care*** (before sun, after sun, non-greasy, anti-aging with tint, for men and for kids)
- Makeup*** (face, eyes, lips, nails, ecostay and others)

***Patanjali Herbal products***

When you opt for Khadi Natural, you don't need to worry about the quality or purity of your herbal cosmetics products. Rather, the enormous range of products will make you spoiled for choices. It is one of the leading manufacturers of herbal items in India and has long been delivering customized products to customers of all skin and hair types.

**Figure 3****Patanjali Herbal Products*****Types of Product Range***

- Skin care (face washes, toners, moisturizers, scrubs, packs, masks, sprays, cream, body butter, hydro gel and lip balms)
- Hair care (regular oils, no mineral oil and paraffin-free oils, shampoos, conditioners, mehndi and henna products that are 100 per cent natural colors)
- Body care (bath oils, bath salts, body wash and aromatic bubble bath)
- Handmade soaps (butter soaps, glycerine and soaps)
- Aromatherapy (essential oils and massage oils)

***Dabur Herbals***

brings a perfect combination of herbal science and advanced technology to us through its wide range of beauty and personal care products. Usage of the finest quality natural herb extracts and highly reasonable prices are the specialties of this brand.

**Dabur Herbal Cosmetic Products****Figure 4*****Types of Product Range***

- ❑ Face care (washes, scrubs, creams, lotions, gels, packs, facial soaps / bars and facial kits)
- ❑ Bath and body care (oils, soaps, creams, lotions, scrubs and gels)

- Hair care (oils and shampoos)
- Lip care (lip balms, etc.)
- Foot care (creams, scrubs and soaps)

### ***Biotique***

When it comes to the best Indian herbal cosmetics brands, Biotique always comes in the list of top 10. The company has earned worldwide reputation for blending time-tested natural therapies with the science of bio-technology.

**Figure 5**

### **Biotique Herbal Cosmetic Products**



### ***Types of Product Range***

- Skin care (cleansers, exfoliators, toners, moisturizers, scrubs, masks, vitalizers, products for sun protection, eye care and lip care)
- Hair care (oils, shampoos, conditioners, serums and products for styling)
- Body care (cleansers, nourishers, products for body massage, after bath, hand care and foot care)

### ***Forest Essentials***

Only herbal extracts along with pure essential oils can help us retain the youth of our skin. And this is the concept behind the famous beauty and skin care line called Forest Essentials. Each and every product that we use from this brand contains spring water and naturally grown herbs from deep forests. Moreover, all of them are made by labours in several Himalayan villages.

### ***Types of Product Range***

- Facial care (cleansers)
- Exfoliators, hydrating gels, toners, moisturizers, night creams, anti-aging, skin lighteners, masques, eye care and lip care)
- Body care (base oils, bath oils, shower oils, massage oils, creams, lotions, polishers, soaps, mists, shower wash, butter soaps and handmade clear sugar soaps)
- Hair care (head massage oils, cleansers and conditioners)
- Wellness (diffuser burner oils, etc.)

### ***Ayur Herbals***

True to its tagline i.e., „close to nature, close to you , Ayur Herbals offers a vast range of natural beauty and cosmetics products to Indian as well as international customers. Each and every item delivered by this company is the result of thorough research. Authenticity and price are two biggest pros of this brand.

**Figure 6****Ayur Herbal Cosmetic Products Types of Product Range**

- Face care (gels, wash, scrubs, masks, packs, cleansing milk, astringent, toners, moisturizers, lotions, creams and lip balm)
- Sun care (sunscreen lotion and after sun burn gel)
- Body care (waxes, fairness bleach, rosewater, soaps and breast firming products)
- Hair care (hair wash, oils, shampoos, conditioners, kali mehendi, henna powder and styling gels)

**VLCC (Very Large Curde Carrier)**

Not only specific beauty treatments, but the VLCC Personal Care has also its own line of herbal cosmetics and beauty products that suit all sorts of skin and hair. From healing, protecting to taking care, you can expect everything from the exclusively formulated VLCC products.

**Figure 7****VLCC Herbal Cosmetic Products****Types of Product Range**

- Skin care (cleansers, washes, scrubs, toners, astringent, moisturizers, packs, skin whitening products, anti- pollution products, soaps, bleaches, eye care and lip care)
- Sun defence range (sun screens and after sun care)
- Body care (lotions, body therapy and pediglo)
- Hair care (oils, shampoos, conditioners, masks and henna)
- Specialties (facial kits, products for body shaping and products for grooming)

**Vicco Herbal** has also been providing high quality herbal cosmetics to Indian as well as International customers since last few years. The brand has more or less 85 excellent natural products in its portfolio now. With so many choices of items, you can easily pick the best one to meet your requirements.

**Figure 8**

**ViccoHerbal Cosmetic Products**



**Types of Product Range**

- Skin care (cleansers, scrubs, toners / astringent, nourishers and packs / masks)
- Sun care (sun block, anti-tan pack, protective creams, gels and lotions)
- Hair care (oils, shampoos, conditioners, tonics, packs, mehendi, revitalizers, hair and scalp cleanser)
- Eye care (cream, gel and kajal)
- Lip care (lip care and lip balm)
- Specialties – pearl-whitening products and 24 carat gold series

**ADVANTAGES OF HERBAL COSMETICS**

- Natural products
- Safe to use
- Compatible with all skin types
- Wide selection to choose from
- Fits your budget
- Not tested on animals

**REASONS FOR THE GROWTH OF COSMETICS INDUSTRY IN INDIA**

Taste and tradition of the middle class and higher strata of the society have changed due to increasing awareness of the western world and beauty trends and high paid jobs. As a result woman from such social strata are now more conscious of their appearance and are willing to spend extra money. The change in cosmetic and skin care product consumption is witnessed today due to rise in number of women, especially from the middle-class population, having more disposable income. This actually has fielded a growth in certain product categories in the market that hardly was seen earlier. Colour cosmetics and sun care products that have shown growth rates of 46% and 13% respectively over the past two years. The Indian cosmetic market, which comprises of skin care, hair care, colour cosmetics, fragrances and oral care categories, has outperformed world's leading cosmetic markets in terms of growth in the recent past, although this industry registered double-digit growth rate in recent past, the current penetration of cosmetics and toiletry products still proves to be inadequate.

**NEED AND IMPORTANCE OF THE STUDY**

Earlier woman were largely confined within the four walls of their houses and their duty merely confined to taking care of children and home. They didn't have the time and urge to look after their looks and appearance. But now the women are moving ahead and taking responsibilities of

both home and outside home. This has made women more conscious towards beauty as they have to compete with the growing demands of the society. Thereby waiving a big market for cosmetic products.

#### **PROBLEM OF THE STUDY**

The purpose of the study is to examine the consumer's behaviour of herbal cosmetic products because consumer behaviour is a very complicated field of study. There are many factors, which affect the behaviour of consumers while purchasing, using and evaluating the products. These are changes in fashion, technology and so on, different types of users skin, changes in consumer attitude and so on.

(1) **The first problem** is the change in fashion, technology and so on. Modernity first makes its headway in urban areas. Not only economic & technological advancements find their place primarily in cities, but also new trends in fashion and personal health. Because of these changes, a number of products and its brands are available in the market. So the consumers are in confusion as to which product has to be selected.

(2) **The second problem** is different types of user skin: There are different types of skin like normal skin, oily skin, dry skin, combination skin and sensitive skin. There are many herbal cosmetics that are produced and marketed for consumers and it is very difficult to identify which product is suitable for their skin. By using the herbal cosmetics only, the users can identify the side effects. Without using it is not possible to identify the side effects because user skin is of different types.

(3) **The third problem** is the change in consumer attitude: Most of the researchers of consumer behaviour agree that it is very difficult to know fully about what goes in the minds of consumers. The consumer never stands still in his wants and needs. His behaviour may change according to his needs and situation. Therefore the main problem with the study of consumer behaviour is that he is in a state of constant change. He either modifies or changes his behaviour from time to time. So it is very difficult to predict the behaviour of consumers.

#### **THE BASIC CATEGORIES FOR COSMETIC PRODUCTS**

- Solutions
- Creams/Emulsions
- Lotions
- Ointments/Pastes
- Suspensions
- Tablets
- Powders
- Gels
- Sticks
- Aerosols

#### ***Solution of Cosmetics***

These are the simplest type of cosmetic formulas and are used for a wide range of products such as shampoos, body wash, hand cleansers, colognes, etc. They are homogeneous mixtures of soluble ingredients



### ***Creams / Emulsions***

The majority of cosmetics use raw materials that are not compatible so a cream or emulsion is used. Emulsions are pseudo stable mixtures of immiscible liquids dispersed in another liquid. They are used for products like hand moisturizers, make up, hair conditioners, sunscreens, etc. To create them you need three formula components including an oil phase, aqueous phase, and an emulsifier.

### ***Lotions***

Creams are not always appropriate for some applications because they can be too heavy or greasy. In these cases, the lotion form is used. Lotions are essentially thin creams. They are used for facial moisturizers, leave-in hair conditioners, and moisturizing cleansers. Since these are emulsions, you make them the same way as you would a cream. They are generally easier because you do not have to worry about the emulsion getting thick enough as it cools down.

### ***Suspensions***

Suspensions are another product form for delivering incompatible ingredients. Unlike creams, they are typically clear products with visible particles like gelatin beads or inorganic minerals (e.g titanium dioxide) suspended throughout. They are used for sunscreens, hand washes or shampoos. To create them you need to include a polymer or clay that gives the formula some internal suspending structure. Ingredients like carbomer or bentonite clays are useful.

### ***Ointments / Pastes***

These are super thick products used for things like hairdressing and medicated skin products. Usually, they are anhydrous (contain no water) and are sticky & greasy. Some common ingredients used to create pastes include petrolatum, lanolin, or dimethic. Making them is a simple matter of heating up the raw materials and rapidly mixing them until they are dispersed.

### ***Tablets & Capsules***

Another product form that is often used for creating color cosmetics is the tablet. These are physically blended solids that are held together by being pressed into shape. You'll need special equipment to create these products. They are also generally more expensive.

### ***Powders***

One of the most common types of product forms for color cosmetics is powders. Powders are also used for products like baby powder & foot powder. They are just mixtures of solid raw materials blended together into a fine powder. Some typical ingredients include talc, silicates, and starch. Special equipment is needed when making these products as the fine powder can be dangerous.

### ***Gels***

Another common form of cosmetic products is the gel. These are thick products, typically clear, and have a property known as "shear thinning". This means they stay thick until you apply a force which makes them thin and flowable. Anyone who has tried to get ketchup out of a bottle knows what we're talking about. Gels are used for hair products, body washes, shaving products, and in toothpaste. They are made by using a gelling agent such as an acrylic polymer, a natural gum or a cellulosic thickener.

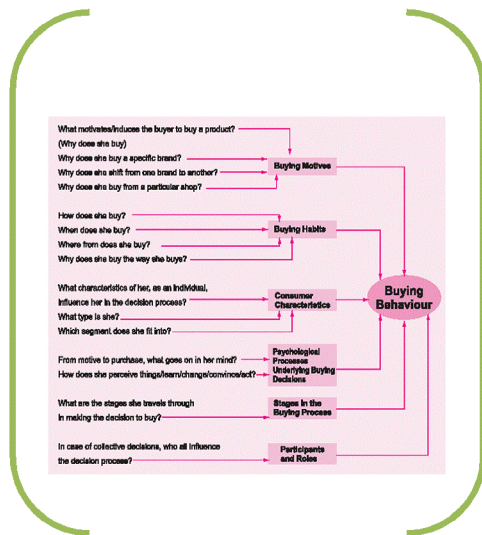
### ***Sticks***

Sometimes you need to create a product that the consumer won't necessarily want to touch, for example, lipstick or underarm deodorant. In these cases you'll use a stick product form. Sticks are solid delivery forms that deliver active ingredients through a rubbing action. The way you create them is by using mostly materials that are solid at room temperature. The ingredients are

heated until they melt and then mixed, and poured into either a mold or the final container. When they cool, they take the shape of their packaging.

**Aerosols**

Aerosols are more of a packaging product form than a specific formulation type. You could actually create an aerosol out of almost any cosmetic formulation if you have the right can, propellant, and nozzle set-up. Aerosols are any cosmetic delivered from a pressurized can. They are composed of a concentrate and a propellant. You first make the formula as you would make any other cosmetic, and then fill it into the can. You seal the can and pressurize it using the appropriate propellant. Recent VOC (volatile organic compounds) regulations have reduced the use of aerosols in cosmetic products.



**Influence of Social science on buyer behaviour studies**

- Economics: Human is a rational buyer who wants to take maximum utility out of fixed/minimum price.
- Psychology: Acc. To psychology any human activity is directed towards meeting certain needs. ( maslow's Need Hierarchy)
- Sociology & anthropology: Effect of reference

**Data Analysis**

(1). Herbal Cosmetics Purchasing activity through customers

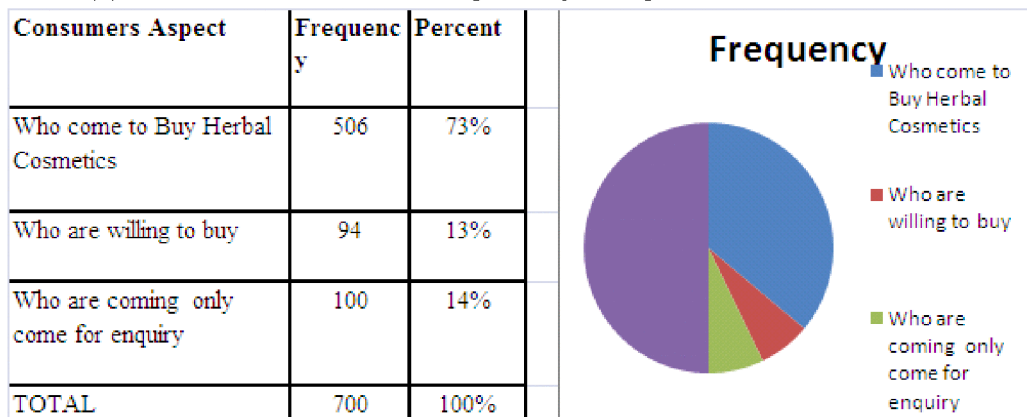
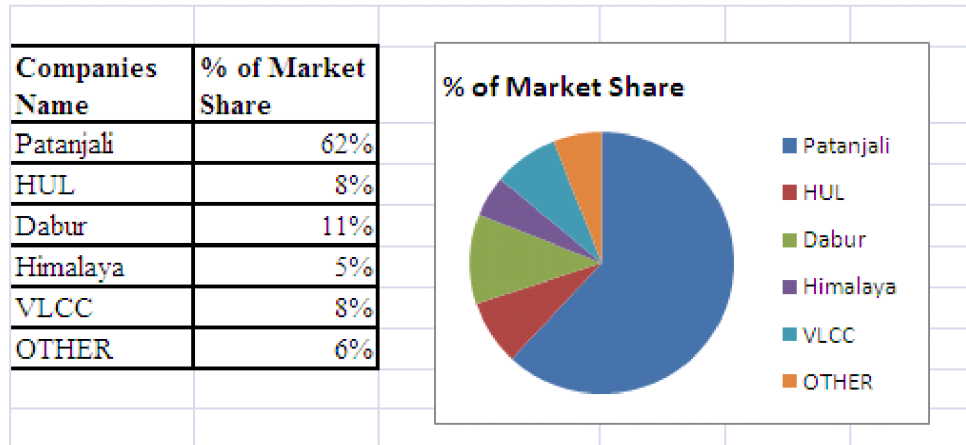


Table: 1. Herbal Cosmetics purchasing activities by consumers:

**Interpretation**

Most of the consumers (73%) purchasing a Herbal Product. However, there are consumers who are future customers of Herbal Product as (13%) are planning to buy Herbal Product in next 6 months. However, there are 14% customers who are not using Herbal Product and are not planning to purchase in next 6 months.

**2. THOSE CURRENTLY PURCHASING HERBAL COSMETIC PRODUCTS**



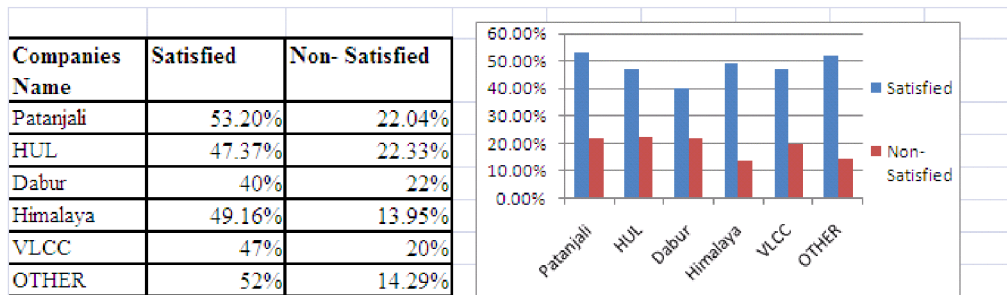
**Interpretation**

It is observed that Patanjali captured 62% of the overall consumer's market followed by the Himalaya (11%). Dabur (8%) and HUL (8%) have almost the same share. Samsung has the market share of 4.94%. It is also

observed that each company has almost same proportion of male and female customers

**3. Percentage of the Price satisfaction of the Herbal Cosmetics Products Price:**

**What is the Percentage of Price satisfaction level of customers of different companies?**

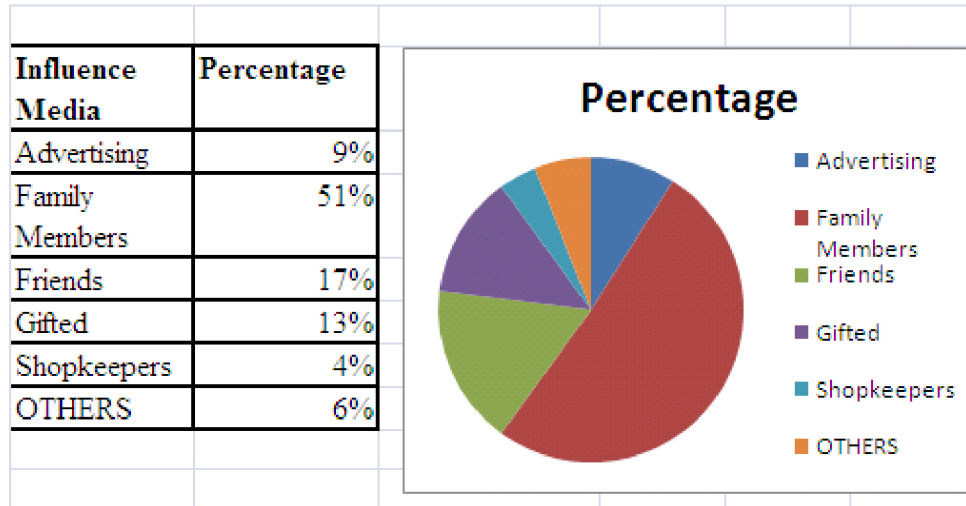


**Interpretation**

The major price range of the Herbal Cosmetic products is ranged between Rs. 200-600. The median price of Herbal Cosmetic products available in the market is Rs. 350, the minimum price is Rs. 100.00 and the maximum price is Rs. 600. By studying the company wise price variation, it is observed that the price of the Patanjali products is quite cheaper than other competing

companies (with median price Rs. 200.00). It is also observed that customers who are buying Patanjali Herbal Cosmetic products are very much satisfied with the price of the Herbal Cosmetic products as compared to the other competing companies.

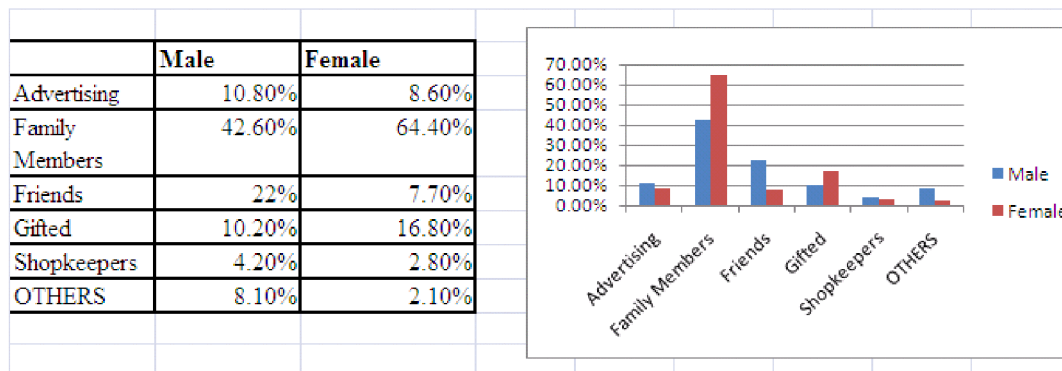
**4. What are the Influencing Factors While Purchasing the Herbal Cosmetic products?**



**Interpretation**

It is observed that 51% had been influenced by their family members while purchasing the Herbal Cosmetic products. This figure indicates that family members are keener on approaching their sons and daughters to have a Herbal Cosmetic products to stay in touch with family members. The percentage of customers having Herbal Cosmetic products because of gift is 12.6% and the advertisements influenced 9% of the consumers to have Herbal Cosmetic products.

**5. Medium who has influenced in purchasing Herbal Product Gender wise**

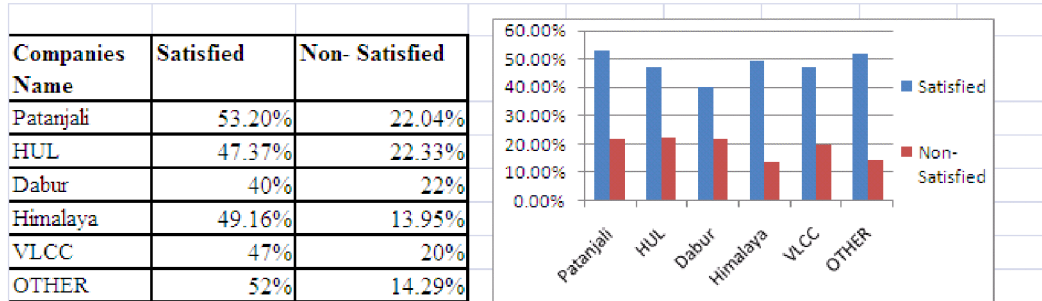


**Interpretation**

It is observed that 64% female and 43% male were influenced by their family members while purchasing Herbal products. Other major influencing factors are female (18%). Male (24%) are more influenced by their friends as compared to the females (8%).

**6. SATISFACTION LEVEL WITH RESPECT TO DIFFERENT ASPECT OF THE HERBAL PRODUTS**

What factor affects the buying while purchasing Herbal Products?



**Interpretation**

It is observed that the customers are more satisfied with the style and price of the Herbal Products and less satisfied with the resale values. Patanjali has highest satisfied customers in all the aspect of the mobile phone. Other Non popular products has the lowest satisfaction level in all the aspects of the Herbal Cosmetic Products except price.

Patanjali has the highest mean level of satisfaction score with less within subject variability. It has also the same level of satisfaction with respect to gender. It is observed that from VLCC and others there is some opposite level of satisfaction with respect to gender. It also indicates that as compared to other competitor companies, only VLCC has less satisfied female customers.

**In conclusion,** a wide variety of information about the characteristics and trends of market for purchasing of Herbal COSMETIC Products has been compiled through the execution of an independent study on customer's behaviors in Pune city.

1. Herbal COSMETIC Products is the not status symbol for the young Boys, Girls, and women between ages of 20 to 30 years old in the society, 73% are currently purchasing in the market and 13% willing to purchase within 6 month, so Herbal COSMETIC Products purchasing activities are growing .
2. Only Patanjali captured the market 62%, HUL – 11%, Dabur– 8%, LG – 8%, and Himalaya – 4.94%, so Patanjali is still the leader in market compare to the its competitors.
3. The direction of growth is clearly high and the utility of such a study lies in identifying that aspect of consumer behavior of purchasing Herbal COSMETIC Products which is shows that uses of Herbal COSMETIC Products, Price satisfaction of Herbal COSMETIC Products, Customer satisfaction with, Brand of Herbal COSMETICProducts, and Society (Family member, Friends), Advertising, Shopkeepers are much more influenced and give impact on consumers to purchasing the Herbal cosmetic product. Soft selling of these Products has been highly effective

**Recommendation**

1. We recommend to customers that firstly they should get information and compare about the every Herbal Company's product after that they should decide to buy the Herbal product

in the market. Also he should be aware about quality, standard, technology, feature and brand about the products at the time of purchase.

2. We recommend, giving response to customers and understanding buyer's mind and aspect.
3. Patanjali should improve product quality, packaging, style or looks, compared to competitors
4. Also we want to recommend improve service in Merchandising system, Distribution Channel, Transportation in the rural area market and urban area market at right time through right person to customers.
5. Today's Customer is being greatly influence by the Electronic Media, I recommend to promotion through TV Show, reality show to aware the customers about the products. But for Herbal Products, soft selling, emphasis on natural and no side effect products have been highly effective.
6. Today's Customer is demanding more value for the Price that he/she pays. So according to the competitor in the market, company should provide latest features, technology, and software quality and standardize in the product at cheapest Price.
7. *New Feature products to make* purchasing the status symbol in the family, society, and individual personality for young boys, Girls, and women between ages 20 to 30 years old.
8. Opportunity is there export market and should be explored.. To succeed in this standardization, stringent quality and benefits of Natural Products be stressed.

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