

Consumer Behavior towards Herbal Cosmetics Products in Western Rajasthan



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Abstract

Cosmetics are substances used to enhance or protect the human body. Cosmetic include skin care creams, lotions, powders, perfumes, lipsticks, nail polish etc. Body products or many types of other products are also included. There are wide spread specially among the female section of our society. A subset of all cosmetics items is called make-up "which refers primarily to colored products intended to alter the user's appearance.

The following are all considered cosmetics

1. Skin care cream, lotions, powders.
2. Perfumes
3. Make –up (lipstick , foundation, blush)
4. Nail polish , polish remover
5. Nail coloring preparations
6. Shampoo
7. Shaving cream, after shave
8. Mouthwash, toothpaste

Keywords: Cosmetics Appearance of Body, Make-Up, Types of Cosmetics.

Introduction

The USA FDA (Food and Drug Association)

"Intended to be applied to the human body for cleansing, beautifying, promoting, attractiveness or altering appearance without affecting the body's structure or functions"

Review of Literature

History of Cosmetics in India

In ancient science we believe that cosmetology is originated I Egypt and India. But after of beautification was spread everywhere various cosmetic products are used by various people in ancient time Day by day so many technology changes and development in society people are aware about harmful proudest. From Indus Sarswati civilization to today's so many changes are there.

From ancient times many remedies made by my people many remedies for hair growth, prevention of falling hair. If we read Mahabharata than we can see many queens of India also using cosmetics product from that day. But today's sceneries every women using cosmetic product for our body.

History of Cosmetics in Western Rajasthan

We know that western zone of Rajasthan is very hot so many people of Rajasthan has black color .so many people are get attracted for fair color . We can see history of Rajasthan that was very glorious .In ancient times many queens of Rajasthan using herbal products for hair care or skin care and for body also. So recently the cosmetic sector is, spread everywhere. Many people of Rajasthan are using only herbal or natural project.

Recently western area of Rajasthan very developed because people get education they are aware about harmful effect of chemical products. They know that which products good or bad for health. In this matter baba's Ramdev is starting the patanjali is very famous industry for herbal products. Government of India also support the patanjali industry .government also want all product made only in India so people are not importing any good from other country. Government of India is launching made in India scheme .this is better scheme through this scheme every person of Rajasthan using better herbal product.

Research Methodology

Objective of the Study

The main objective of this study the behavior of customers towards herbal cosmetics in western Rajasthan.

Data Collection

In this research paper, the mainly result based on the both the secondary data as well as the primary data mainly the tool used to collect data is questionnaire.

When we are using secondary data, Secondary data are already collected data which could be very useful for preparation of research paper. Secondary data collected from various sources just like- internet, magazine, publication, news papers etc.

Sampling Unit

As the research deals in cosmetics which are mostly used by female, therefore the target chosen for this purpose.

Sampling Size

In this research paper the number of females target is 50.

Data Collection and Analysis

In order to analyze the data, I have used different types of statically techniques such as:-

1. Tabulation of data & developing frequency distribution with percentage
2. Graphs are used

Various Herbal Cosmetics Products Are Available In Indian Market

Shahnaz Husain

Shahnaz Husain is a very popular of fashion she was the first lady person who started herbal cosmetics in our India. First of all she is studying about ayurvedic in India after that she is starting one salon in our own house. She is giving new concept "care and cure". She is also began to manufacture own products. Recently we can see in market many herbal cosmetics product are available in Shahnaz Husain name. So we can say that this is one of very popular product in Indian market.

Lotus Herbals

Another product range is lotus herbal. It combines many rich and bounty herbs and various herbal ingredients to generate powerful and effective line of herbals products

This range inspired by Ayurvedic, 5000 years ago this method come into exists

Himalayas Herbal Healthcare

Himalayas Drug Company was established in 1930 this company is producing many herbal drugs for many diseases

Patanjali Herbal Products

One of the very famous industries in India patanjali products totally based on the natural base. The owner of this industry baba Ramdev he is yoga guru in this many products are manufacture like shampoo, ghee, pulses, rice, etc. Every product available on very reasonable cost so anyone can by

this product. Recently patanjali product is very famous or even demand of this product increase day by day in India market.

For Skin Care

Many company are producing different skin products very sun protect skin product is also available. People have only skin they using different products in this product honey and citron is mixed. When people have dry skin they are using different product these products are made by aloevera and cucumbers. So skin care products are very famous in Indian market.

For Hair Care

We know that hair is identification of India lady every females are very conscious for our hair because hair is indication of beauty for every female.

Data Analysis and Interpretation

Table – 1
Frequency and Percentage of Respondents According to Periods

	Frequency	Percentage
Daily	15	30
Weekly	20	40
Monthly	5	10
Rarely	10	20
Total	50	100

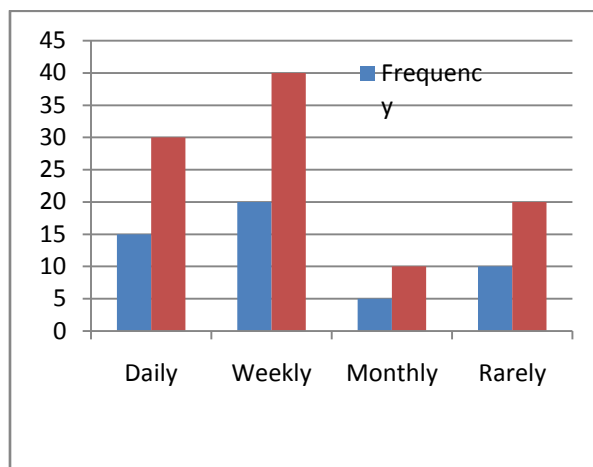


Table -2
Frequency and Percentage of Respondents According To Type of Cosmetics

	Frequency	percentage
lipstick	10	2
Kajal / eyeliner	22	44
Blusher	11	22
Foundation	3	6
Eye shadow	4	8
Total	50	100

Fig. 2 Depiction of Usage of Cosmetics on The Basis of Types

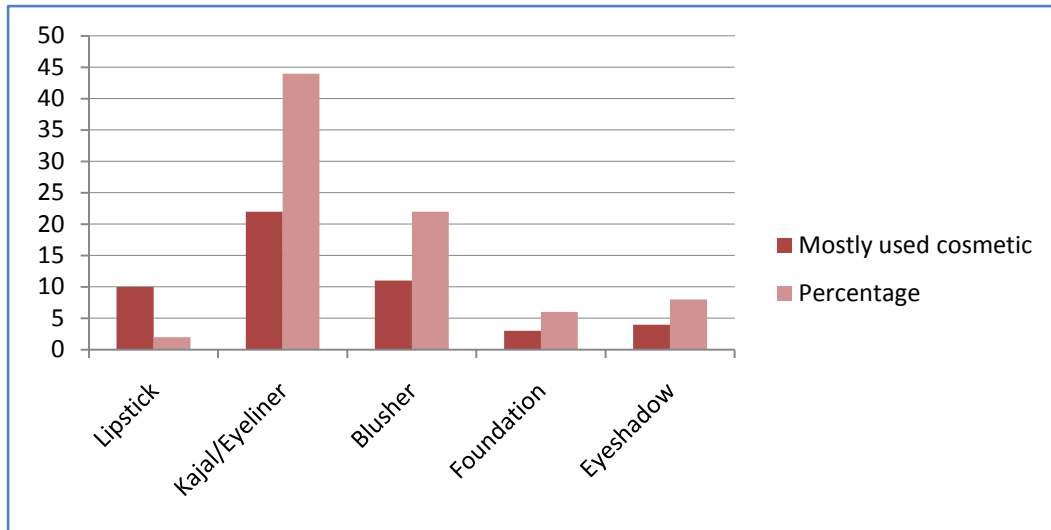


Table -3
Frequency and Percentage of Respondents Using Herbal Cosmetics

	Frequency	Percentage
Yes	26	52
No	24	48
	50	100

Fig. -3. Frequency and Percentage of Respondents Using Herbal Cosmetics

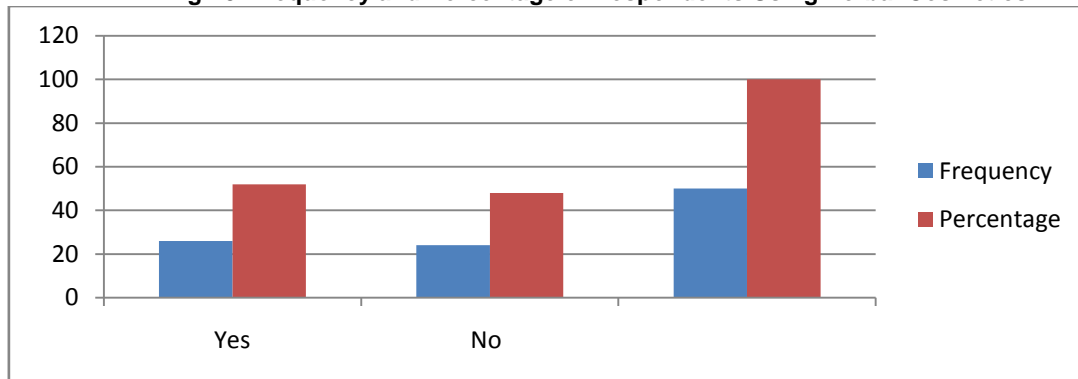
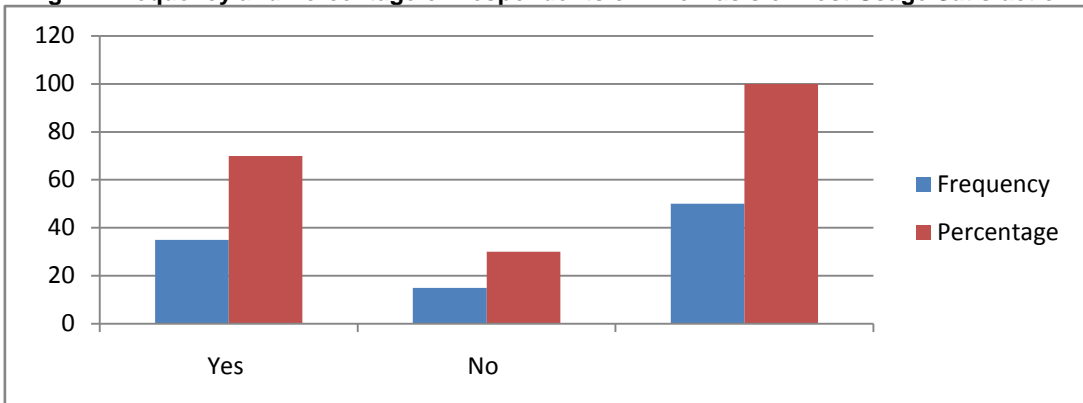


Table - 4
Frequency and Percentage of Respondents on The Basis Of Post Usage Satisfaction

	Frequency	Percentage
Yes	35	70
No	15	30
	50	100

Fig. -4. Frequency and Percentage of Respondents on The Basis of Post Usage Satisfaction



Conclusion

1. As per survey we find out that cosmetics and skin care products are part of most people in daily life.
2. Average adults or females. Specially use different skin care products each day. In these include moistures, sunscreen, and hair care items etc.
3. Most of the people are using cosmetics regular specially kajal / eyeliner or moisture widely.
4. Among the herbal cosmetics range patanjali is most prefer of one, But Himalayas products are using by some people. Most of the people using patanjali products. As they find them safe and not harm to skin and moreover since herbal cosmetics are made of natural ingredients.
5. People consider quality. Most of the people purchase only quality base products.
6. Among all herbal brands available in the market. Himalaya is the most important brand prefer by many people. On the other hand patanjali brand is very famous in western Rajasthan.
7. People feel that the option of various cosmetics available in herbal range is very use like kajal/eyeliner mostly use by females these are not in herbal range.
8. People of westerns Rajasthan feels herbal cosmetics are not properly marketed as compared to chemical based products therefore most of the brands are not available in the market. For example, boutique, a herbal brand is not advertised to a large and herbal above price as a factor while purchasing a cosmetic. Therefore it can be seen that for a cosmetic to be successful, it should be of good quality.

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