

CONSUMER CONSIDERATION FOR HERBAL COSMETIC PRODUCTS WITH RESPECT TO PRESENT SCENARIO

Dr. S. Muralidhar¹, Mr. N. R. Naresh², Dr. A. Sharmila³, Shwetha B.V.⁴, Shruthi Ramesh⁵

¹ Assistant Professor, School of Commerce, JAIN (Deemed-to-be University).

Email: s.muralidhar@jainuniversity.ac.in

² Assistant Professor, School of Commerce, JAIN (Deemed-to-be University).

Email: nr.naresh@jainuniversity.ac.in

³ Associate Professor, School of Commerce, JAIN (Deemed-to-be University).

Email: a.sharmila@jainuniversity.ac.in

⁴ Assistant Professor, School of Commerce, JAIN (Deemed-to-be University).

Email: bv.shwetha@jainuniversity.ac.in

⁵ Assistant Professor, School of Commerce, JAIN (Deemed-to-be University).

Email: r.shruthi@jainuniversity.ac.in

DOI: 10.47750/pnr.2023.14.02.318

Abstract

The development of cosmetics industry over the last few decades was immense, the perception of people towards cosmetics has also changed. Undoubtedly people have started seeing cosmetics as more than luxury product to as a necessity product in the coming days. This article intends to study the transformation of cosmetics industry in the current scenario, based upon utilitarian and hedonic needs. The route that leads to Herbal cosmetics are the disadvantages that were seen by chemical cosmetics over a few years, thus through this article researchers aim to understand the emergence of the Herbal cosmetics over chemical cosmetics. Finally the customers perception towards Herbal cosmetics is tested through various statistical analysis & techniques.

Keywords: Herbal cosmetics, utilitarian needs, hedonic needs, chemical cosmetics.

Introduction

Cosmetics have a long history dating back to the ancient Egyptians, when the term was coined to indicate Roman slaves whose job it was to wash men and women in scent. They used natural oil & creams to protect themselves from the heat and sun and dry winds. Thus, civilization to civilization the usage of cosmetics started spreading as women & men understood the need & requirement of the same. There are other notable findings that show that man in ancient periods 3000BC utilised colours for ornamentation to inspire the animals he wanted to hunt, and that man survived an enemy attack by colouring his skin. Thus, all together the role of cosmetics in human life slowly became inevitable, and the forms taken up by the cosmetics over the years also started to become more vibrant.

Post the 1990 era the development of Cosmeceuticals which are cosmetic pharmaceutical hybrids was very rapid. Later, it was discovered via numerous medical studies and reports that Cosmeceuticals were meant to increase health and beauty through substances that alter the skin's biological texture and function. The promotion of cosmetic products became more intense & people fell prey to the marketing gimmick all over the world. It took a lot of time to realize that cosmetics are essential but only in their natural form.

At the same time people were reluctant to turn back for herbal products because of the black history which it carried. According to the allegation, the early combinations used in Europe for herbal cosmetics were so effective that they frequently resulted in paralytic, attacks, or fatality.

However, after significant research by ayurvedic professionals, people realised that the one factor they could rely on was the wisdom of nature contained in Ayurveda.

There are numerous herbal cosmetics available on the market today; without a doubt, products such as herbal conditioners, herbal soap, herbal cleanser, herbal shampoos, and many more are well regarded by the general public. The nicest thing about herbal products, according to customers, is that they are manufactured from herbs and bushes that do not harm human skin.

People believe that it improves the health by providing vitamins and other beneficial elements. Herbal cosmetics contain plants such saffron (kesar), ashwagandha, sandalwood (chandan), and numerous others that are rich in healthful nutrients and other necessary components. Herbs, herbal ingredients, herbal preparations, and completed herbal products are all examples of herbal remedies. Herbal remedies may contain natural organic or inorganic active components that are not of plant origin in some places, according to tradition.

Literature review

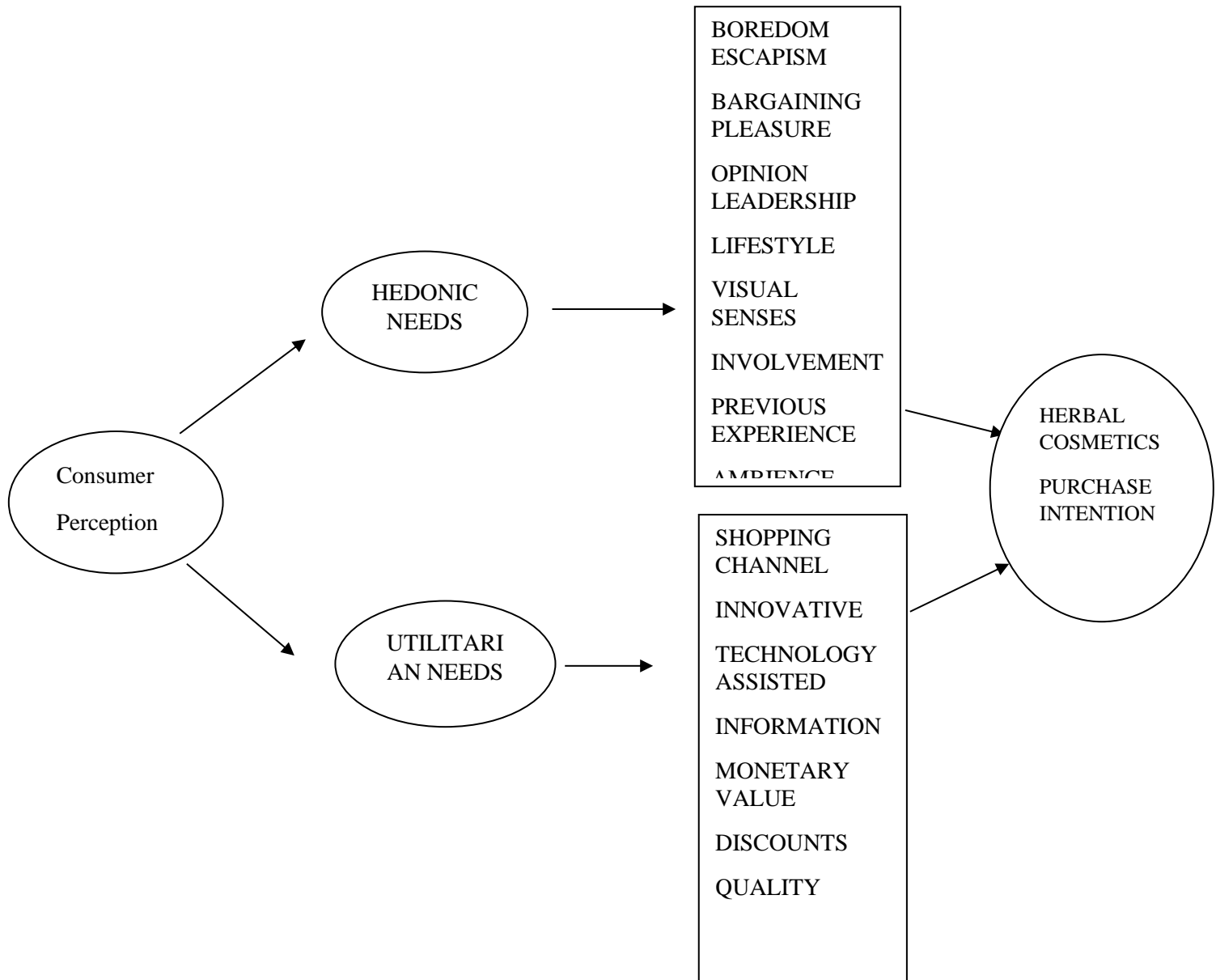
Yu, X., and C. Yuan (2019), Their study attempts to analyse the aspects that influence consumers' social media brand experiences and their impact on customer equity and customer lifetime value. According to the findings, utilitarian and hedonic values influence brand experience, and brand experience influences brand attachment, brand trust, and customer equity drivers. Researchers attempted to demonstrate a link between brand attachment and trust. Brand equity has a beneficial effect on customer lifetime value as a customer equity driver. Finally, the study gives insight on how a brand's social media experience might boost consumer equity.

Chaudhri, SK & NK, Jain. (2009). Researchers in this research try to reproduce the history of cosmetics and the development of the same over the years. The use of cosmetics by different civilizations over the period of years is well translated through this article and it serves & articulates the need of cosmetics over all the long period of times.

Mans, Dennis & Angela, Grant. (2017). In this research we can clearly see how herbal cosmetics are developed for refined human use. The use of different plants, shrubs, roots & leaves which bear better results are identified and the significance of all these are broadly appreciated in this article. This article also throws light about the need of herbal cosmetics in the current times.

Ahmadijouybari, Tuoraj. (2014). Through this article researchers attempt to promulgate the intensity, perception and the usage level of cosmetics amongst the teenage community. A thorough analysis that is carried out by researchers breaks a lot of myths and brings to light the practicality and the real thoughts in mind of cosmetics amongst the college students community.

CONCEPTUAL FRAMEWORK



Objectives

1. To know the usage pattern and perception of product attributes towards herbal cosmetics.
2. To build a model for customer satisfaction and brand loyalty towards herbal cosmetics considering utilitarian and hedonic needs
3. To find out the attributes of utilitarian and hedonic needs.
4. To examine the level of satisfaction of the respondents towards herbal cosmetic products
5. To analyze the relationship between demography of respondents and brand preference and satisfaction towards herbal cosmetics

Analysis and interpretation

1. Factor analysis of hedonic values

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.776
	Approx. Chi-Square	963.345
Bartlett's Test of Sphericity	df	153
	Sig.	.000

ANALYSIS & INTERPRETATION:

Since KMO = 0.776, it can be classified as the Meritorious

Null Hypothesis: $H_0: R=I$, which means Correlation matrix = Identity Matrix

Alternative Hypothesis: $H_a: R$ is not equal to I , indicating that the correlation matrix is not equal to the identity matrix Sig=.000.05, rejecting the null hypothesis. As a result, R does not equal I . As a result, there is some relationship between variables. So, we're good to go.

TOTAL VARIANCE EXPLAINED:

The Eigen values of six variables are more than one, with a cumulative percentage of 60.40%.

ROTATED COMPONENT MATRIX:

Factor 1: Involvement

Cluster: Cosmetics shopping picks me up on a dull day (0.660), I was so involved in shopping that I lost track of time (0.651), other people often come to me for advice about choosing new herbal products (0.624). These are the major elements influencing this cluster.

Factor 2: Pleasure

Cluster: I enjoy hunting for bargains while shopping (0.758), I make purchase decision based on the ingredients and flavors of the herbal products (0.628). These are the most essential elements influencing this cluster.

Factor 3: Personality

Cluster: I feel friendly towards salesperson when he provides more information about the products (0.698), I own herbal cosmetics according to my lifestyle (0.698), I purchase cosmetics based on my previous experience (0.627). These are the key factors influencing this cluster.

Factor 4: Status

Cluster: A herbal cosmetic brand would not fit in with my self- image (0.813), I admire people who use herbal cosmetics (0.657). These are the major elements influencing this cluster.

Factor 5: Exploring Technology

Cluster: shopping herbal cosmetic products in E-commerce website would give me more pleasure than the physical retail store (0.659), shopping online gives me more control over what I buy (0.743). These are the things important factors affecting this cluster.

Factor 6: Boredom

Cluster: I get frustrated when there is too much variety in a particular category of cosmetics (0.928), when old cosmetic items get bored I find some new styles and products (0.706). These are the most essential elements influencing this cluster.

2. Factor analysis of utilitarian values

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.854
	Approx. Chi-Square	919.595
Bartlett's Test of Sphericity	df	78
	Sig.	.000

ANALYSIS & INTERPRETATION:

Because KMO = 0.854, it qualifies as the Meritorious Null Hypothesis:

$R=I$, which stands for Correlation Matrix = Identity Matrix.

Hypothetical Alternative:

H_a : R is not equal to I, indicating that the correlation matrix is not equal to the identity matrix Sig=.000.05, rejecting the null hypothesis.

As a result, R does not equal I.

As a result, there is some relationship between variables.

So, we're good to go.

TOTAL VARIANCE EXPLAINED:

The Eigen values of three variables are more than one, and their cumulative percentage is 55.90%.

ROTATED COMPONENT MATRIX:

Factor 1: Customer centric

Cluster: The mode of shopping is important to me online/offline (0.798), I would like to shop when there is variety of product offerings (0.744), information about the product is more important to me (0.743), Herbal cosmetic products shopping is good value for money (0.741), wear ability is the most important factor to me while cosmetic shopping (0.715). These are the major elements influencing this cluster.

Factor 2: Trust

Cluster: safety is important to me in case of online herbal cosmetics shopping (0.870), I would prefer branded cosmetics without discounts over homemade cosmetics with discounts (0.811), online retailers are trustworthy (0.624). These are the major elements influencing this cluster.

Factors 3: Exploration

Cluster: I would prefer technology assisted shopping over conventional shopping (0.742), I will buy new fashion cosmetics even if I had not seen before (0.706). These are the most essential elements influencing this cluster.

3. Factor analysis of Purchase intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
	Approx. Chi-Square	552.212
Bartlett's Test of Sphericity	df	21
	Sig.	.000

ANALYSIS & INTERPRETATION:

Because $KMO = 0.796$, it qualifies as the Meritorious Null Hypothesis: $R=I$, which stands for Correlation Matrix = Identity Matrix.

Hypothetical Alternative: $H_a: R$ is not equal to I , indicating that the correlation matrix is not equal to the identity matrix $Sig=.000.05$, rejecting the null hypothesis.

As a result, R does not equal I . As a result, there is some relationship between variables.

So, we're good to go.

TOTAL VARIANCE EXPLAINED:

The Eigen value of two variables is more than one, and the cumulative percentage is 64.11%.

ROTATED COMPONENT MATRIX:

Factor 1: Store image

Cluster: I like to purchase from the store which has good in-store display and marketing (0.847), I would like to buy product from the store which has good reputation and image (0.842), I will buy the store which I trust (0.841). These are the major elements influencing this cluster.

Factor 2: Quality

Cluster: I prefer premium home-made cosmetics over normal homemade cosmetics (0.782), I prefer to buy retailer's own brands (0.741).

4. REGRESSION ANALYSIS

HYPOTHESIS:

H0: There is a positive correlation between buying a new herbal cosmetic even if they have not seen it before with store ambience, sales person etc

H1: There is no positive correlation between buying a new herbal cosmetic even if they have not seen it before with store ambience, salesperson etc

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.342 ^a	.117	.108	1.028	.117	13.140	2	199	.000	1.868

a. Predictors: (Constant), I feel friendly towards the salesperson when they provide more information about products, Ambience of store is important to me while shopping

b. Dependent Variable: I will buy new fashion cosmetics even if i had not seen it before

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.753	2	13.877	13.140	.000 ^b
	Residual	210.153	199	1.056		
	Total	237.906	201			

a. Dependent Variable: I will buy new fashion cosmetics even if i had not seen it before

b. Predictors: (Constant), I feel friendly towards the salesperson when they provide more information about products, Ambience of store is important to me while shopping

Here the alpha value is 0.05

P value is 0.00

P-value < alpha (0.00 < 0.05)

The p-value is less than alpha we reject the null hypothesis

Findings:

- The preference of Herbal Cosmetics by customer is based on factors like previous shopping experience and visual merchandising.
- Most of the customers prefer purchasing Herbal Cosmetics from the E-commerce website which gives them more pleasure than the physical store and they think that it gives them more control over products than the physical store.
- The customer feels friendly when the salesperson provides more information about the product in the physical store but still they prefer the online shopping which provides more control over it and own according to their lifestyle.
- The pleasure that the customer gets from bargaining is directly dependent on the visual merchandising of Herbal Cosmetics.

- When there is too much variety of Herbal Cosmetics in a single category the customer gets frustrated even though the sales person is friendly.
- The mode of shopping and the information provided about the product and use ability is more important to the customer in the case of purchase of Herbal Cosmetics.
- The customer is willing to try new commodities even if he has not seen before only when it is a technology assisted shopping.
- Most of the customers prefer premium Herbal Cosmetics over retailer's own brand.
- The purchase decision of the customer is based on the reputation and image of the store, trust, and the effort taken by the store on promotions and in-store displays
- The customers Branded Herbal Cosmetics without discounts over homemade Herbal Cosmetics with discounts.
- There is no positive correlation between buying a new Herbal Cosmetics even if they have not seen it before with store ambience, sales person etc
- Most of the customers believe that online retailers are trustworthy and online mode of shopping is preferred.

Recommendations:

- The retailer should take care of optimum variety seeking level in case of branded Herbal Cosmetics because too much variety in a single category frustrates the customer.
- Most of the customers prefer the E-commerce website for Herbal Cosmetics shopping so leveraging of user interface and technology assisted shopping must be considered.
- The purchase decision of Herbal Cosmetics is based on the store's reputation and image, visual merchandising, the effort taken by the retailer for promotions and in-store display. The retailer should invest in these things for more sales of his own store brands which lead to high margin.
- The customer is willing to buy new commodities if there is technology assisted shopping so in order to enhance the shopping experience the retailers can install the technologies like smart video wall, interactive mirrors etc.

References:

1. Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, 59(9), 974–981
2. Kim, J., & Forsythe, S. (2007). Hedonic usage of product virtualization technologies in online apparel shopping. *International Journal of Retail and Distribution Management*, 35(6), 502–514.
3. Dhurup, M. (2014). Impulsive fashion apparel consumption: The role of hedonism, fashion involvement and emotional gratification in fashion apparel impulsive buying behaviour in a developing country. *Mediterranean Journal of Social Sciences*, 5(8), 168–177.
4. Moon, M. A., Khalid, M. J., Awan, H. M., Attiq, S., Rasool, H., & Kiran, M. (2017). Percepciones de los consumidores sobre los atributos funcionales y hedonistas de las páginas web, e intenciones de compra online: visión de la actitud cognitivo-afectiva. *Spanish Journal of Marketing - ESIC*, 21(2), 73–88
5. Kesari, B., & Atulkar, S. (2016). Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services*, 31, 22–31.
6. Suja Nair, "Consumer Behavior in India Perspectives", First Edition, Himalaya Publishing House Pvt. Ltd. Mumbai, 2003.