

## A STUDY ON CONSUMERS' BUYING PERCEPTION AND BEHAVIOUR ON HERBAL PERSONAL CARE PRODUCTS WITH REFERENCE TO THE CITY OF MUMBAI

Mrs. Simran Kalyani\*<sup>1</sup>, Dr. Rita Khatri\*<sup>2</sup>

\*<sup>1</sup>Assistant Professor, H.R. College Of Commerce & Economics, Churchgate, Mumbai, India.

\*<sup>2</sup>Associate Professor, H.R. College Of Commerce & Economics, Churchgate, Mumbai, India.

### ABSTRACT

India is a treasure trove of plant species and has one of the world's richest medicinal plant heritages. Medicinal Plants are a rich source of therapeutic agents for the prevention of diseases and ailments and are considered highly esteemed all over the world. As these plants have extensive consumption for medicinal purposes, the market has growth prospects. The Indian Medicinal Plant Extract market is projected to nurture at a CAGR of around 22%. As a result of the substantial demand for medicinal extract in international markets, the new and existing business houses can tap the fast-growing market which would generate huge revenues, and employment opportunities and contribute to the economic development of the country. Until a decade ago, Indian consumers' buying behaviour and decisions for personal care products were majorly influenced by celebrity advertisements, brand names, and attractive wrapping. But today due to expansion in internet use and social media, the consumers are well informed about chemicals infused in products and their side effects and diseases in the long run if such non-herbal products are used uninterruptedly. With easy contact to information on the internet, consumers are making aware and updating themselves about several brands in the market. They go through the ingredients of products very well, read the other consumers' reviews who use the same product and then decide which product will be suitable for their skin and hair type. Today we can observe that several brands are now moving towards chemical-free, organic, environmental free, hygienic and vegan, animal-free testing.

Various new brands and products in herbal personal care products are launched on e-commerce platforms. The D2C (Direct to Consumers) route is the channel for which most brands are opting. The digital revolution has made it easier for various brands to sell their herbal products to consumers easily with home delivery, digital payments, reward points and many more promotional offers. Through popular social media platforms headed by the likes of Instagram, Facebook, YouTube, and more, the awareness of advanced personal care products has exploded. Herbal products are higher in pricing than non-herbal personal care products but products deliver value for money, are safe to use, and provide customer satisfaction.

The objective of this study is to understand and analyze the consumers' perception and buying behaviour of herbal personal care products. The study is done with a sample size of almost 50 respondents chosen from the city of Mumbai. Consumer perception and behaviour are measured in terms of awareness of herbal products, liking for knowing about more herbal personal care products, updating knowledge of herbal products, frequency of purchase, and more.

**Keywords:** Herbal Personal Care Products, Social Media, Perception, And Buying Behaviour.

### I. INTRODUCTION

The personal care products industry is the key component of Fast-moving consumer goods (FMCG) which is the 4th largest sector in the Indian economy. Apart from the personal care products industry, the food and beverages and health care sector are the key sectors of the Fast-moving consumer goods sector of India. Food and beverages occupy 19 per cent of the sector, healthcare occupies 31 per cent and household and personal care account for the remaining 50 per cent. The sector is further expected to grow at a Compound Annual Growth Rate (CAGR) of 27.86 per cent. The personal care products market is projected to grow annually by 7.1%.

The personal-care products industry targets to benefit people look better and feel better about themselves. It creates, manufactures, and sells personal care, beauty, and hygiene products. Examples include cosmetics,

toothpaste, sunscreen, razors, shaving cream, deodorant, soaps, and other products for bathing, hair care products, skincare products, nail and cuticle care products, fitness products, and many other items.

The Indian consumer is becoming more inclined toward all things natural, organic, and herbal when it comes to skincare, personal care, and makeup and the year 2016 has been a distinct advantage for this industry. Herbal products use natural ingredients, rooted in a Hindu system of traditional medicine based on herbal treatments rather than chemically treated products. The use of herbs for beauty dates back to ancient cultures such as the Egyptians, Greeks, Romans, Chinese, and Native Americans, going back to 5,000 years. Herbs are used either for their natural healing properties or their aroma.

There are various chemicals used in the preparation of personal care products that should be used with caution, or else they can have harmful effects. Some of the more dangerous chemicals are some skin lightening creams that may contain mercury, which can damage the kidneys, liver, and brain. Continued use and infusion of inorganic mercury can also harm the central nervous system resulting in deadly diseases. Parabens are used in cosmetics such as creams, makeup products, moisturizers, hair care, and shaving products containing parabens and numerous research studies have indicated the presence of parabens in human breast tumours and also noted the context of estrogenic-like properties in parabens.

Consumers are becoming aware of the effects of synthetic chemicals used and inclining to herbal-based personal care products. As per analysts, the herbal and Ayurveda market is estimated to be at Rs 4,500 crore at present. The overall Ayurveda and herbal space is increasingly getting competitive in India since last year. Various players are rebooting their business strategies and investing in new products or making new acquisitions to reap the benefit of the herbal age.

Many start-ups have come up in manufacturing and selling herbal products. Many such sellers are using the online social media platform to create awareness and influence consumers to buy their products. The various social media are Facebook, Instagram, Youtube, Twitter, and many more. According to a 2021 report by Avendus, India's online personal care and beauty market is expected to reach \$4.4 billion by 2025. The report added that beauty and personal care online shoppers are likely to go up by more than four times from 25 million in FY20 to 110 million in FY25.

## II. RESEARCH METHODOLOGY

The study has been conducted in the City of Mumbai by the researcher. Mumbai, formerly called Bombay, is the capital of the Indian state of Maharashtra. It is the country's financial and commercial centre. Mumbai is located on Maharashtra's coast and its prime port is on the Arabian sea. According to the United Nations, as of 2018, after Delhi, Mumbai is the second most populated in India with a population of around 20 million (2 crores) and the eighth-most populous city in the world. In 2021, Mumbai's population is estimated to be around 2.44 crores.

Mumbai has been segregated into two parts the city and the suburbs and known as Mumbai City District and Mumbai Suburban District.

Mumbai City and Suburban collectively are called the metropolis of Mumbai. The city area is known as Old Mumbai or South Mumbai. Mumbai city covers the area and population from Colaba to Mahim in the south and Sion in the north

The consumers from the City of Mumbai were selected for research purposes. The consumers were from the age of 16 years onwards. The sample size is 50 respondents. The consumers were selected based on the convenience sampling method and the method of collecting the data from respondents is an interview method from consumers through recorded zoom meetings and phone calls.

The objective of the study:

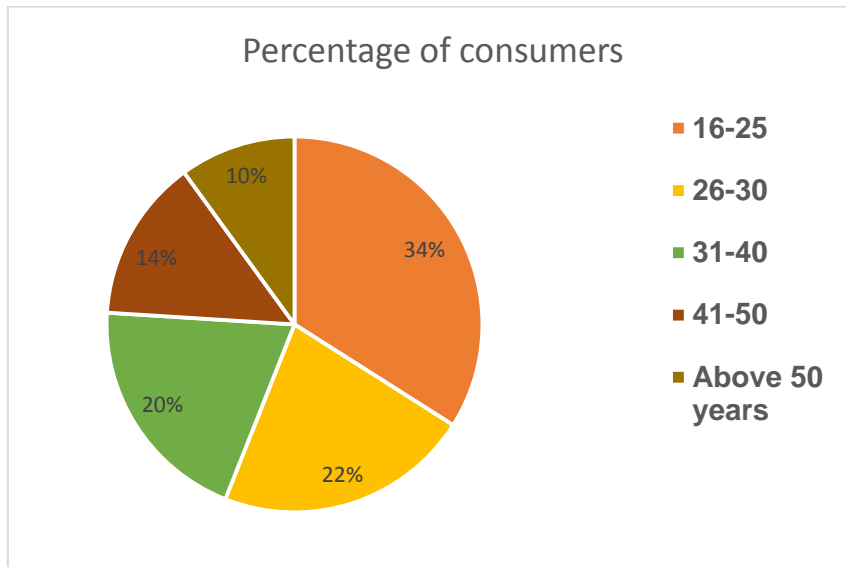
1. To understand and analyze the awareness of consumers on herbal personal products and different brands.
2. To explore the consumers' perception of herbal personal care products vs. non-herbal personal care products.
3. To analyze the consumers' buying behaviour on herbal personal care products.

### III. DATA ANALYSIS AND INTERPRETATIONS

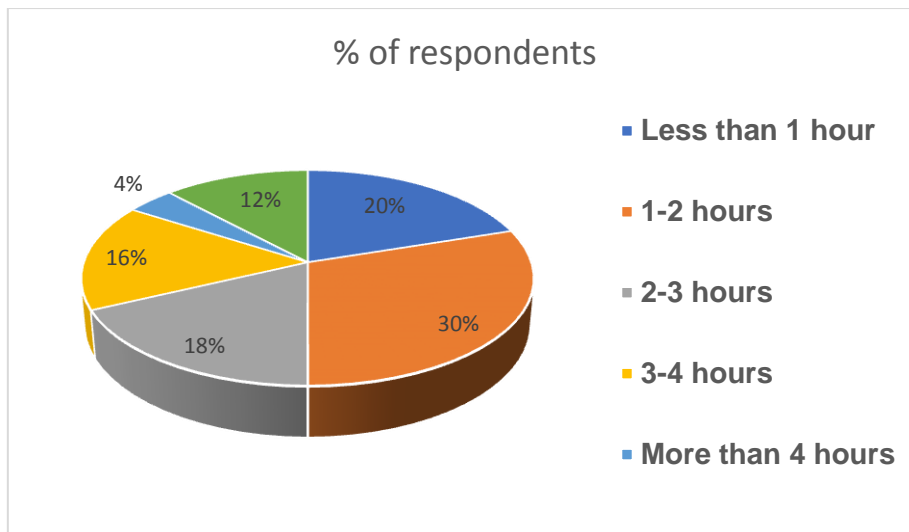
The interviews were taken from consumers by the method of recorded zoom meetings and phone calls. The consumers were selected on a random convenience sampling basis. The consumers were from the City of Mumbai.

The following were the further demographic findings:

1. Out of 50 selected consumers, 22 were male consumers and 28 were female consumers.
2. 26 consumers were married and 24 were unmarried.
3. The frequency of different age groups was as under:



4. Number of hours spent on social media (Facebook, Instagram, Twitter, Snapchat, YouTube) in a day by respondents and frequency was found as under:



### IV. FINDINGS

1. All the interviewed consumers were aware of herbal personal care products and their different brands.
2. Most of the consumers across all age groups recalled the immediate brands like Patanjali, Himalaya, Dabur, and Vicco.
3. Consumers in the age group between 16 – 30 years were also able to recall the brand Mamaearth, Khadi Naturals, and Biotique.
4. As only 6 consumers were not found on social media. Hence, most consumers agreed that social media has played a significant role in creating awareness about herbal personal care products.

5. Apart from social media, the other effective modes for creating awareness were found the television advertisements, newspapers, hoardings, friends, relatives, and family members.
6. Most of the consumers who spent time on social media agreed that they come across various promotional offers of various herbal products brands like festival offers, buy 1 get 1 free offer, discounts, trail packs, sample packs, etc.
7. The consumers aged 16 to 25 years revealed that many a time promotional offers do tempt them to try the new herbal brands.
8. All interviewed consumers were found to be aware of the harmful chemicals used in non-herbal personal care products.
9. On asking if consumers believe the herbal products to be absolutely chemical-free and very effective. Most of the respondents believed that herbal products are not cent per cent chemical-free but these products are better than non-herbal products. Herbal products are soft in use, less damaging, and with no side effects.
10. Most consumers were well aware that consistent use of herbal personal care products is key to the effectiveness of the product. The continuous use of herbal products can only bring results to skin and hair.
11. Most consumers believed that now people are becoming more health-conscious. People do give importance to self-care, organic, and environmentally friendly products. Being exposed to pollution and dust their skin and hair get more damaged. Hence it is crucial to select less harmful and effective products for their skin, hair, and body care.
12. The most demanded and bought herbal brands by interviewed consumers were Patanjali and Himalaya. Easy availability and accessibility of mentioned brands in retail stores, supermarkets, malls, own-brand stores, and medical stores were found as compared to other herbal brands.
13. Many brands are using social media and eCommerce platforms for promoting and selling herbal personal care products but they are difficult to find in offline stores easily. Hence the consumers who are reluctant to buy the newly launched brand directly online, continue with their brands only.
14. Consumers in low-income groups find the Patanjali brand the most preferred and reasonable priced product with herbal ingredients in it.
15. Most consumers found the prices of herbal products higher than non-herbal personal care products. But at the same time, they revealed that spending more on natural and quality products is worth and value for money. It is on their self-care and health.
16. Some consumers do buy the herbal medicines of Himalaya, Patanjali, and Dabur too.

## V. CONCLUSION

We found in the study that social media platforms are playing a very important in creating awareness about various herbal personal care products, updating on knowledge about products, and also influencing consumer behaviour in terms of frequency of buying and preference of herbal personal care products. But it is key for companies also to choose other methods of promoting herbal products. As all groups of consumers may not be active on social media. All consumers may not buy new brands and newly launched brands online. Hence increasing visibility and effective distribution channels can be a significant strategy for herbal products manufacturers and sellers. Manufacturers should ensure the quality of herbal products. In today's changing scenario, consumers have a strong preference and trust in herbal and natural products. Keeping in mind these needs, producers must come with more marketing mix, promotions, quality guarantees, and effective distributions.

## VI. REFERENCE

- [1] Kim K. J., Han H. S., Kim K. J., Han H. S., Marketing strategies and consumer recognition of medical cosmetics, Asian Journal of Beauty and Cosmetology, Vol. 16, Pp.569-578, 2018
- [2] Marsidi, Nick M.D., Maurice W.H.M. M.Sc., LL.M., Roland W. M.D, The Best Marketing Strategy in Aesthetic Plastic Surgery, Plastic and Reconstructive Surgery, Vol.133, pp 52-57, 2014
- [3] India Cosmetic Market Overview 2016-2021. Dublin: Research and markets. (n.d.). Retrieved from SlideShare: <https://www.slideshare.net/varshney2135/overview-of-cosmetic-industry>

- 
- [4] Anu Jose, Sumesh.R. Perception and Buying Behaviour of Modern Women towards Personal Care Products. International Journal of Advance Research and Innovative Ideas in Education. 2016; Vol-1: Issue-4.
- [5] <https://en.wikipedia.org/wiki/Mumbai>
- [6] <https://www.britannica.com/place/Mumbai>