

## 5. Attributes in Purchase of Herbal Skin Care and Hair Care Cosmetics Among Goan Consumers

Ms.Charmained'souza

Associate Professor, Department of Commerce, Rosary College, Navelim, Salcete, Goa

### Abstract

*Herbal cosmetics in beauty and fashion is getting popular since most women prefer natural products for personal care like herbal conditioners, soaps, face wash, shampoo, made by herbs and shrubs. The natural content does not react on the human body but actually helps the body with helpful minerals and supplements. When comparing herbal cosmetics to other beauty products they are safer, hypo-allergenic tested, and dermatologists safe. The present study of the product consumption is on the basis of goan consumers. The tool which is used to get the data is questionnaire and the data was collected from a sample size of 180 respondents used for this study. The data collected was analysed through the SPSS software and Microsoft excel worksheet using Anova-single factor and percentage method and hypothesis was tested for attributes in purchase of herbal skin care and hair care cosmetics in Salcete taluka.*

**Key words:** herbal, skin care, hair care, cosmetics.

### Introduction

The word cosmetic came from the Greek work kosmetikos<sup>1</sup>. Originally it originated with fighting, hunting, religion and superstition and only later with medicine<sup>2</sup>. Dr. Albert Kligman used it to refer to substances that have both cosmetic and therapeutic benefits<sup>3</sup>. Cosmeceuticals influences the skin's biological texture and function<sup>4</sup>. The Drugs and Cosmetics Act defined cosmetics as articles intended to be poured, rubbed, sprinkled / sprayed on, or introduced to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance.<sup>5</sup> The Act specifies that essential oils and herbs used in cosmetics must not claim therapeutic effect<sup>6</sup>. Herbal cosmetics, are products formulated, using various permissible cosmetic ingredients to form the base wherein herbal ingredients are used<sup>7</sup>. History of shows lipstick colours was annually changed and was getting darker<sup>8</sup>. Herbal cosmetics include ashwagandha, saffron (kesar), sandal (chandan) worldwide herbal industry is currently evaluated to be more than US\$10 billion dollars and expanding<sup>9</sup>. Herbs are used in cooking for flavouring

foods, disinfectants, perfumes, germs protection and as medicines <sup>10,11</sup>. They are free from synthetic chemicals and have less side-effects compared to synthetic cosmetics <sup>12</sup>. Plant extracts like *Aloe vera* gel and coconut oil consist of natural nutrients like Vitamin E is easily available <sup>13</sup>. Many consumers emphasise on the properties of botanicals <sup>14</sup>. As they are made of herbal ingredients there is no skin rash or itching in lipsticks and moisturizers <sup>15</sup>. BHA (Butylated Hydroxy-anisole) and BHT (Butylated Hydroxytoluene) can trigger skin allergies <sup>16</sup>. BHA is classified as a possible human carcinogen <sup>17</sup>. Natural antioxidants like Vitamin C are present in herbal cosmetics <sup>18</sup> and are suitable for all skin types. <sup>19</sup>. 80 % of world population depends on natural products, because of the many side effects and costly modern medicine. <sup>20</sup>. Plants as curative medicine have a vast potential <sup>21</sup>.

### Theoretical Perspective

With the damaging effects of processed food herbs play an important role <sup>23</sup> and are now increasingly being used in cosmetics, foods, teas and alternative medicines <sup>24</sup>. Oats a species of cereal grain grown for its seed <sup>25</sup> not only consumed for nutritional purposes, but for healing and soothing properties, its oil rich in antioxidants <sup>26</sup>, used in creams, lotions, facial oils, salves and balms. Marigold *Calendula* <sup>27</sup> various cosmetics and personal care products are made <sup>28</sup>. Wild cherry bark <sup>29</sup> has properties that makes the hair smooth, silky, and adds body to the hair and used in lipsticks and cherry type flavourings for food and medicines <sup>30</sup>. Chicory <sup>31</sup> herbs purifies the blood and liver, passions of the heart and healing effects <sup>32</sup> the leaves used as compresses for skin inflammations and swellings, used also for treating rheumatism and gout <sup>33</sup>. Tulsi is a heal herb in its "sacred" implication <sup>34</sup>. *Ghrithkumar (Aloe vera)* accelerates healing of injured surfaces <sup>35</sup> and used for and sunburn, alleviating the advance of sun caused skin cancer <sup>36</sup>. Multani Mitts (Fullers Earth) Mother Nature's own baby powder <sup>37</sup>. Clay which is used as beauty mask and draw skin oils, removes pimple marks, treats sunburn, helps unclog pores, and cleanses the skin of dirt <sup>38</sup>. Chamomile used to make a rinse for blonde hair and as a yellow dye for fabrics <sup>40</sup>. *Raktachandan* was used as fresh, red bindi / tika (dot) on the forehead <sup>41</sup>. *Aloe vera* prevent aging protect the skin <sup>42</sup>, prevents and heals skin irritations <sup>43</sup>. Chandan and Vertiver (Usheer used as scrubs and face packs to give a young look <sup>44</sup>. Haldi (Turmeric) was used as a face pack along with usheer (vertiver) and also as an antiseptic <sup>45</sup>. The ayurvedic herbs help to purify blood and eliminate vitiated doshas (vata, pitta, kapha) from the body <sup>46</sup>.

### **Review of Literature**

Mitra&Kapoor (1999) studied the affinity between hairs and dyes of which the main source being the bark and wood of acacia, oak, wattle, etc. Dr. Vinith Kumar Nair and Dr. Prakash Pillai R (2007) studied male consumers who prefer to purchase and select a brand of cosmetics individually with quality as a major influencing factor to make a decision to purchase. Fan Shean Cheng, and Ding Hooi Ting Cheng Soon Ooi (2010) observed significant positive relationships between males concern of grooming products consumption and self-image. Sundari and Murugan (2011) revealed that factors influencing purchase decision of personal care products were “primary benefit” which would include price, quality, and quantity and “secondary benefit” which included ingredients, purpose of product, innovative features, manufacturer’s reputation, and certification of the product. Ashok Yakkaldevi (2013) studied consumer behaviour towards cosmetics apart from economics and psychology, the role of history and tradition in shaping the Indian consumer behaviour wherein consumers association is with care and affection values.

### **Objectives of the Study**

To study the attributes in purchase of herbal skin care and hair care cosmetics in among goan consumers.

### **Research Methodology**

The tool which is used to get the data is questionnaire and the data was collected from a sample size of 180 respondents used for this study. The data collected was analysed through the SPSS software and Microsoft excel worksheet using Anova-single factor and percentage method and hypothesis was tested for attributes in purchase of herbal skin care and hair care cosmetics in south goa.

### **Limitation of the Study**

The area was confined only to south Goa so results cannot be universally accepted. The study is limited to the sample size of 180 respondents only so this cannot be a “full proof”. The data has been collected by convenient sampling using questionnaire and so there is a possibility of certain deviations.

Data Analysis

Table no: 1.1 – Attributes in purchase of herbal skin care cosmetics

	A	B	C	D	E	F	G	H	I	J	K	L
0*	0	0	0	0	0	0	0	0	0	0	0	0
1*	8.3	6.1	11.7	3.3	21.1	6.1	5.6	3.9	6.7	6.1	9.4	6.1
2*	13.9	10	13.3	4.4	6.1	11.1	17.2	12.2	17.8	16.7	14.4	13.9
3*	25	27.2	30	23.3	37.8	28.9	33.3	39.4	32.2	31.1	36.7	27.2
4*	30.6	33.3	22.8	45.6	22.8	31.1	33.3	26.7	26.1	34.4	27.2	29.4
5*	22.2	23.3	22.2	23.3	12.2	22.8	10.6	17.8	17.2	11.7	12.2	23.3

Source: Primary data

(0)\*- no response 1\*-extremely not important 2\*- not important 3\*-neutral 4\*- extremely important, 5\*-extremely important, A-Price B-Quality C-fragrance D-freshness E-fragrance F-brand G-reasonable price H-availability I-convenience J-Advertisements /offers K-retails L-product safety M-attractive packing)

Source of Variation	SS	df	MS	F	P-value	F <sub>c</sub>
Between Groups	9852.605	5	1970.521	94.19191	3.59E-30	2.34
Within Groups	1506.26	72	20.92028			
Total	11358.86	77				

H<sub>1</sub> there is a significant difference towards attributes in purchase of skin care cosmetics

cosmetics

H<sub>2</sub> there is a significant difference in the opinion of the respondents towards attributes in purchase of skin care herbal cosmetics.

Using Annova, if  $F < F_c$  there is no significant difference i.e. H<sub>0</sub> and if  $F > F_c$  there is significant difference i.e. H<sub>1</sub>. In the table,  $F=94.19191$  and  $F_c=2.341828$  hence, there is significant difference in the attributes in purchase of skin care herbal cosmetics. Table 1 shows that majority of respondents have given neutral, important and most important responses towards the attributes of skin care herbal cosmetics. Respondents feel that price(30.6%), quality(33.3%), freshness(45.6%), brand image(31.1%), availability(39.4%) and advertisements(34.4%) are most important attributes while purchasing herbal skin care cosmetics.

Table no: 1.2 – Attributes in purchase of herbal hair care cosmetics.

	A	B	C	D	E	F	G	H	I	J	K	L	M
0*	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8
1*	7.8	6.1	5.6	5	12.2	5	5.6	5.6	8.9	7.2	6.1	6.7	7.8
2*	17.8	5.6	19.4	5.6	11.7	7.2	20	11.1	13.3	12.2	10.6	8.3	11.7
3*	21.1	29.4	27.8	20	41.7	22.8	32.8	43.9	19.4	41.1	27.8	27.2	29.4
4*	33.9	26.1	23.3	37.2	21.7	40	27.8	27.8	44.4	26.7	41.7	29.4	36.1
5*	16.7	30	21.1	29.4	10	22.2	11.1	8.9	11.1	10	11.1	25.6	12.2

Source: Primary data

(0\*- no response 1\*-extremely not important 2\*- not important 3\*-neutral 4\*- important  
 extremely important, A-Price B-Quality C-flavour D-freshness E-fragrance F-brand image G-  
 onable price H-availability I-convenience J-Advertisements /offers K-retails influence L-  
 luct safety M-attractive packing)

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	9263.252	5	1852.65	52.91342	9.34E-23	2.341828
Within Groups	2520.926	72	35.01286			
Total	11784.18	77				

H<sub>1</sub> there is a significant difference towards attributes in purchase of hair care herbal  
 metics

H<sub>2</sub> there is a significant difference in the opinion of the respondents towards attributes in  
 chase of hair care herbal cosmetics.

Using Annova, if  $F < F_c$  there is no significant difference i.e. H<sub>0</sub> and if  $F > F_c$  there is a  
 nificant difference i.e. H<sub>1</sub>. In the table,  $F=52.91342$  and  $F_c=2.341828$  hence, there is a  
 nificant difference in the attributes in purchase of hair care herbal cosmetics. Table 1.2 shows  
 majority of respondents feels that it is important to consider all the attributes while  
 chasing herbal hair care cosmetics. 2.8% people gave no response. 43.9% respondents gave  
 tral response for availability and 41.1% for advertisements.

**Conclusion**

Herbal cosmetics are used by 70% of the population in India and with the increased  
 areness among consumers that chemical based cosmetics are harmful there is a surge in  
 need for natural herbal extracts in particular. Education, media exposure and advertisements  
 owcasing the unique ingredients used in cosmetics have created a unique selling point and  
 ve made buyers quite conscious of what they use on their skin. It is an accepted fact that the  
 duct should not have any side effects when it comes to purchasing skin care products.  
 ncare and hair care products manufacturers emphasise on research and development and  
 lore new natural ingredients which are safe and effective. Companies launching skincare and  
 r care products should scientifically and clinically test it, and approve it by international panel  
 dermatologists. The ability to desire the right cosmetics depends on body Prakriti assessment,  
 urate ingredient knowledge, personal needs, customer perception about product, benchmark

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product so quality control tests must be conducted for herbal cosmetics which are being safe to use for a long period of time.

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