
HERBAL SKIN AND HAIR CARE COSMETICS PURCHASE FREQUENCY IN SOUTH GOA

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ABSTRACT

Herbs have been used in maintaining and enhancing human beauty. Indian women have used herbs like sandalwood and turmeric for skin care, henna for hair color, and natural oils to perfume their bodies. Elaborate herbal beauty treatments were carried out in India palaces to heighten sensual appeal and maintain general hygiene. The purpose of this paper is to determine the frequency of using herbal skin and hair care cosmetics, which was analysed on the basis of never, twice a week, once a week, once in 15 days, once a month, frequency of using herbal skin care products like soaps, cream, cosmetics, powder gel and face pack and herbal hair care cosmetics such as oils, shampoos, conditioners, serums, henna powder, styling gel and average expenses amount spent on herbal cosmetics. The data was collected through survey questionnaire using sample of 180 consumers of herbal cosmetics in south Goa. The hypothesis formulated for the study is to find out if there is a significant difference in the opinion of the respondents towards using skin and hair care herbal cosmetics. Various statistical analyses were used such as Anova including percentage analysis, simple charting, and tabular format. The findings may be useful to retailers, marketers and practitioners to recognize and better understand new trends that occur in the natural cosmetics industry.

Keywords: frequency, skin care, hair care, herbal cosmetics.

INTRODUCTION

Indications of consumer's positive attitudes do not necessarily lead to actual environmentally friendly purchasing behavior (Laroche et al., 2002). Green products market is expanding worldwide in various industries, like food, fashion and cosmetics (Cervellon and Carey, 2011). Research papers related to natural cosmetics has increased (Kim and Seock, 2009; Johri and Sahasakmontri, 1998; Dimitrova et al., 2009; Rybowska, 2014; Cervellon et al., 2011). Green purchase is a specific kind of eco-friendly behavior that is expressed by consumers concern for environment Chen (2001). The probability and willingness to give preference for eco-friendly features in products over traditional products is green purchase intention (Rashid et al., 2009). Tsakiridou et al. (2008) highlight the intention to purchase and actual purchase of green products gap, due to higher prices. Eco cosmetic products are perceived as luxury items because they are non-availability and expensive (Rybowska, 2014).

THEORETICAL PERSPECTIVE

Fong Sheing yee and Susan chin Tee Suan (2012) in their study focuses to analyze the purchasing behavior of the young generation on skincare products. Aqueveque (2006) studied that people normally purchase facial skin care according to their needs. Batra and Kazmi (2004) for facial skin care product, the factors that influence the buyer would include: beliefs in product attribute, environmental concern, demographic and personal characteristics which makes facial skin care product purchase. (Dickson and Sawyer 1990) observed that lower prices do not really affect the purchasing decision. Bobinski et al. (1996) studied consumers as purchasing products during the discount period. Environmentalism has become an important issue in the market. (Brown, 1996; Kalafatis et al., 1999). Consumers are willing to pay higher price to purchase products that are environmental friendly. Alston and Prince Roberts (1999) observed that there was a willingness to pay slightly more for environmental improvement in cleaning products. Skin with brighter complexion, smoother surface is perceived as healthier and attractive (Igarashi et al. 2005). Skin treatment and care is necessary for the overall wellbeing of the person (Grossbart & Sherman 2009). Facial skin problems can be particularly stressful and can seriously affect confidence and quality of life (Anon n.d.). Shampoos are widely used as cosmetic products for cleansing hairs and scalp in our daily life (Ishi, 1997). Popularity of herbal shampoo among consumers is rising because of the belief that these products are of natural origin are safe and free from side effects (Manikar and Jolly, 2001). Herbal formulations considered as alternatives to synthetic shampoo but formulating cosmetics using completely natural raw material is difficult (Shinde et al., 2013). A large number of medicinal plants which have beneficial effects on hair and are commonly used in formulation of shampoo (Firthouse, 2009).

REVIEW OF LITERATURE

Natural herbs when used for their aromatic value in cosmetic preparation are termed as herbal cosmetics [1]. Products formulated, using permissible cosmetic ingredients which forms the base where one or more herbal ingredients are used to provide cosmetic benefits are called Herbal Cosmetics [2]. Herbal cosmetics influences

skin functions and provide nutrients for skin or hair [3]. There is common belief that chemical based cosmetics are harmful to the skin and an increased awareness among consumers for herbal products triggered the demand for natural products and natural extracts in cosmetics preparations [4]. The only hope for sustainable supplies of cheaper medicines for growing population is medicinal plants [5]. Women used cosmetics for health care, but recently men also use cosmetics, which is increasing the cosmetic industries future. Rising demand from men and women [6], and market expansion numerous competitors are emerging in, herbal products industry [7]. Number of plants are used to develop a herbal skin care product, and from seeds, fruits, barks, woods, leaves, roots, flowers, pollen to coconut oil, milk, honey, salt, and water [8]. The importance of herbal ingredients as healing agents and their beauty care role is now widely recognized, and as a result, interests in exploitation of medical and aromatic pharmaceuticals, herbal remedies, flavorings, perfumes, cosmetics and other natural products has been increasing in the last few years [9]. Cosmetics that are used for hair care purpose applied orally and should not be used for therapeutic purpose [10-11].

OBJECTIVES OF THE STUDY

To find out if there is a significant difference in the opinion of the respondents towards using skin care product, the frequency of using the herbal skin and hair care herbal cosmetics by the respondent, and the average amount spent on herbal cosmetics.

LIMITATIONS OF THE STUDY

Time is a major constraint, the study is restricted to south Goa only, and the statistical tools are used to analyze the data with its own limitations. The data collected is based on the questionnaire and the results would be varying according to the options of the individuals. Only 180 respondents were taken as the sample. This research and its results are only applicable to the respondents of south Goa, and are not applicable to any other places. It is not generalized, the results are subject to change according to the perception and opinion of the respondents, and some of the respondents were reluctant to give responses.

RESEARCH DESIGN

The hypothesis formulated for the study is if there is significant difference in the opinion of the respondents towards using skin care and hair care herbal cosmetics.

Sample size: 180

Area of study: Select areas in South Goa

Data collection instrument: Survey questionnaire

Sampling Method: Convenient sampling

Statistical tool

The statistical tool used in data analysis and interpretation were Anova including percentage analysis, simple charting, tabulation tools.

Tabular presentation

1.1. Frequency of using herbal Skin care products

	soaps	cream	cosmetics	powder	gel	face pack
Never	23	22	27	63.3	76	55
Twice a week	41	34	21	10	5	8
Once a week	16	24	21	9	6	9
Once in 15 days	10	12	15	9.4	7	9
Once a month	10	8	16	8.3	6	19

Source: Primary Source

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
SSBC	4787.457	4	1196.864	5.60109	0.003423	2.866081
SSBR	0	5	0	0	1	2.71089
Error	4273.683	20	213.6842			
Total	9061.14	29				

H₀ there is a significant difference towards not using skin care product

H₁ there is a significant difference towards using skin care product

Using Annova, if $F < F_c$ there is no significant difference i.e. H_0 and if $F > F_c$ there is a significant difference i.e. H_1 . In the table, $F=5.60$ and $F_c=2.87$ hence, there is a significant difference in the level of satisfaction of the product. And, $F=0$ and $F_c=3$, there is no significant difference in the opinion of the respondents towards using skin care product. In the above table 1.1 the frequency of using the herbal Skin care products by the respondent. It can be seen as herbal soaps and creams were used mostly in twice a week. Majority of people never used Herbal powder, herbal gel and herbal face pack.

1.2 Frequency of using Herbal Hair Care products

Frequency	Oils	Shampoos	Conditioners	Serums	Henna Powder	Styling Gel
Never	63.89	67.22	60.56	63.89	69.44	71.11
Twice a week	17.78	16.67	13.33	14.44	10.56	7.78
Once a week	8.89	7.78	12.22	10	11.11	7.78
Once in 15 days	5	6.11	10	7.22	5	5
Once a month	4.44	2.22	3.89	4.44	3.89	8.33

Source: Primary Source

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	16157.26	4	4039.314	393.7444	1.05E-18	2.86608
Columns	1.67E-05	5	3.33E-06	3.25E-07	1	2.71089
Error	205.1744	20	10.25872			
Total	16362.43	29				

H_0 there is a significant difference towards not using hair care product

H_1 there is a significant difference towards using hair care product

Using Annova, if $F < F_c$ there is no significant difference i.e. H_0 and if $F > F_c$ there is a significant difference i.e. H_1 . In the table, $F=393$ and $F_c=2.71$ hence, there is a significant difference in the level of satisfaction of the product. And, $F=3.25$ and $F_c=1$, there is no significant difference in the opinion of the respondents towards using hair care product. In the above table 1.2 the largest percent of people never use the herbal oils i.e. 63.89%, similarly larger percent of people never use other herbal hair care product such as shampoos, conditioners, serums, heena powder and stylish gel. Around 5% people have used oils, heena powder and stylish gel mostly once in 15 days. Least percent of people have preferred using shampoos, conditioners and serum in once in 15 days.

1.3 Average expenses amount spent on herbal product

	Amount spent
<200	31.11
200-399	20.56
400-599	17.22
600-799	11.11
800-999	13.89
>1000	06.11

Source: Primary Source

o	e	t=o-e	t2	t2/e
33.33	20	13.33	177.6889	8.884445
21.67	20	1.67	2.7889	0.139445
10.56	20	-9.44	89.1136	4.45568
24.44	20	4.44	19.7136	0.98568
10	20	-10	100	5
			t	19.46525
			cv	9.487729

FINDINGS AND INTERPRETATION

In the above table and graph 1.3 it is given the average expenses amount spent on herbal product. Majority (31%) of people spend less than 200 rupees and minority (6%) of people spend more than 1000 rupees

CONCLUSION

As consumer income rises and lifestyles change it offers a great potential for value growth thanks to rising disposable incomes and growing consumer demand for better products. The cosmetic and toiletries producers face strong challenges in expansion which hold strong future growth potential. With the emergence of online retailing there is market growth. Increasing consumer preferences towards the use of natural cosmetic products and awareness about the difference of natural and synthetic ingredients present in skin care products and awareness level contributed by education, exposure to media and advertisements displaying the use of unique ingredients used in their products to create unique selling point have made buyers quite conscious about what they are wearing and is forcing the cosmetic and toiletries manufacturers to change strategies.

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