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**ANALYSING PURCHASE INDICATORS OF HERBAL HAIR AND SKIN COSMETICS  
PURCHASE AMONG GOAN CONSUMERS****Charmaine D'souza**Associate Professor, Department of Commerce, Rosary College of Commerce and Arts, Salcete, Goa

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**ABSTRACT**

*There is a rising interest on natural products and biodiversity and there is a market growing especially in the European countries, named as the "green consumer", where the products are formulated with natural ingredients and developed by cosmetics industries. To know the purpose which motivates purchase of skin and hair care herbal cosmetic products a research was conducted over a sample of 180 respondents in South Goa to perceive how important their purchase was for daily use, festival & religious, as a matter of prestige, medical advice, and influence of others. Hypothesis testing was done using Anova to test whether there was any significant difference.*

*Key Words: Consumer behaviour, Herbal Cosmetics, skin care, hair care*

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*Cosmetae* was initially used to describe Roman slaves who used to bathe men and women in perfume. (Keville, Green, 1995). Bio cosmetics or green cosmetics have a superior demand level compared to the conventional regulation (Eco cert 2003). There has been uneven demand for green products across different market segments (Ottman, 1992; Peattie, 1992). Cosmetic products need to be effective and stable [1], but acceptance by the consumer needs to be confirmed [2]. Green consumer segments need to be identified" (Bohlen et al., 1993, p. 415). Four out of five consumers in a Nielsen study revealed them expressing their opinions about the environment through purchasing behaviour (Marketing, 1992). The market for synthetic products has a lower growth, in 30-10% (Jones, Duerbeck, 2004). The research, development and production of herbal and natural cosmetics uses traditional production methods, the need to search for natural alternatives and have renewable and sustainable production (Moraes, 2009). Consumers not only make a choice of brand but also of the quantity of the goods to be purchased Du Plessis & Rousseau, (1999). Marketers have realized green Marketing can be used as a competitor's strategy Jacquelyn A. Ottman (2011). There is an increasing demand for herbal products compared to the cheap, convenient and chemical products (Polonsky, Michael Jay. 1994b). "Herbal cosmetic market," (2008) reports, that consumers are using herbal cosmetics because they have realized that herbal cosmetics provide them with better health treatments (Kumar D. 2011). There are many bottlenecks related to the marketing of herbal products (Mindy Cohen, 1999). Nielsen (2007) reports, that, it's difficult now to convince the consumers that what is being offered now is actually green and are worth higher prices. Positive attitude towards "green" products among Jordanian consumers does not always get converted into consumer behaviour (Alsmadi 2007).

**THEORETICAL PERSPECTIVE**

Natural product use has grown tremendously in the last decade (Ali & Said, 2012; Grankvist, Dahlstrand & Biel, 2004; Siekierski, 2008). 87% of the European citizens are prepared to spend more money on environmental-friendly products (European Commission, 2011). Consumers tend to care about the influence of products on their health (Kim & Seock, 2009). Herbal hair care products includes herbal shampoo, aloe vera hair conditioner, herbal hair gel, shikakaishampoo [3]. Hair care and style play a very important role in people's lives, both for men and women, so knowledge of hair products, mode of action, efficacy, ingredients and hair procedures has become more relevant [4]. Women use cosmetics to audition their selves (Bolch P.H. & Sherrell Richins, M.L 1992) and cosmetics matter because they are a means of self-investigation (Beausolil N 1994). Desiring to improve one's physical attractiveness seems to be a characteristic most individuals have (Adams, 1977; Etcoff, 1999; Winston, 2003). Many researchers have examined the consequences of cosmetic use (Miller and Cox, 1982; Cash and Cash, 1982; Graham and Kligman, 1985; Cox and Glick, 1986; Cash et al., 1985; Etcoff, 1999). Cash (1980) and argued that cosmetics are used to manage and control not only social impressions but also self-image (for example, mood states, self-perceptions, and body image).

**REVIEW OF LITERATURE**

Consumers prefer buying natural products to reduce the negative environmental and health influence of products, ranging from food and clothes to cosmetics (Heino, 2012). Sale of environmental-friendly cosmetics has increased (Ferrer, Hidalgo, Kaps & Kougoulis, 2012). Consumers are willing to spend more money on green cosmetics (Kokoi, 2011). More than half of the female consumers believe that herbal products are better and safer than traditional cosmetics (Annis, 2011; Cicia, Del Giudici & Ramunno, 2009; Hall, 2008; Pearson

&Henryks, 2008). Many consumers use eco-labels in their purchase decision (Heino, 2012; Nguyen & Du, 2010). Skin-care products had been demonstrated to be very popular among young women (Furlow & Knott, 2009). Vinith Kumar Nair. Prakash Pillai R (2007) observed that quality is the major factor influencing the purchase decision of male consumers and the main sources of information among the females about different brands of cosmetics is friends group. Hawkins, Best, Coney and Mokherjee (2007) emphasized on information search process and various ways for providing relevant information to the consumers are recommended in this study. Chiang, Chang-Tzu Chiang, Chen Yu (2010) explored the attribute, result, and value attached importance by female consumer towards cosmetic products, Kajapriya, Surya (2015) attempted to study the women consumers preference, satisfaction and attitude towards the cosmetic products, factors influencing and Impact of media which permit the women consumers to buy the cosmetic products.

**OBJECTIVES**

To analyse the purchase indicators of herbal hair and skin cosmetics purchase among Goan consumers on a six point scale from no response , extremely not important , not important ,neutral , important ,extremely important as for daily use, during festival & religious , or as a matter of prestige ,on medical advice or the influence of others.

**LIMITATIONS**

The area is confined only to Salcete taluka so results cannot be universally accepted. The study is limited to the sample size of 180 respondents only. The study includes students with zero income which may not give conclusive results. Due to time constraints study is restricted to limited places/cities only. The research was based on a survey conducted through questionnaire where people were not ready to fill up the responses and they had to be convinced for the same. Other major problem was the lack of awareness of population about the research topic. Therefore the topic had to be explained first to the majority of respondents.

**RESEARCH METHODOLOGY**

Primary data, generated for the specific purposes of a re-search project, such as transcripts from interviews, questionnaires from a survey, etc. is original data (Bryman and Bell, 2007). Data that is available in public for a researcher to collect and analyze is secondary data which takes the form of public reports, newspapers, magazines, websites, books or articles (Blaxter et al. 2001). In this paper quantitative research will be considered as the primary data source, and books, journal articles and official websites as the secondary data source.

**Survey instrument** -A total of 180 respondents were interviewed using the questionnaire to understand the preference of customers towards herbal products in Salcete taluka.

**Sample design**-The method of convenient sampling for herbal products were on the basis of 90 male and 90 female respondents of which 43 respondents were of the age group below 18 years, 48 were 18-25 years, 44 were 26-35 years and 45 were of 36 years and above.

**Questionnaire development**\_A questionnaire was prepared with Q1 as demographic Profile.

**Table no: 1.1: Purpose which motivates purchase of skin care herbal products**

	A*	B*	C*	D*	E*
0*	2.78	2.78	2.78	2.78	2.78
1*	8.33	10	10	5.56	15
2*	11.67	13.89	13.89	13.89	16.67
3*	40.56	30.56	22.78	23.33	20.56
4*	19.44	27.78	41.11	22.78	22.22
5*	17.22	15	9.44	31.67	22.78

Source: Primary data

(0\*- no response 1\*-extremely not important 2\*- not important 3\*-neutral 4\*- important 5\*-extremely important, A\*- Daily use, B\*- festival & religious C\*- as a matter of prestige D\*- medical advice E\*- influence of others)

Source of Variation	SS	df	MS	F	F crit
Rows	2362.656	5	472.5312	10.38898	2.71089
Columns	2E-05	4	5E-06	1.1E-07	2.866081

<b>Error</b>	909.6774	20	45.48387		
<b>Total</b>	3272.334	29			

H<sub>0</sub> there is a significant difference towards purpose which motivates purchase of skin care herbal products

H<sub>1</sub> there is a significant difference in the opinion of the respondents towards purpose which motivates purchase of skin care herbal products

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,  $F=10.38898-08$  and  $F_c=2.71089$  hence, there is a significant difference in the purpose which motivates purchase of skin care herbal products. And,  $F=1.1E-07$  and  $F_c=2.866081$ , there is no significant difference in the opinion of the respondents towards purpose which motivates purchase of skin care herbal products. The table 4.1 shows that only 2.78% respondents have shown no response for all the skin care products. Majority respondents gave neutral response for daily use and festival & religious i.e. 40.56% and 30.56% respectively. Majority respondents feels that medical advice (31.67%) and influence of others (22.78%) are extremely important as motivator in purchasing herbal products.

**Table no: 1.2: Purpose which motivates purchase of hair care herbal products**

	<b>A*</b>	<b>B*</b>	<b>C*</b>	<b>D*</b>	<b>E*</b>
<b>0*</b>	2.78	2.78	2.78	2.78	2.78
<b>1*</b>	8.33	11.11	10.56	8.89	16.67
<b>2*</b>	13.89	12.78	7.78	9.44	13.89
<b>3*</b>	28.89	28.89	31.11	24.44	25.56
<b>4*</b>	30	27.78	31.1	31.11	21.67
<b>5*</b>	16.11	16.67	16.67	23.33	19.44

Source: Primary data

(0\*- no response 1\*-extremely not important 2\*- not important 3\*-neutral 4\*- important 5\*-extremely important, A\*- Daily use, B\*- festival & religious C\*- as a matter of prestige D\*- medical advice E\*- influence of others)

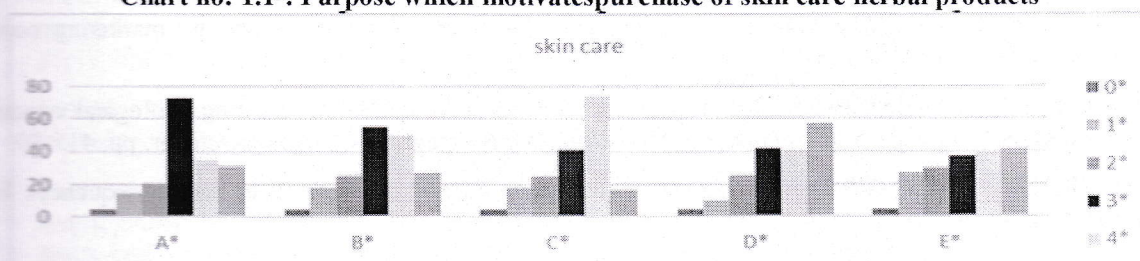
Source of Variation	SS	df	MS	F	P-value	F crit
<b>Rows</b>	2562.567	5	512.5134	50.22331	1.22E-10	2.71089
<b>Columns</b>	4.67E-05	4	1.17E-05	1.14E-06	1	2.866081
<b>Error</b>	204.0938	20	10.20469			
<b>Total</b>	2766.661	29				

H<sub>0</sub> there is a significant difference towards purpose which motivates purchase of hair care herbal products

H<sub>1</sub> there is a significant difference in the opinion of the respondents towards purpose which motivates purchase of hair care herbal products

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,  $F=50.22331$  and  $F_c=2.71089$  hence, there is a significant difference in the purpose which motivates purchase of hair care herbal products. And,  $F=1.14E-06$  and  $F_c=2.866081$ , there is no significant difference in the opinion of the respondents towards purpose which motivates purchase of hair care herbal products. Table 4.2 shows that majority of respondents gave neutral as response for all the motivators of hair care herbal products i.e. 28.89% for daily use and festival & religious, 31.11% for as a matter of prestige, 24.44% for medical advice and 25.56% for influence of others. 2.78% respondents gave no response.

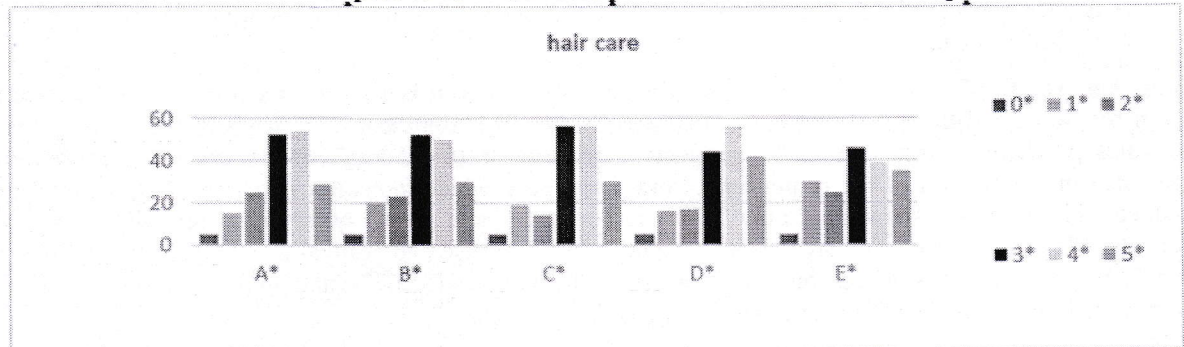
**Chart no: 1.1:- Purpose which motivates purchase of skin care herbal products**



Source: Primary data

(0\*- no response 1\*-extremely not important 2\*- not important 3\*-neutral 4\*- important 5\*-extremely important, A\*- Daily use, B\*- festival & religious C\*- as a matter of prestige D\*- medical advice E\*- influence of others)

Chart no: 1.2: Purpose which motivates purchase of hair care herbal products



Source: Primary data

0\*- no response 1\*-extremely not important 2\*- not important 3\*-neutral 4\*- important 5\*-extremely important, A\*- Daily use B\*- festival/religious C\*- matter of prestige D\*- medical advice E\*- influence of others.

**CONCLUSION**

The study reveals that most of the respondents are aware of the herbal cosmetic products and that not only females' but also males use in the same proportion. We have to understand that in the present scenario herbal cosmetic marketing is the only option available with us even though in India it is still at the infancy stage so we can make a start with herbal cosmetics. The changing demography ensures a promising future in this segment. The lack of awareness of herbal is like a major challenge for its mass acceptance. Double income group which is emerging, the changing size of household, attitude change and peoples lifestyle has created a segment that is ready to pay anything for cosmetics provided no harm is caused to them and the mother earth. It is like a green signal showing a lush green road ahead. The time has come to save our earth not because it is our earth but because it belongs in future to our children. So let's make a beginning with herbal cosmetics which is a perfectly viable segment because people like to look young and beautiful, irrespective of age and gender.

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