

# CHANGING ATTITUDE OF CONSUMERS FROM CHEMICAL TO HERBAL COSMETICS IN INDIA

**H. ANUSHYA, C. VIJAYASANTHI**

*S.T.E.T Women's College, Mannargudi, Thiruvarur (DT), Tamil Nadu*

*Assistant Professor, Department of commerce, S.T.E.T Women's College, Mannargudi, Thiruvarur (DT), Tamil Nadu*

**ABSTRACT:** India, with a population of over a billion people, is a country of contrasts. India's urban population is the main engine that fuels the demand for various cosmetic products. However, the market liberalization process that began in 1991, along with the crowning of three Indians as miss world and miss universe during the preceding four years, have made Indian women conscious of their appearance. Consequently, the cosmetics consumption patterns of Indian women have changed, and this trend is fuelling growth in the cosmetic sector.

**KEYWORDS:** CHEMICAL, HERBAL COSMETICS, CONSUMERS.

## INTRODUCTION

The word cosmetic was derived from the greek word 'kosm tikos' meaning having the power, arrange, skill in decorating.(1) The origin of cosmetics forms a continuous narrative throughout the history of man as they developed. The man in prehistoric times 3000 BC used colors for decoration to attract the animals that he wished to hunt and also the man survived attack from the enemy by coloring his skin and adorned his body for protection to provoke fear in an enemy . ( 2) Beginning 1990's cosmetic manufacturer adapted a term 'coameceuticals' to describe the OTC skin hair products that claims therapeutic benefit by addition of plant based active ingredient such as alpha- hydroxyl acid, retinoic acid, ascorbic acid and coenzyme Q10.(4) These active ingredients serves many purposes viz. increase in skin elasticity, delay in skin aging by reducing the wrinkles, protection against UV radiation by antioxidant property and to check degradation of collagen respectively.

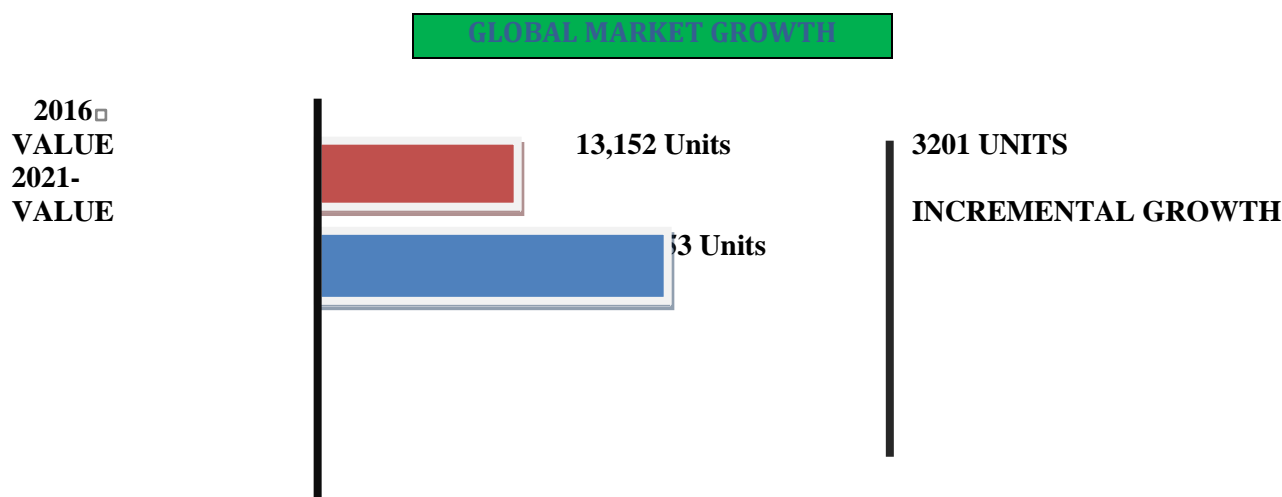
## GLOBAL MARKET

There is now an ever increasing interest and demand for herbs and herbal cosmetics products in the world over. The reason for this renewed interest of herbal cosmetics products is attributed to the ever-increasing evidence of the harmful side effects of modern synthetic products,. The plant basin products, also referred as botanicals, phyto pharmaceuticals or green pharmaceuticals, herbal cosmetics; natural products are now occupying a major share in the world trade and market.

## GLOBAL DIGITAL PRINTING AND DYEING MACHINES MARKET: KEY DRIVERS AND FIGURES

### KEY MARKET FIGURES

DIGITAL PRINTING MACHINES	DIGITAL TEXTILE PRINTING	EMERGENCE OF SMART TEXTILES
The digital printing machines segment accounted for 99.19% share in 2016, growing at a CAGR of 4.30%.	It is projected that digitally printed fabric will grow at a CAGR of between 2013 and 2020.	The global smart textiles market to expected to grow steadily at a CAGR of 24.6% during the forecast period.



### Total Market Share of Herbal Cosmetics

The Rs 1,200-crore herbal cosmetics market is expected to witness some action this year. The growth of health care products is about 20%. The personal care products industry in India is valued at Rs. 2500 cores in consumed price terms. The herbal cosmetics industry is set for a significant growth depending on the capability of the manufacturers to market their products. All personal care products are sold over the counter (O.T.C). [Sources, FICCI, HINDU SURVEY OF INDIAN INDUSTRY, 2002]

### Major players in Herbal Cosmetics Industry in India

#### Dabur India Ltd:

Not only has fast moving consumer goods (FMCG) major Dabur India Ltd (DIL) already made clear intention to revive interest in this category by launching skincare products, other smaller players are also flexible their muscles to gain a toehold.

DIL, which launched the 'samara' range of cosmetics some years ago in joint venture with an Italian company exited the category due to poor consumer response but has decided to re-enter with skin care products, perhaps after assessing the untapped potential this market holds.

#### J.R. Herbal Care

J.R. Herbal Care, part of the Rs 300-crore Abuja Hospitality, has already launched 'Jovees' range of herbal products. It is now planning to invest Rs. 10 core in setting up a manufacturing plant besides expanding the existing product range this year. Then, Delhi-based Ozone Ayurveda's has entered the fairness cream market by launching 'No marks' fairness cream and on the anvil are several other herbal products. These include an anti-freckle cream and after-shave antiseptic creams.

#### HLL

The fairness cream segment is also in a churn. Dominated by Hindustan Lever Ltd's (HLL) brand fair lovely (which commands 70 per cent market share according to industry estimates), the market has seen a war already between HLL and Ozone. Anticipating stiff competition from existing players, Ozone has earmarked 8 cores for advertising and marketing for the new product over the next few months and while smaller companies are investing resources in building herbal cosmetic brands, they expect size revenues too.

#### Shahnaz Hussain

With established brands, including shahnaz Hussain's range, Vinita Jain's Boutique and Lotus having already made their mark as herbal alternatives to Lakme and Fair & Lovely, it looks as if the new entrants stand a chance of success. Since market liberalization, several multinational companies, such as Revlon, Coty, Chambor, Avon, Yardley, Nina Ricci, Grainier Laboratories, and L'Oreal, have entered the Indian market. This company initially cashed in on their international brand image; however, repeat purchases were not forth corner because the products were not priced competitively.

### Spending Pattern of Indian Customer on Herbal Cosmetics Products:

The Indian cosmetics market grew by 8.7% in current value terms in 2001, with value sales amounting Rs126 billion. In 1999 the Indian cosmetics market grew 8% over 1998. Total value since 1995 was 54% in current terms, equating to 25% in constant terms.

### Mass-Market Products are the Norm for Cosmetics Products in India

The market for cosmetics and toiletries in India is characterized by high volume sales of low-end toiletries products, while at the same time the legendary emerging middle-class has generally been fuelling demand cosmetics and upper-mass toiletries.

When the domestic players have looked at the premium segment, they have adopted a very cautious approach. For instance, Lakme has now introduced its export range 'Wild Orchid' into the domestic market and also recently launched 'ultra premium' range. But these are limited product ranges mainly in the perfumes and color cosmetics segment.

### Research Study

A study was conducted keeping in view the changing trends in consumption patterns in Cosmetics Product category. The main objective of the study was to identify the factors by consumer attitude and perceptions are changing from chemical cosmetics towards herbal cosmetics.

### Objectives

The main objectives of this study are:

1. To study the changing attitude of consumers from Chemical Cosmetics to Herbal Cosmetics.
2. To study the impact of age and disposable income on consumption patterns of cosmetics.
3. To study the consumer buying behavior related to the cosmetic industry in India.

### METHODOLOGY

- (a) Research Design The research design was non-experimental in nature. A cross-section research, consisting of the population of respondents, was under taken. The survey was carried out under nature (unmanipulated) field conditions. The data collected basically pertained to perception, attitudes and behavioral intentions of the respondents.
- (b) Data sources Very little secondary data relevant to the study was available; therefore, primary data was collected.
- (c) Development of data collection instrument On the basis of hypotheses, a structured undisguised survey questionnaire was prepared. All the questions in the questionnaire were close ended.
- (d) Sampling For data collection, random convenience sampling method was adopted.

### CONCLUSION

Finally, we can conclude that the increasing size of the middle-class population in India, representing a growth in disposable incomes, has led to more consumers for the cosmetics market. The Gen-x has a strong positive attitude towards herbal cosmetics. Such consumers are more inclined to purchase higher-priced products. Although Indians are strongly attached and committed to their traditions and culture, the advent of television and the awareness of the western world are changing the tastes and customs in India.

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