

CONSUMER'S BUYING PREFERENCE TOWARDS ORGANIC PERSONAL CARE PRODUCTS

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Abstract:

The purpose of the study is to find out the consumer's buying preference and reason for purchasing the organic personal care products. Personal care means external care to the body, appearance and hygiene. Organic personal care products are developed in the form of agricultural ingredients grown in the absence of pesticides, synthetic fertilizers genetically modified organism and radiation. Now a days, the younger generations are given more importance to their body and skin for that they used to prefer organic and natural cosmetics and skin care products. Organic personal care product provide natural protection to the skin and also help as keep our well-being in check. Natural or organic cosmetics are not just beauty products, but a reaction of nature in perfect harmony with our bodies and our world. The study contains primary and secondary data. 60 respondents were selected as sample by using convenient sampling method in Nagercoil town. The study found that consumer is giving more preference to hair care under personal care which was influenced by fragrance and no side effects.

Key words: personal care, natural, organic, consumer preference

Introduction

Personal care products are used for personal hygiene, personal grooming or for beautification. Natural and organic cosmetics are greatly influencing and changing the cosmetics panorama. While "beauty" is still the main term that comes to mind when we think about cosmetic products, an increasing number of consumer expect to find "sustainable", "environmentally friendly" and "ethical" qualities in the cosmetics they purchase. Conventional personal care products contain a high percentage of petroleum-based ingredients such as

phthalates, oxybenzone or parabens. But in organic the compositions should be made of minerals, natural and organic plant extracts and oil. These complex mixtures protect naturally, nourish and hydrate the skin. The principal value for natural and organic cosmetics is that they must be in harmony with nature, including the impact of packaging and packaging materials used.

Types of Organic personal care products

Personal care products are used by the individual to personal grooming and beautification. The following are some of the organic personal care products.

1. Hair care: Organic hair care are made up of natural ingredients and avoid harsh chemicals. These products can recover the problems like hair fall, split hairs and strengthen the hair.
2. Skin care: Organic skin care products are made by natural ingredients like peanuts or strawberries. Skin care products are protecting the skin from allergic reaction, inflammations or irritations.
3. Oral care: Oral care is defined as cleaning of the teeth and oral cavity. Organic ingredients are used to make organic oral care products it maintains the oral cavity from synthetic chemicals.
4. Body care: Body care products are made by natural ingredients. It is in the form of powder. It protects the body from sunlight and helps to reduce the darkness of the skin and give brightness.

Objectives of the study:

1. To know the demographic profile of the sample respondents.
2. To find out the organic personal care product preference and reason for purchasing the organic personal care products.

Statement of the problem

Personal care is prerequisite for a healthy and clean body. Personal care is an essential habit and necessary to maintain our skin radiant, fresh and healthy. So it is defined as an unavoidable part of healthy grooming habits. Secondly, they enhance attractiveness, helps to good appearance about you and protect from side effects. Taking good care of the body for

looking attractive is not a modern concept. People have wanted to look attractive since the earliest days. Recently people go for natural or organic personal care products like as aloe vera shampoo, organic hair oil, Neem face wash, turmeric cream etc., Hence, this study is an attempt to analyze the personal care product preference and reason for purchasing organic personal care products in Nagercoil Town.

Methodology

This study is made by primary and secondary data. The sample respondents are from Nagercoil town. The sample of 60 respondents constitute for the study. Convenience sampling method was used to collect the data. The primary data were collected with the help of well-structured questionnaire. The collected data were analysed with the help of percentage, mean score and Weighted Friedman analysis. The secondary data were gathered from journals, books and websites. Based on the findings the suggestions and conclusions were drawn.

Limitation of the study:

- The study is limited to a sample size of 60 respondents from Nagercoil town.
- The study is concentrated only on personal care product preference and reason for purchasing organic personal care products.
- Customer response may be subjected to bias.

Review of literature:

1. Sampathkumari .V(2020) in her paper entitled “Consumers preference and satisfaction towards organic personal care brands in Chennai” found that price and quality are the factors mainly influence the consumers to prefer organic personal care brands. The study also found that there is a significant difference in the mean rank of factors affecting consumer preference towards organic personal care brands. Researcher concludes that there is a positive impact of consumer preference, it is mandatory for the organization to increase the knowledge of consumer towards organic products.

2. Manveerkaur and Ambika Bhatia (2018) in their study “A review of consumer awareness towards organic personal care products” analysed how the consumer aware about the concept and use of organic personal care products. And also researcher examine the problems undergo

during the purchase of products. Researcher concludes that people rely more on natural products if they are duly certified and regulated it boosts the consumer confidence.

Data Analysis and Discussion:

The demographic profile of respondents is the important variables to identify the consumer product preference towards organic personal care products. Demographic profile of the respondents were classified according to their age, gender, marital status, source of knowledge, educational qualification and preference of organic personal care product by the respondents.

Table-1

Demographic profile of the respondents

S.No	Particulars	No. of respondents	Percentage	
1	Gender	Male	20	33
		Female	40	67
		Total	60	100
2	Age	15 to 25 years	30	50
		26 to 35 years	20	33
		Above 35 years	10	17
		Total	60	100
3	Marital Status	Married	25	42
		Unmarried	35	58
		Total	60	100
4.	Source of Knowledge	Friends & Family members	13	21
		Advertisement	8	14
		Organic promoters	03	5
		Social media	36	60
		Total	60	100
5.	Educational Qualification	Under Graduate	36	30
		Post Graduate	84	70

		Total	120	100
6.	Preference towards organic personal care product	Hair care	38	32
		Eye and facial makeup	30	25
		Body care	24	20
		Oral care	18	15
		Skin care	10	8
		Total	120	100

Source: Primary data

Table -1 clearly indicates that 67 per cent of the respondents are female. Organic personal care products are mostly used by females because they give priority to their appearance when compared with male. Majority of the respondents belong to the age group of 15 to 25 years and 58 per cent of the respondents are unmarried. 60 per cent of the respondents were influenced to purchase organic personal care products through social media. It clearly understood that the respondents are interconnected with social media network so they can be influenced easily. 70 per cent of the respondents are completed their PG programme. 32 per cent of the respondents are given their preference to hair care products like organic hair oil, herbal hair wash powder because respondents were affected by hair fall, dandruff and grey hair followed by eye and facial makeup products such as natural face pack, face wash powder, eye sticks and only 8 per cent of them use skin care products. This type of product are used protect the skin from sunlight.

II. Reason for purchasing organic personal care products

In this study Friedman test is used to find out the reason for purchasing organic personal care products. Based on the mean rank, the most significant factor which influence the consumer to purchase organic personal care products is to be identified.

Ho - There is no significant difference in the mean rank of factors with the reason for purchasing organic personal care products.

Table -2

Reason for purchasing organic personal care products

Factors	Mean Rank	Chi-square value	P value
Rich nutrition	5.53	29.983	.000*
Safer for the skin	5.38		
Environment friendly	5.74		
Maintain personal hygiene	5.68		
Made by natural substance	5.64		
Free from chemical compound	5.18		
Good fragrance	6.37		
Enhance and alter the appearance	4.28		
Positive result	5.14		
Less side effect	6.06		

Source: Primary data

***Significant at 1%level**

Since P value is less than 0.000, the null hypothesis is rejected at 1 per cent level of significance. Hence, it point out that there is a significant difference in the mean rank of reason to purchase organic personal care products. Based on the mean rank, the most significant factor of the reason to purchasing organic personal care products is Good fragrance (6.37), followed by Less side effect (6.06), Environment friendly (5.74), Maintain personal hygiene (5.68), Made by natural substance (5.64), Rich nutrition (5.53), Safer for the skin (5.38), Free from chemical compound (5.18), Better result (5.14), and Enhance and alter appearance (4.28).

This clearly explicit that the respondents using these type of organic personal care products for its good fragrance and less side effectto enhance

Recommendationfrom the study

From this study, it's clear that the most of the respondents prefer hair care products. But the purpose of the usage is achieved in long run. So the producers take an essential remedy to get better result in the short run. There is a less preference in oral care because consumers are not much aware of these products. Here the producers must disclose the importance, usage and benefits to the public; by this they can improve the preference of oral care products. Hence it

recommended to the producer to fix a reasonable price with quality and make that organic personal care products are authentic one.

Conclusion

In the competitive world, many industries come forward to introduce different types of product in the market. They should keep in the mind the product produced by them should not harmful for the environment and free from the pollution. In the name of organic personal care products, the product should contain a natural ingredient that is 100% of organic. By these organic products consumers are protected and they are not affected by side effects. In this study there is a positive attention towards personal care products if the demand for the product rises automatically sales will also increase, but preference of oral care products are very low so the producer create awareness about the product.

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