

**ID: 2016-ISFT-379**

# Consumer Behavior towards Herbal Cosmetics in India

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**Abstract:** *Cosmetics are substances used to enhance or protect the appearance or odour of the human body. Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. Their use is widespread, especially among the female section of society. A subset of cosmetics is called "make-up, " which refers primarily to colored products intended to alter the user's appearance.*

*The U.S. FDA (Food and Drug Association) which regulates cosmetics in the United States defines cosmetics as: "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." This broad definition includes, as well, any material intended for use as a component of a cosmetic product. The FDA specifically excludes soap from this category.*

*The following are all considered cosmetics:*

- Skin care creams, lotions, powders
- Perfume, cologne, toilet water
- Makeup (lipstick, foundation, blush)
- Nail polish, polish remover, cuticle softener
- Hair coloring preparations
- Deodorants
- Shaving cream, aftershave, skin conditioner
- Shampoos (except dandruff shampoos)
- Bath oils and bubble bath
- Mouthwash and toothpaste (with whiteners it is considered a drug)

**Keywords:** *cosmetics, appearance of body, make-up, types of cosmetics*

## 1. INTRODUCTION

Cosmetics are substances used to enhance or protect the appearance or odor of the human body. Cosmetics include

skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. Their use is widespread, especially among the female section of society. A subset of cosmetics is called "make-up, " which refers primarily to colored products intended to alter the user's appearance.

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## 2. LITERATURE REVIEW

### 2.1 HISTORY OF COSMETICS IN INDIA

The ancient science of cosmetology is believed to have originated in Egypt and India, but the earliest records of cosmetic substances and their application dates back to Circa 2500 and 1550 B.C, to the Indus valley civilization.

There is evidence of highly advanced ideas of self beautification and a large array of various cosmetic usages both by men and women, in ancient India. Significantly, the use of cosmetics was directed not only towards developing an outwardly pleasant and attractive personality, but towards achieving merit, Longevity with good health and happiness. In this context, the earliest reference of a beautician is from the great epic Mahabharata, where the Pandavas were in exile incognito. Draupadi worked for the queen of Virbeta (Northern district of India). She called herself Sairandhri (A female attendant in the women's sections of the palace). There is a reference of her carrying a Prasbhdhana Petikb

Different Lepbs (Masks or applications) were recommended for different seasons for body beautification. The ingredients used during the cold seasons were quite different from those used in warm seasons. In fact Ashtbnga Hridaya (a 1500 year old book of Ayurveda) offers six different formulations to be used for the six seasons of the year. Similarly special cosmetic Tailams (Oils) and Ghritas (Clarified butter or ghee) were used for facial beautification. Superfluous hair was considered to be a stigma and a large number of depilatory agents were recommended to get rid of it. Special ingredients were used for hair washes. Many remedies have been indicated for hair growth, prevention of falling hair and premature graying. Hair dyes, fragrant hair rinses and fumigants were also in use. Fragrant bath powders and body deodorants also find frequent mention. Oral hygiene in the form of care of teeth, mouth deodorants and coloring of lips were daily chores to be religiously pursued. A few examples are cited below to understand the trouble taken by ancient researchers to evolve the Science of cosmetics:

### 2.1.1 RAJA SERFOJI

Raja Serfoji ascended the throne of Tanjore (Thanjavur in Tamil Nadu State South India) in 1788 A.D and ruled till 1832 A.D. He is the architect of the great library called "Serfoji's Saraswati Mahbl, " at Tanjore. The Raja was very interested in medical preparations and research. He tested many recipes by actually having them administered to patients and had case histories of patients recorded by British doctors. He established an Institute of Medical Research called the "Dhanvantari Mahbl", where experiments were conducted, and he selected a few thousand efficacious recipes after actually testing them. They were then given to Tamil pandits to be woven into verse and written on palm leaves or paper. The Tamil versions were in turn translated into colloquial Marathi (known as "Bakhar Marathi" or Old spoken and written Marathi during 18<sup>th</sup> -19<sup>th</sup> Century A.D.) for the benefit of Marathi speaking people.

To facilitate the preparation of medicines, Raja Serfoji established a grand herbarium in his palace where he had a nursery which supplied plants for experiments, to the

Dhanvantari Mahbl. He also used artists and illustrated these plants in water color paintings and bound them in books for quick future reference. Few of his formulas are:

### 2.1.2 LIP BALM / LIP SALVE

"Cracked lips, besides being painful, spoil the beauty of the face. The following remedy was recommended in such cases - "If the rind of Bel fruit (Aeglemarmelos Corr.) is levigated (i.e. powdered and mixed) in a woman's milk and the paste thus prepared is applied to the cracked lips, within 10 days the cracking will stop and the cracks will heal."

### 2.1.3 SKIN LIGHTNING AND EXFOLIATING SCRUB

A fair skin has always been an attraction for Indians. The following paste used to be applied to the body to make the skin a shade or two lighter and give it a natural glow - "Pound together The root of Kosta (Kooth or Kushtha), English name: Costus (Saussurealappa Clarke.), Til seeds (Sesamum indicum Linn.), the leaves of Sirisa (Albizzialebbek Benth.), the leaves of Chopda (Pongamiapinnata Pierr.), the wood of Devdar (Cedrus deodara Roxb.) and the wood of Zadali Haled (Berberis aristata DC.) Roast this mixture between dried cakes of Buffalo dung, then take it out and grind it properly to a fine powder.

If the paste made from this compound is applied to the body for three consecutive days, the above mentioned desired results will be obtained."

### 2.1.4 CURE FOR DANDRUFF

Pound khas-khas seeds (Papaversomniferum Linn.) in milk and apply to the scalp. It will cure dandruff.

## 3. RESEARCH METHODOLOGY

### 3.1 OBJECTIVE

The objective is to study the behavior of customers towards herbal cosmetics in India.

### 3.2 DATA COLLECTION

In this research paper, the results are based on both the secondary as well as the primary data. The tool used for collecting the data is Questionnaire.

The Secondary data was collected in order to utilize the already collected information which could be very useful for the preparation of this research paper. It was collected through various magazines, publications, news papers and internet.

Sampling Unit: As the research deals in cosmetics, which are mostly used by females, therefore the target chosen for this purpose were females.

Sampling Size: In this research paper, the number of females targeted is 50.

### 3.3 Data Collection and Analysis

In order to analyze the data, I have used different types of statistical techniques such as :

- Tabulation of data & developing frequency distributions with percentage.
- Graphs are used.

## 4. VARIOUS HERBAL COSMETICS AVAILABLE IN INDIAN MARKET

### 4.1 Shahnaz Husain

Shahnaz Husain is a pioneer name in the world of fashion. She was the first person to start with a line of herbal cosmetics in India, which she did with the knowledge she acquired through training for 10 years in cosmetic therapy and cosmetic chemistry, at leading institutions of the West, like Helena Rubinstein, Swarzkopf, Christine Valmy, Lancome and Lean of Copenhagen, etc. after undergoing such training, she returned to India and studied Ayurveda, the ancient Indian system of herbal healing. She set up a herbal clinic in her own home, at a very small scale rejecting the existing saloon treatment methods and devised her own herbal treatments. A new concept of "care and cure" was introduced by her. She began to manufacture her own Ayurvedic products. This was the beginning of the legendary Shahnaz Herbal range of products and other ranges.

### 4.2 Lotus Herbals

Another range of famous herbal products in the market is 'Lotus Herbals'. It combines rich bounty of herbs and various herbal ingredients to generate powerful and effective line of herbal products. Its wide range of holistic health-care and enhancement products capture the purity of nature and the strength that lie therein. Lotus Herbals products are honest herbal formulations. Inspired by Ayurveda, a 5000 year old science of life, each product contains combination extracts of different herbs to protect, heal and enhance the face, body and hair.

### 4.3 Himalaya Herbal Healthcare

Himalaya drug company was established in 1930. Since its establishment, the company has pioneered the scientific validation of ayurvedic formulations. At the Himalaya Drug company, proper respect to traditions are given, and along with it modern standards of analysis are applied for formulation, safety and clinical effectiveness to create products which are well balanced so that they can be used by anyone.

#### 4.3.1 For Skin Care

The ingredients used for making products for skin care constitute, citron and honey for oily skin. Aloe vera and cucumber for normal to dry skin. Neem and turmeric for all skin types.

#### 4.3.2 For Hair Care

For hair care it uses various herbal ingredients namely,

- Amalaki and meethi that prevents hair loss and promotes hair growth.
- Wheat germ, chickpea, amalaki and bhringaraja that promotes hair growth, strengthens hair roots and prevents hair fall.

## 5. DATA ANALYSIS AND INTERPRETATION

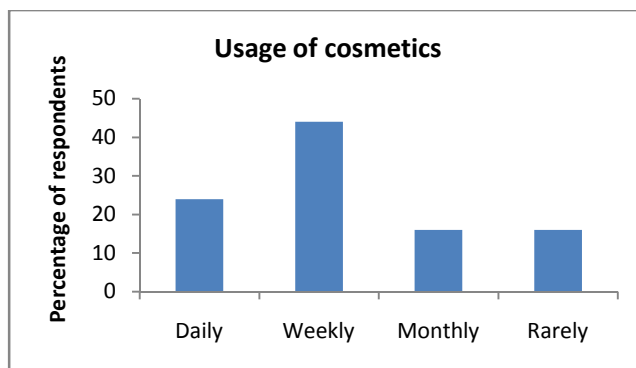


Fig. 1. Depiction of usage of cosmetics on the basis of periodicity.

TABLE 1. Frequency and percentage of respondents according to period.

	Frequency	Percentage (%)
Daily	12	24
Weekly	22	44
Monthly	8	16
Rarely	8	16
Total	50	100%

As per the research conducted it was found that 24% of females use cosmetics on daily basis, 44% use it on weekly basis, 16% use monthly and rarely respectively. Hence it can be said that usage of cosmetics is high among females.

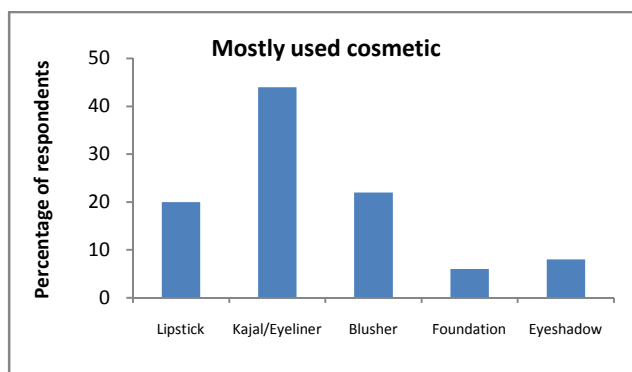
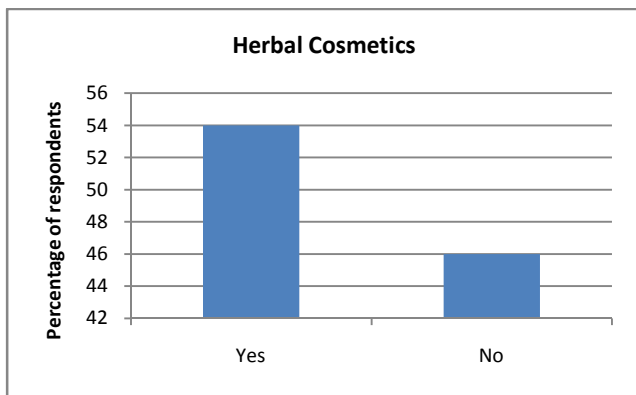


Fig. 2. Depiction of usage of cosmetics on the basis of types.

**TABLE 2: Frequency and percentage of respondents according to type of cosmetic.**

	Frequency	Percentage (%)
Lipstick	10	2
Kajal/Eyelinor	22	44
Blusher	11	22
Foundation	3	6
Eyeshadow	4	8
Total	50	100%

As per the survey done it was found that Kajal/eyeliner is the most widely used cosmetic, i.e. 44% and foundation the least used, i.e. only 6%.

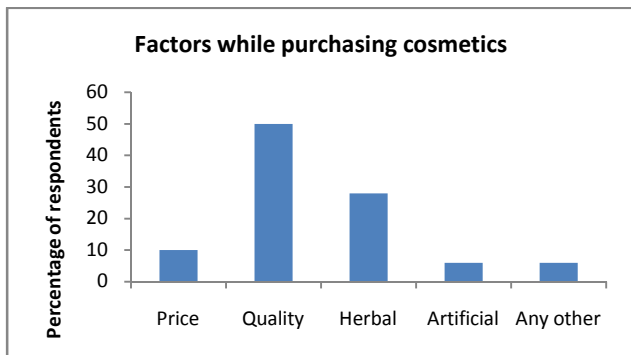


**Fig. 3. Depiction of usage of cosmetics on the basis of herbal origin.**

**TABLE 3: Frequency and percentage of respondents using herbal cosmetics.**

	Frequency	Percentage (%)
Yes	27	54
No	23	46
Total	50	100%

As per the survey done it was found that people prefer herbal cosmetics, i.e. 54%.

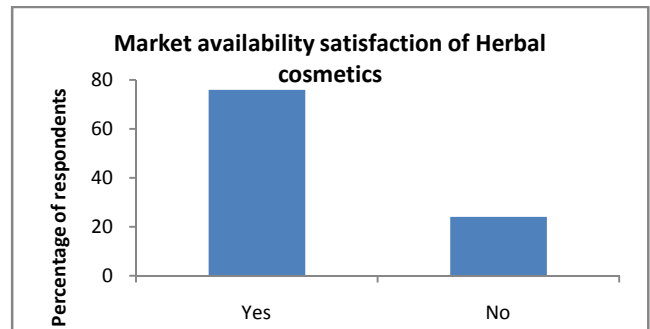


**Fig. 4. Depiction of purchasing of cosmetics on the basis of various factors.**

**TABLE 4: Frequency and percentage of respondents according to factors while purchasing cosmetics.**

	Frequency	Percentage (%)
Price	5	10
Quality	25	50
Herbal	14	28
Artificial	3	6
Any other	3	6
Total	50	100%

Among the various factors to be considered while purchasing a cosmetic, quality and herbal are the most widely acceptable factor, i.e. 50% and 28% respectively. As quality and herbal are taken to be synonyms in nature, it can be said that both the factors are essential to be considered while purchasing a cosmetic.

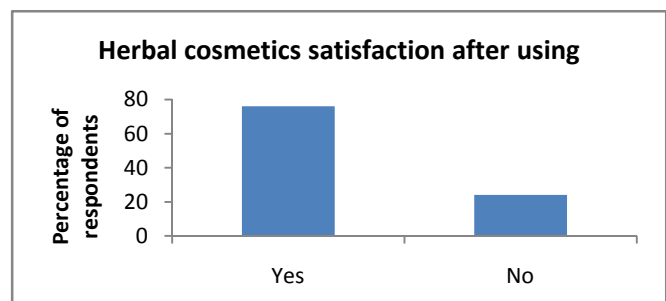


**Fig. 5. Depiction of market availability satisfaction of herbal cosmetics.**

**TABLE 5: Frequency and percentage of respondents on the basis of market availability satisfaction.**

	Frequency	Percentage (%)
Yes	27	54
No	23	46
Total	50	100 %

The target audience i.e. females are satisfied with the herbal products available in the market, but their satisfaction level is not 100%, as they feel that more cosmetics should be available in herbal category.



**Fig. 6. Depiction of post-usage satisfaction of herbal cosmetics**

**TABLE 6: Frequency and percentage of respondents on the basis of post-usage satisfaction.**

	Frequency	Percentage (%)
<b>Yes</b>	38	76
<b>No</b>	12	24
<b>Total</b>	50	100 %

As per the survey done it was found that they are satisfied after using herbal cosmetics, i.e. 76%.

## 6. CONCLUSIONS

- As per the survey done it was found that cosmetics and skin care products are part of most people's daily grooming habits. The average adult from the age of fifteen years uses at least five different skin care products each day. These include moisturizers, sunscreens, skin cleansers, hair care items, deodorants, colored cosmetics, and nail cosmetics.
- Most of the people use cosmetics regularly, kajal/eyeliners and moisturizers are the most widely used cosmetic.
- Among the artificial range of cosmetics Lakme is the most preferred one, and among herbal cosmetics Himalaya is the most acceptable one. Most of the people prefer herbal cosmetics over artificial cosmetics as they find them safe and not harsh on skin, and moreover since herbal cosmetics are made-up of natural ingredients.

- People consider quality and herbal nature of products most important factor while making a purchase. And herbal is very much synonyms with good quality.
- Among all the herbal brands available in the market Himalaya is the most preferred one, followed by Lotus and Shehnaz Husain line of products and Biotique is the least preferred brand.
- People feel that the options of various cosmetics available in herbal range is very less, like, Kajal/Eyliner the most widely used cosmetic is not available in herbal range. Therefore more variety of cosmetics should be made available in herbal range of products.
- People feel herbal cosmetics are not properly marketed as compared to artificial cosmetics. Therefore, most of the products and brands which are available in the market generally goes un-noticed. For example, Biotique, a herbal brand is not advertised to a large and herbal above price as a factor while purchasing a cosmetic. Therefore, it can be seen that for a cosmetic to be successful, it should be of good quality.

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