

DETERMINANTS OF BUYING NATURAL COSMETICS AMONG WOMEN

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Abstract *Customers are more inclined to choose carefully and are prepared to pay for a product that is high-quality, safe, and effective due to the rise of health-conscious customers, especially in the beauty sector, which has expanded dramatically every year (Emerald, 2016). Additionally, as environmental consciousness has grown, so has the use of environmentally friendly products (Kim & Chung, 2011). This study intends to determine the effects of consumer purchasing behaviour towards natural cosmetics on factors such as health, safety, environmental, product knowledge, and aesthetic awareness. 240 respondents who buy Natural personal care items provided the information.*

Keywords *Natural, Environment, Cosmetics, Health*

INTRODUCTION

Natural materials and additives are becoming more and more popular these days. This is especially noteworthy for cosmetics. Since the emergence of ethical consumers, purchasing goods that are not detrimental to the environment and society has become one of their top priorities. They place a strong priority on food quality, health, and nutritional value. Numerous businesses and suppliers are already making and selling cosmetic goods they advertise as “green” and better for the environment and the consumer due to favourable demand. The adverse consequences of synthetic materials on human health and the environment have come to light, which is why they are becoming more and more popular. The use of natural cosmetics, which relate to a healthy lifestyle and connect cosmetic product use to good eating practises, is the current marketing trend (Gubitosa, Rizzi, Fini & Cosma, 2019). The detrimental effects of using non-natural cosmetics products on the skin and human health have come to light more recently (Yaacob & Zakaria, 2011). The desire for businesses and customers to be more responsible towards living things and the environment is growing along with the knowledge of the abuse of animals used in product testing. Companies have begun to develop the concept of green products in cosmetics as a result of realising the significance of this awareness (Mazar & Zhong, 2010). The main areas of concern on potential health hazards from toxic substances and the potential for skin irritation. Strong chemicals could contaminate the environment. An increasing number of consumers are calling for healthier cosmetics that will be kind to skin and cause the least amount of environmental damage as a result of the health trend. As consumers and

marketers respond to popular media regarding healthy living, interest in natural cosmetics has increased significantly.

OBJECTIVE

- To study the demographic profile of the respondents.
- To investigate the association between health, safety, environmental, product knowledge, aesthetic awareness and buying behaviour of natural cosmetics.
- To analyse the impact of health, safety, environmental, product knowledge, aesthetic awareness on the buying behaviour of consumers towards natural cosmetics.

LITERATURE REVIEW

Takaya (2018), stated that attitudes towards natural personal care are positively impacted by environmental consciousness and aesthetic awareness. The value perspective variable has a favourable impact on attitudes towards natural personal care products as well. The inclination to purchase natural personal care is positively influenced by one’s attitude towards it.

According to Chhajed and Panse (2020), there is sufficient evidence to conclude that there is a sizable intention to purchase natural personal care products. The main foundations supporting the demand for natural personal care products. The usage of natural products, the belief that they are of higher quality, the maintenance of a healthy lifestyle, and the willingness to pay more for high-quality goods are all current social trends.

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According to Akter and Islam (2020), women are motivated to purchase more environmentally friendly goods. Eco-awareness has a beneficial impact on attitudes towards green products, and such attitudes have a direct impact on purchase intentions. Green customers are action-oriented and constantly believe in self-improvement, which results in good transformation. They are drawn to an ecological way of living, which is concerned with preserving the environment. Purchase intention is influenced by elements like social influence, favourable past experiences, and perceived behavioural control.

Ghazalia, Soon, Mutum and Nguyen (2017) found that attitude is the most significant factor in predicting desire to repurchase natural PCP. Furthermore, they contend that when it comes to influencing one's attitude towards repurchasing natural PCP, product knowledge takes precedence over hedonic value, health, safety, and environmental value.

Matic and Puh (2015) noted that as consumer interest in environmental and health issues rises, there is a significant market opportunity for natural and natural personal care products.

In their study, Shakeel and Karim (2021) discovered that brand name, health consciousness, and aesthetic awareness have a significant impact on the buying behaviour of consumers for natural cosmetics, but store environment and environment consciousness do not.

RESEARCH METHODOLOGY

This study is a descriptive one. The survey is conducted in Tirunelveli city. The consumers who buy natural personal care products are the respondents. The population is unknown, hence the researcher decide to adopted Convenience Sampling method. 240 respondents have been taken as sample for this study.

DATA ANALYSIS

For the aim of statistical analysis, the replies underwent a comprehensive inspection and coding process. SPSS 22 was used to enter the data. The consistency Utilising reliability analysis, statistics for each of the elements under investigation have been verified. All of the constructs utilised in this study have Cronbach's Alpha values that are above .70 and are thus very trustworthy. Since all of the constructs' skewness values fall within +2 and their kurtosis values fall within +3, the data was evaluated for normality. The researcher chose to use a parametric test as a result. The quantitative information gathered through a structured questionnaire was analysed using the statistical methods Pearson Correlation and Linear Regression.

RESEARCH HYPOTHESIS

- H01- There is no association between health, safety, environmental, product knowledge, aesthetic awareness and buying behaviour of natural cosmetics.
- H11- There is an association between health, safety, environmental, product knowledge, aesthetic awareness and buying behaviour of natural cosmetics.
- H02- There is no impact of health, safety, environmental, product knowledge, aesthetic awareness on the buying behaviour of consumers towards natural cosmetics.
- H12- There is an impact of health, safety, environmental, product knowledge, aesthetic awareness on the buying behaviour of consumers towards natural cosmetics.

RESULTS AND DISCUSSION

Table 1

Demographic Factors	%
AGE	
18-22	41.3
23-27	19.6
27-30	39.1
MARITAL STATUS	
Married	65.2
Unmarried	34.8
Divorced	-
EDUCATION	
Upto school	6.5
Diploma/Degree	15.2
Post-graduation and above	65.2
Professionals	10.9
Others	2.2
OCCUPATION	
Government Employee	2.2
Private Employee	19.6
Self Employed	15.2
Student	50
Others	13
INCOME	
10000-20000	19.6
20001-30000	13
30001-40000	8.7
40000 and above	2.2
Not Applicable	56.5

Demographic Factors	%
RESIDENCE	
Urban	28.3
Rural	45.7
Semi Urban	26.1
BUYING MODE	
Online	28.3
Retail Shops	71.7
FREQUENCY OF PURCHASE	
Every month	34.8
Once in 6 months	45.7
Once in a year	15.2
Once in 2 years	4.3
IMPORTANT FACTOR TO BUY NATURAL COSMETICS	
Environment attitude	28.3
self-worth	69.6
Willing to pay more	2.2

Demographic Factors	%
COSMETICS PURCHASED	
Oral Care	13
Sun Care	37
Skin care	8.7
Hair care	17.4
Decorative Cosmetics	4.3
Body care	8.7
Perfumes	10.9
SOURCES OF AWARENESS	
Media(TV, Radio)	21.7
Friend/ Family	30.4
Specialist(Doctor, beauticians)	13
Specialised Shops	6.5
Promotional Camp	2.2
Magazines	-
Display at store	-
Internet	10.9
Ads on Social Media	15.2
Newspaper	-

Table 2: The Relationship between the Benefits of Natural Cosmetics in Terms of Health, Safety, The Environment, Product Knowledge, Aesthetic Awareness, and Purchasing Behaviour

Correlations							
		Health	Safety	Environmental Value	Product Knowledge	Aesthetic Awareness	Buying Behaviour
Pearson Correlation	Health	1.000	.649**	.545**	.663**	.574**	.561**
	Safety		1.000	.703**	.551**	.394**	.361**
	Environmental			1.000	.560**	.216**	.499**
	Product Knowledge				1.000	.435**	.639**
	Aesthetic wareness					1.000	.488**
	Buying Behaviour						1.000

A Pearson Correlation test is used to analyse the association between the variables of Buying Behaviour of natural Cosmetics and health, safety, environmental, product knowledge, aesthetic awareness, the result suggest that there is an association between all the variables.

- The Buying Behaviour and Health have high Positive association (56%).
- The Buying Behaviour and Safety have high Positive association (65%).
- The Buying Behaviour and Environment have high Positive association (55%).
- The Buying Behaviour and Product Knowledge have high Positive association (66%).
- The Buying Behaviour and Aesthetic awareness have high Positive association (57%).

There is an association between Buying Behaviour and health, safety, environmental, product knowledge, aesthetic awareness, hence the researcher carry out Regression test to find the impact of each predictor variables on the Dependent variable (Buying Behaviour).

Table 3: Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.565	.525	.429

a. Predictors: (Constant), Aesthetic Awareness, Environmental, Product Knowledge, Safety, Health.

From the Model Summary Table 3 it is inferred that the Predictors Such as health, safety, environmental, product knowledge, aesthetic awareness explains the variability

in Buying Behaviour of natural cosmetics for about 53% (Adjusted R square of .525). These variable contribute 53% on Buying Behaviour towards natural Cosmetics.

Table 4

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	47.344	5	9.469	51.552	.000 ^b
	Residual	41.143	224	.184		
	Total	88.487	229			

a. Dependent Variable: Buying Behaviour.

b. Predictors: (Constant), Aesthetic Awareness, Environmental , Product Knowledge, Safety, Health.

The above ANOVA test statistics table shows that the p value is (.000) which is less than the level of Significance (0.05), hence health, safety, environmental, product knowledge,

aesthetic awareness make an impact on Buying Behaviour towards natural Cosmetics. Hence, Null Hypothesis is rejected and alternative hypothesis is accepted.

Table 5

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.258	.173		7.287	.000
	Health	.133	.065	.152	2.050	.042
	Safety	-.232	.053	-.325	-4.383	.000
	Environmental	.268	.052	.357	5.188	.000
	Product Knowledge	.314	.050	.396	6.230	.000
	Aesthetic Awareness	.171	.034	.285	5.100	.000

a. Dependent Variable: Buying Behaviour.

The Table 5 of Coefficients Shows the following:

- Where there is a 1 unit increase in the Health there is a .133 increase in the buying behaviour of natural Cosmetics.
- 1 unit increase in Environmental there is a .268 increase in the buying behaviour of natural Cosmetics.
- 1 unit increase in the Product Knowledge there is a .314 increase in the buying behaviour natural Cosmetics.
- 1 unit increase in Aesthetic awareness there is a .171 increase buying behaviour of natural Cosmetics.

The variables Safety does not show any increase in buying behaviour of natural Cosmetics.

CONCLUSION

The natural and natural personal care business has a significant chance to develop a strategy that could persuade many people to buy natural or natural cosmetics as consumer interest in health and environmental issues is growing. This

study found that buying behaviour towards natural cosmetics is positively correlated with values related to health, safety, the environment, product knowledge, and aesthetic awareness. Additionally, the aforementioned factors account for 56% of Tirunelveli City's young women's purchasing decisions about natural cosmetics.

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