

## Consumer Buying Behaviour towards Organic Personal Care Products among young Women in Tirunelveli City.

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### Abstract:

Due to the increase of health conscious consumers, particularly in the beauty market which has grown significantly every year (Emerald 2016), consumers are likely to select carefully and are willing to pay for a product that is quality, safe and effective. Moreover, increasing awareness of the environment has also fostered a rise in the usage of environmentally-friendly products (Kim and Chung, 2011). This paper aims to find the impact of health value, safety value, environmental value, product knowledge, appearance consciousness on the buying behaviour of consumers towards Organic Personal Care Products. Data was collected from 230 respondents (Young women in Tirunelveli city) who purchase organic personal care products.

Key words: Organic, appearance, environment, personal care products, health conscious.

### Introduction:

The trend of using and seeking natural materials and additives is on the rise, nowadays. This is most notable for cosmetic products. Ethical consumers have emerged and their major concerns are buying products that are not harmful to the environment and society. They emphasise nutritional value, health, and the quality of food. Motivated by favourable demand, hundreds and thousands of companies and suppliers are now producing and selling cosmetic products which they claim are 'green' and better for the user and the environment. The reason for the increase in popularity is that the negative effects synthetic materials have on health and the environment were made apparent. Currently, marketing trends are turning towards natural solutions for cosmetics, which have a relation to healthy lifestyle, and link cosmetic product usage to healthy eating habits (Gubitosa.J, Rizzi.V, Fini. P, Cosma. P, 2019).The awareness regarding the negative aspects of the skin and human health by using non-organic cosmetics products has increased (Yaacob & Zakaria, 2011). The awareness regarding the cruelty of animals for product testing is also increasing regularly and companies along with customers are feeling the need for being more responsible towards living beings and the environment. By realizing the importance of this awareness, companies have started to come up with the idea of green products in cosmetics (Mazar & Zhong, 2010). The common

concern concentrates on potential risks of harmful chemicals to human health and the possibility of skin irritation. Powerful chemicals might pollute the environment. Influenced by the health trend, a growing number of consumers demand healthier cosmetics that will be gentle on the skin and minimise the harm to the environment. Interest in natural cosmetics has grown remarkably as consumers and marketers react to popular media with regard to healthy lifestyles.

### **Objective:**

- To study the demographic profile of the respondents.
- To analyse the relationship among health value, safety value, environmental value, product knowledge, appearance consciousness and buying behaviour of Organic Personal Care Products.
- To analyse the impact of health value, safety value, environmental value, product knowledge, appearance consciousness on the buying behaviour of consumers towards Organic Personal Care Products.

### **Literature Review:**

**Rowlan Takaya (2018)**, stated that environmental consciousness, appearance consciousness which has a positive effect on attitude toward organic personal care. The perspective of value variable also has a positive effect on attitude toward organic personal care. Attitude toward organic personal care also positively influences intention to buy organic personal care.

**Mayank Chhajed, Dr Chetan Panse (2020)** explained that there is enough evidence that there exists significant intention to buy natural personal care products. The major pillars in driving the demand of natural personal care products. They are social trends to use natural products, natural products are of better quality, maintaining a healthy lifestyle, attitude to pay more for quality products.

**Salina Akter, M Sirajul Islam (2020)** stated that women are interested in buying more environmentally-friendly products. Eco-awareness positively influences attitude towards green products and that attitude influences purchase intention directly. Green consumers always believe in self-improvement and they are action-oriented which leads to positive change. They are interested in an ecological lifestyle, which refers to protecting the environment. Factors such as social influence, past positive experience and perceived behavioral control is related to purchase intention .

**Ezlika Ghazalia , Pat Chen Soonb , Dilip S. Mutumc , Bang Nguyen (2017)** concluded that attitude is the most important factor in predicting intention to re-purchase organic PCP compared with PBC and subjective norms based on the TPB. Furthermore, they suggests that product knowledge is a priority, followed by hedonic value, health value, safety value and environmental value, in influencing the attitude toward re-purchasing organic PCP.

**Matea Matic, Barbara Puh (2015)**, stated that Consumers' interest in health and environmental issues is increasing, providing a huge opportunity for the natural and organic

personal care industry to create a strategy that could motivate many consumers to purchase organic or natural personal care products.

**Shakeel, Sabahat and Karim, Emadul(2021)**, in their study found that Brand name, health consciousness and appearance consciousness have a significant impact on the buying behavior on organic cosmetics, but store environment and environment consciousness do not have an impact on the consumer buying behaviour for organic products.

### **Research Methodology:**

This study is a descriptive one. The survey is conducted in Tirunelveli city. The consumers who buy organic personal care products are the respondents . The population is unknown, hence the researcher decided to adopted Convenience Sampling method. 230 respondents have been taken as sample for this study.

### **Data Analysis:**

The responses were thoroughly checked and coded for the purpose of statistical analysis. The data was entered in SPSS version 22. The reliability Statistics for all the factors under study have been checked using Reliability analysis. The Cronbach's Alpha values for all the constructs used in this study are above .70 and are highly reliable. Normality was tested, Since the Skewness values of all the constructs are within  $\pm 2$  and Kurtosis values are within  $\pm 3$ , the data assumes Normality. Hence the researcher decided to go for parametric test. Statistical methods Pearson Correlation, Linear Regression were used to analyse the quantitative data collected through a structured questionnaire.

### **Research Hypothesis:**

H<sub>01</sub>- There is no relationship among health value, safety value, environmental value, product knowledge, appearance consciousness and buying behaviour of Organic Personal Care Products.

H<sub>11</sub>- There is a relationship among health value, safety value, environmental value, product knowledge, appearance consciousness and buying behaviour of Organic Personal Care Products.

H<sub>02</sub>- There is no impact of health value, safety value, environmental value, product knowledge, appearance consciousness on the buying behaviour of consumers towards Organic Personal Care Products.

H<sub>12</sub>- There is an impact of health value, safety value, environmental value, product knowledge, appearance consciousness on the buying behaviour of consumers towards Organic Personal Care Products.

### **Results and Discussion:**

Demographic Factors	Count	%
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<b>AGE</b>		
18-22	95	41.3
23-27	45	19.6
27-30	90	39.1
<b>MARITAL STATUS</b>		
Married	150	65.2
Unmarried	80	34.8
Divorced	-	-
<b>EDUCATION</b>		
Upto school	15	6.5
Diploma/Degree	35	15.2
Post-graduation and above	150	65.2
Professionals	25	10.9
Others	5	2.2
<b>OCCUPATION</b>		
Government Employee	5	2.2
Private Employee	45	19.6
Self Employed	35	15.2
Student	115	50
Others	30	13
<b>INCOME</b>		
10000-20000	45	19.6
20001-30000	30	13
30001-40000	20	8.7
40000 and above	5	2.2
Not Applicable	130	56.5
<b>RESIDENCE</b>		
Urban	65	28.3
Rural	105	45.7
Semi Urban	60	26.1
<b>BUYING MODE</b>		
Online	65	28.3
Retail Shops	165	71.7
<b>FREQUENCY OF PURCHASE</b>		
Every month	80	34.8
Once in 6 months	105	45.7
Once in a year	35	15.2
Once in 2 years	10	4.3
<b>IMPORTANT FACTOR TO BUY ORGANIC PCP</b>		
Environment attitude	65	28.3
self-worth	160	69.6
Willing to pay more	5	2.2
<b>PCPs PURCHASED</b>		
Oral Care	30	13
Sun Care	85	37
Skin care	20	8.7
Hair care	40	17.4
Decorative Cosmetics	10	4.3
Body care	20	8.7
Perfumes	25	10.9
<b>SOURCES OF AWARENESS</b>		
Media(TV, Radio)	50	21.7
Friend/ Family	70	30.4
Specialist( Doctor, beauticians)	30	13
Specialised Shops	15	6.5
Promotional Camp	5	2.2
Magazines	-	-
Display at store	-	-
Internet	25	10.9
Ads on Social Media	35	15.2
Newspaper	-	-

## The Relationship among health value, safety value, environmental value, product knowledge, appearance consciousness and buying behaviour of Organic Personal Care Products.

**Table 1:**

Correlations							
		Health Value	Safety Value	Environmental Value	Product Knowledge	Appearance Consciousness	Buying Behaviour
Pearson Correlation	Health Value	1.000	<b>.689**</b>	<b>.575**</b>	<b>.643**</b>	<b>.534**</b>	<b>.541**</b>
	Safety Value		1.000	<b>.703**</b>	<b>.551**</b>	<b>.394**</b>	<b>.361**</b>
	Environmental Value			1.000	<b>.560**</b>	<b>.216**</b>	<b>.499**</b>
	Product Knowledge				1.000	<b>.435**</b>	<b>.639**</b>
	Appearance Consciousness					1.000	<b>.488**</b>
	Buying Behaviour						1.000

A Pearson Correlation test is used to analyse the relationship among the variables of Buying Behaviour of Organic Personal care products and health value, safety value, environmental value, product knowledge, appearance consciousness, the result suggest that there is an association between all the variables.

The Buying Behaviour and Health Value have high Positive association(54%).

The Buying Behaviour and Safety Value have high Positive association(69%).

The Buying Behaviour and Environment Value have high Positive association(58%).

The Buying Behaviour and Product Knowledge have high Positive association(64%).

The Buying Behaviour and Appearance Consciousness have high Positive association(53%).

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

**Regression Analysis:****Table 2:**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 <sup>a</sup>	.535	.525	.429
a. Predictors: (Constant), APPEARANCE CONCIOUSNESS, ENVIRONMENTAL VALUE, PRODUCT KNOWLEDGE, SAFETY VALUE, HEALTH VALUE				

From the Model Summary table it is inferred that the Predictors Such as health value, safety value, environmental value, product knowledge, appearance consciousness explains the variability in Buying Behaviour of Organic PCP for about 53%( Adjusted R square of .525). These variable contribute 53% on Buying Behaviour towards Organic Personal Care Products.

**Table 3:**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	47.344	5	9.469	51.552	.000 <sup>b</sup>
	Residual	41.143	224	.184		
	Total	88.487	229			
a. Dependent Variable: BUYING BEHAVIOUR						
b. Predictors: (Constant), APPEARANCE CONCIOUSNESS, ENVIRONMENTAL VALUE, PRODUCT KNOWLEDGE, SAFETY VALUE, HEALTH VALUE						

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 value, safety value, environmental value, product knowledge, appearance consciousness make an impact on Buying Behaviour towards Organic Personal Care Products. Hence Null Hypothesis is rejected and alternative hypothesis is accepted.

**Table 4:**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.258	.173		7.287	.000
	HEALTH VALUE	.133	.065	.152	2.050	.042
	SAFETY VALUE	-.232	.053	-.325	-4.383	.000
	ENVIRONMENTAL VALUE	.268	.052	.357	5.188	.000
	PRODUCT KNOWLEDGE	.314	.050	.396	6.230	.000
	APPEARANCE CONCIOUSNESS	.171	.034	.285	5.100	.000

a. Dependent Variable: BUYING BEHAVIOUR

The above table of Coefficients Shows the following :

- Where there is 1 unit increase in the Health value there is a .133 increase in the buying behaviour of Organic Personal Care Products.
- I unit increase in Environmental Value there is a .268 increase in the buying behaviour of Organic Personal Care Products.
- 1 unit increase in the Product Knowledge there is a .314 increase in the buying behaviour Organic Personal Care Products.
- 1 unit increase in Appearance Consciousness there is a .171 increase buying behaviour of Organic Personal Care Products.

The variables Safety Value does not show any increase in buying behaviour of Organic Personal Care Products.

### **Conclusion:**

Consumers' interest in health and environmental issues is increasing, providing a huge opportunity for the natural and organic personal care industry to create a strategy that could motivate many consumers to purchase organic or natural personal care products. This research discovered that there is a positive association between health value, safety value, environmental value, product knowledge, appearance consciousness and Buying Behaviour towards Organic Personal Care Products. And the above mentioned variables contributes 53% on Buying Behaviour towards Organic Personal Care Products among the young women of Tirunelveli City.

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