

Demographic Influence on Buying Behavior of Organic Beauty Products in Amravati City

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Abstract

The rising consciousness of health, wellness, and environmental sustainability has created a substantial shift in consumption patterns from chemical cosmetics to organic cosmetics. The paper discusses the impact of demographics on the purchasing behavior of consumers of organic cosmetics in the city of Amravati. The main aim of the research study is to understand consumer awareness and behavior patterns and to what extent factors such as age, gender, income, education, and occupation of a person act as significant influencers or Decision Factors in buying such products. This research study employed a descriptive research design. The data was collected from 35 participants using a structured research questionnaire targeting the most popular brands in the market of organic cosmetics such as Mamaearth, Biotique, and Khadi Naturals. On the other hand, the secondary data was obtained from periodicals such as research articles published in various research papers and reports. The data thus obtained was processed with the use of various statistics such as percentage analysis and the Chi-square test. The result of the study showed that 'demographics' play a significant role in awareness as well as buying behavior of such cosmetic brands. This research paper adds to the body of academic knowledge with specific insights regarding a Tier III city and offers a significant range of applications to marketeters of such brands as the paper aims at offering some key insights to make such brands a success in emerging Tier III cities.

Keywords: Organic Cosmetics, Consumer Purchase Behavior, Demographic Elements, Eco-Friendly Cosmetics.

1. Introduction:

Recently, the Indian cosmetic and personal care industry has seen a marked transition due to rising awareness among consumers about their personal as well as environmental concerns. This industry, which has relied upon chemical-based cosmetics over the years, has now started seeing a growing trend of adopting organic and natural cosmetics in their places. Organic and natural beauty care products are slowly and steadily turning out to be appealing to consumers due to their safe and environmentally friendly aspects, as they do not contain any harmful elements. This has further gained momentum due to lifestyle diseases and their increasing impacts upon one's skin in the long run.

Organic beauty products have come across as one of the fastest-growing segments in the beauty industry. Herbal, ayurvedic, or organic products have found favor with consumers who have been drawn to the advantages of natural products, cruelty-free products, or eco-friendly packaging. Although the trend has been dominantly led by the larger cities, a marked interest from tier III cities has also been witnessed. But the behavior of consumers in the smaller cities varies considerably due to disparities in their income, education, lifestyle, or exposure to marketing.

The city of Amravati in the Vidharbha area of Maharashtra presents an interesting area of research with respect to consumer buying behavior for organic beauty products. The city boasts of a diverse populace with students, working individuals, homemakers, as well as business owners. As availability of organic beauty products increases through various retailers and internet shopping sites, consumers are gradually exposed to different options. However, little research

has been conducted on the demographic element and consumer behavior with regards to adopting and buying these products.

Demographic attributes like age, sex, income levels, education levels, and occupation are very important in influencing consumer preferences as well as their buying behavior. For example, young generation buyers can be swayed by trends depicted in social media sites and advertisements, while older buyers emphasize more on product safety as well as health benefits. Likewise, affluent as well as more educated buyers may indicate more demand to pay extra for organic produce, while others may find it an obstacle in terms of pricing.

The research gap is filled by the present study, as it investigates the impact of demographic variables on consumer buying behavior towards organic beauty products in Amravati city. The goal of the study is to analyze consumer awareness and preferences and identify the factors that influence consumer purchase decisions, namely price, availability, and the impact of brand and social influence. The study provides new research insights as it focuses on tier-III cities, while most research studies focus on metropolitan cities. The results of this research are intended to contribute to the body of knowledge by adding depth and insight into the topic of consumer behavior in emerging urban markets. From a practical viewpoint, the research will help marketers, retailers, and entrepreneurs create effective marketing strategies, increase the availability of their products, and cater better to the needs of the targeted customers for the purchase of organic beauty products. This research throws considerable light on the relevance of the use of organic beauty products in the current business environment and the influence of demographics on the purchasing habits of customers.

2. Statement of the Problem:

The Indian beauty and personal care market is undergoing a rising trend in the adoption of organic and natural beauty products because of rising health, skin, and environmental concerns. Although the trend has extensively been reported in the case of major cities, there has been very little research done to understand the response of the consumer of tier-III cities toward organic beauty products. The difference between tier-III cities like Amravati and other major cities is immense in terms of the lifestyle, purchasing capabilities, awareness, and availability of the product, thereby resulting in a research gap. Research mainly focuses on overall consumer sentiment regarding organic products or explores the food-based usage of organic products,

leaving the organic cosmetic market rather unanalyzed, particularly in the semi-urban setting. Furthermore, despite the knowledge that age, gender, income, education, and occupation influence overall purchasing behavior, currently, there is inadequate localized knowledge that investigates the impact of such parameters on the purchasing of organic cosmetic products in the city of Amravati.

Hence, the problem with the study exists in the fact that there is a lack of systematic research that explains the influence of demographic variables on the awareness, preferences, and consumption practices of organic beauty products by the consumers of Amravati. The problem assumes significant importance for the concerned businesses, marketers, as well as policymakers who have a collective interest in the promotion of sustainable consumption practices from the aspect of increasing the consumption of organic beauty products in the concerned metropolitan cities.

3. Review of Literature:

- **Choudhary and Singh (2024)** Examined key factors influencing consumer behavior toward green cosmetics, including product attributes, brand reputation, and sustainability practices. Their research concluded that trust and brand credibility significantly affect purchasing decisions. Consumers tend to choose brands that consistently uphold eco-friendly production methods and ethical marketing practices.

Choudhary, R., & Singh, A. (2024). Factors Influencing Consumer Behaviour Toward Green Cosmetics in India. Journal of Management and Research, 14(2), 101–115.

- **Patnam & Azeem (2024)** Studied consumer behavior toward organic cosmetics in Bangalore and found that product safety, environmental awareness, and social influence strongly affect buying decisions. They also noted that age, income, and education shape attitudes, while personal values and lifestyle play an important role in preferring organic beauty products.

Reshma Patnam & Dr. B. Abdul Azeem (2024). “An Empirical Study on Consumer Behaviour Towards Organic Cosmetics in Bangalore’s Cosmetics Market.” *Educational Administration: Theory and Practice*, 30(5), 11710-11716.

- **Dixit & Singh (2024)** Studied how green marketing techniques influence purchasing behavior

for personal care and cosmetic products in Uttar Pradesh. They found that consumers are increasingly motivated by environmental-friendly appeals, certifications and sustainable packaging. However, issues like price sensitivity and limited availability still hamper regular adoption of organic cosmetics. The study emphasises that effective communication of green credentials and improved retail access are necessary for wider uptake in regional markets.

Dixit, S., & Singh, V. (2024). *Impact of Green Marketing Techniques on Consumer Buying Behaviour for Personal Care Products in Uttar Pradesh. International Journal of Innovative Research in Technology, 11(1), 55–68.*

- **Juneja and Singh (2023)** Investigated consumer attitudes toward green cosmetic products and found that awareness and education levels directly impact willingness to purchase. The study revealed that consumers with higher awareness of environmental issues and personal health are more likely to adopt organic and natural beauty products. It also stressed the need for companies to engage in educational campaigns that promote the benefits of green cosmetics.

Juneja, R., & Singh, P. (2023). *Consumer Attitudes Toward Green Cosmetic Products: A Study of Awareness and Willingness to Purchase. Indian Journal of Marketing, 53(8), 40–49.*

4. Objectives of the study:

- To analyze consumer awareness, preferences, and motivations behind choosing organic beauty products over regular cosmetics.
- To understand how demographic factors such as age, gender, income, and education influence consumer buying behavior towards organic beauty products.

5. Research Hypotheses:

H₀: There is no significant relationship between demographic factors (age, gender, income, education, occupation) and the buying behavior of consumers towards organic beauty products in Amravati city.

6. Research Methodology:

Research methodology refers to the systematic plan adopted to collect, analyze, and interpret data in order to achieve the objectives of the study. In the present

research, an appropriate methodology has been designed to understand the buying behavior of consumers toward organic beauty products in Amravati city.

6.1 Research Design:

The study follow a descriptive research design to examine how demographic factors influence consumer buying behavior toward organic beauty products in Amravati city. It aims to describe and analyze consumer awareness, preferences, motivations, and the influence of demographic factors on purchasing decisions. This design is suitable because the research seeks to explain existing consumer behavior rather than manipulate any variables.

6.2 Data Sources:

Primary Data: Information is collected directly from consumers in Amravati through structured questionnaires covering demographics, awareness, perception, and buying behavior. The survey will contain various types of questions. The demographic information of the participants will be sought through the first section.

Secondary Data: Relevant information is obtained from books, research papers, journals, market reports, government publications, company websites, and online databases to support the study and provide a theoretical base.

6.3 Sample Design:

I. Universe: Consumers in **Amravati city** who use organic beauty products.

II. Population: The population includes women living in Amravati who use and know about organic beauty products.

III. Sample Unit: The sample unit refers to **each woman (18–35 years) in Amravati** who uses and knows about organic beauty brands like **Mamaearth, Biotique, and Khadi Naturals.**

IV. Sample Size: 35 Respondents is targeted.

V. Sampling Technique: **Simple Random Sampling** will be used for this study. In this method,

every woman aged 18–35 in Amravati who uses or is aware of organic beauty products (Mamaearth, Biotique, Khadi Naturals, etc.) have an equal chance of being selected.

6.4 Tools of Data Collection:

Structured Questionnaire: A well-designed questionnaire with both closed-ended and open-ended questions is used to gather information about consumer demographics.

6.5 Tools Proposed for Data Analysis:

1.Descriptive Statistics: Frequency, percentage, and mean is used to summarize demographic information and consumer preferences.

2.Chi-Square Test: This test help to determine the relationship between demographic factors (like age, income, or education) and buying behavior towards organic beauty products.

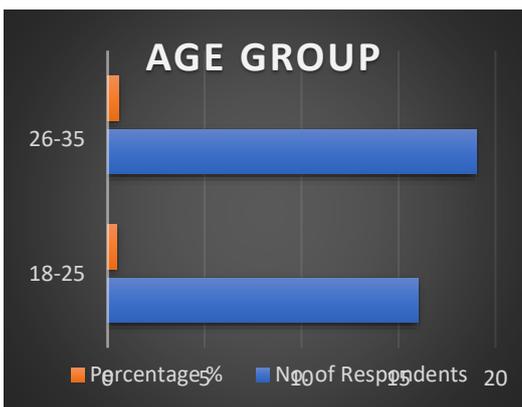
7. Data Analysis and Interpretation

Table 1 Age wise distribution of respondents on the basis of primary data.

Age	No. of Respondents	Percentage %
18-25	16	45.71%
26-35	19	54.29%
Total	35	100%

(Data Source: Primary Data)

Graph 1 Age wise distribution of respondents on the basis of primary data.



Interpretation:

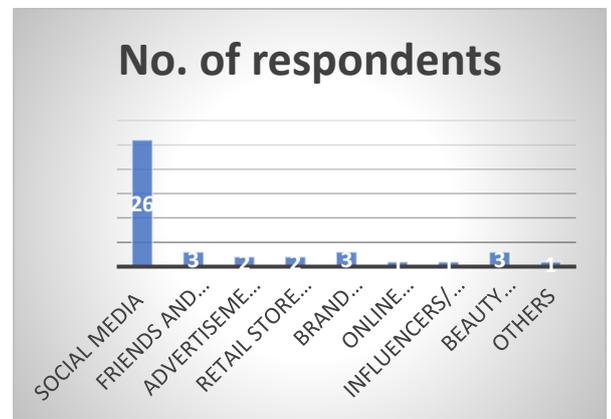
The age-wise distribution shows that 54.29% of respondents are in the 26–35 years age group, while 45.71% belong to the 18–25 years category, indicating a slightly higher representation of the 26–35 age group.

Table 2 Classification as per how they become aware about the organic beauty product

Option	No. of respondents	Percentage
Social media	26	74.3%
Friends and Family	3	8.6%
Advertisements	2	5.7%
Retail store promotions	2	5.7%
Brand websites	3	8.6%
Online reviews	1	2.9%
Influencers/ bloggers	1	2.9%
Beauty consultants	3	8.6%
others	1	2.9%
Total	35	100%

(Data Source: Primary Data)

Graph 2 Classification as per how they become aware about the organic beauty product.



Interpretation:

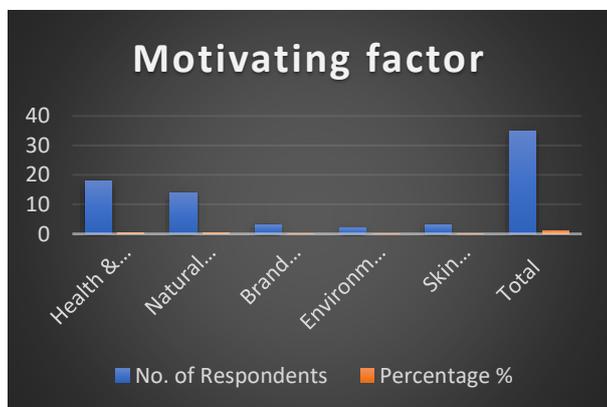
The percentage analysis reveals that social media is the most prominent source of awareness for organic beauty products, as reported by 26 respondents (74.3%). This is followed by friends and family, brand websites, and beauty consultants, each influencing 3 respondents (8.6%). Advertisements and retail store promotions contribute to awareness for 2 respondents each (5.7%), while online reviews, influencers/bloggers, and other sources account for 1 respondent each (2.9%). The findings clearly indicate that digital platforms, especially social media, play a dominant role in creating consumer awareness about organic beauty products.

Table 3 Classification as per motivates you the most to choose organic beauty products.

Motivating factor	No. of Respondents	Percentage %
Health & safety	18	52.9%
Natural ingredients	14	41.2%
Brand image	3	8.8%
Environmental concerns	2	5.9%
Skin sensitivity	3	8.8%
Total	35	100%

(Data Source: Primary Data)

Graph 3 Classification as per motivates you the most to choose organic beauty products.



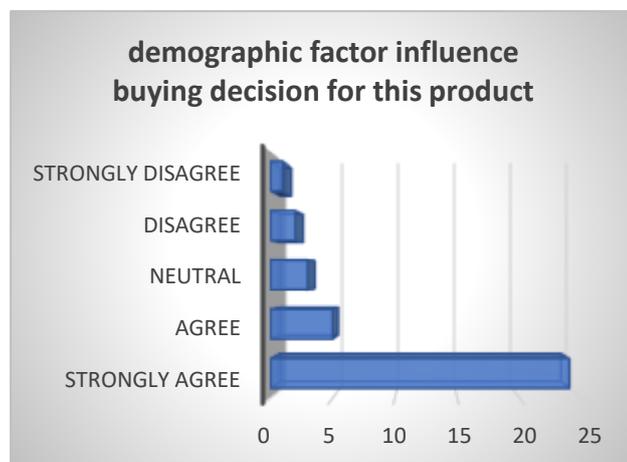
Interpretation:

The percentage analysis shows that health and safety is the strongest motivating factor for choosing organic beauty products, as reported by 52.9% of respondents. This is followed by natural ingredients with 41.2%, indicating high consumer preference for safer and natural formulations. Factors such as brand image and skin sensitivity motivate 8.8% of respondents each, while environmental concerns influence only 5.9%, suggesting these factors play a comparatively lesser role in purchase decisions.

Table 4 Demographic factors such as age, income, and education significantly influence buying decisions for this product.

Demographic factor	No. of Respondents
Strongly Agree	24
Agree	5
Neutral	3
Disagree	2
Strongly Disagree	1
Total	35

Graph 4 Demographic factors such as age, income, and education significantly influence buying decisions for organic beauty product



Chi square calculation

Response Category	Observed (O)	Expected (E)	(O - E)	$\frac{(O - E)^2}{E}$
Strongly Agree	24	7	17	41.29
Agree	5	7	-2	0.57
Neutral	3	7	-4	2.29
Disagree	2	7	-5	3.57
Strongly Disagree	1	7	-6	5.14
	Chi Square			52.86

Calculated Values

- **Chi-square value (χ^2) = 52.86**
- **Degrees of freedom (df) = 4**
- **Result = Null hypothesis (H₀) is rejected**

Interpretation:

The Chi-square results indicate a significant influence of demographic factors on the buying behavior of consumers towards organic beauty products. As the calculated Chi-square value is much higher than the table value at the 5% level of significance, the null hypothesis is rejected, confirming that demographic factors play an important role in purchase decisions.

8. Findings of the Study:

Age-wise Finding: The analysis indicates that the **26–35 years age group** represents the highest proportion of respondents, suggesting that individuals in this age bracket exhibit greater awareness, preference, and purchase frequency of organic beauty products. This age group appears to be more conscious about product quality, health impact, and long-term benefits, making them a key target segment for organic beauty brands.

Awareness-wise Finding: The study finds that social media is the most influential source of awareness for organic beauty products, as reported by 74.3% of respondents. This is followed by friends and family, brand websites, and beauty consultants, each contributing 8.6% to consumer awareness. Traditional sources such as advertisements and retail

store promotions play a relatively smaller role, while online reviews, influencers/bloggers, and other sources have minimal impact. Overall, the finding highlights the dominant role of digital platforms, particularly social media, in shaping consumer awareness about organic beauty products.

Motivating Factor Finding: The study reveals that health and safety is the most dominant motivating factor influencing the purchase of organic beauty products. A significant number of respondents prefer organic products due to their perception of being safer and free from harmful chemicals. Natural ingredients emerged as the second most influential factor, while motivations such as brand image and environmental concerns were found to have comparatively lesser impact on consumer buying decisions.

Demographic Influence Finding: The results of the Chi-square test demonstrate a statistically significant association between demographic factors and consumer buying behavior towards organic beauty products. Factors such as **age, income, and education** significantly affect consumers' purchase decisions. Since the calculated Chi-square value exceeded the critical value at the 5% level of significance, the **null hypothesis is rejected**, confirming that demographic characteristics play an important role in shaping consumer behavior in Amravati city.

9. Managerial Implications:

The current research proves to be of great importance for the whole of society as it points to the fact that the need for organic beauty products to take over the conventional chemical-based ones is getting bigger and bigger. Consumers are gradually becoming more aware of the chemicals in the products they use, due to the rising health and environmental awareness. The researchers give the message that by using organic and natural beauty products, the consumption of harmful chemicals can be diminished which leads to healthier people and cleaner environments. The study of the nature of the products leads the consumer to consider the use of safe alternatives thereby moving toward a sustainable and environmentally friendly lifestyle.

Moreover, the study has been done in such a way that it has been able to provide researchers with a map of

consumer behavior concerning the different age groups, genders, and incomes that believe and buy organic products. The comprehension of these patterns is very crucial for marketers, policymakers, and health advocates who want to attract consumers to the healthier and environmentally friendly choices. For example, younger consumers may give importance to the ecological and sustainable sourcing while the people of middle age are more likely to be attracted by the product's healthiness. Likewise, the income level of a consumer can also be a factor in his/her purchasing decision which points out the need for inexpensive organic products to be introduced in the market to cater to a wide range of customers. One more positive aspect of the study is that it acts as a teacher by taking the awareness among the less-known people about the benefits of organic beauty products. As a matter of fact, there still are a lot of consumers who go for conventional cosmetics without themselves being aware of the long-term health risks involved with the use of synthetic chemicals.

10. Limitations of the Study:

There are some limitations of the study that have to be recognized. The first limitation is that the research has been conducted focusing on women's 18 to 35 years old. Although this age group is a large part of the beauty product market, it might not totally represent the attitudes and buying habits of older women or different demographic groups. So, the results may not give a full view of consumer behavior in all age groups.

Second, the study is run for a specific time, from January 2025 to December 2025. This short duration may not be enough to capture the whole range of consumer preference changes, new trends, or seasonal purchases which may also affect the generalizability of the findings.

The list of limitations goes on with the fact that the research only deals with a few selected organic beauty brands, namely, Mamaearth, Biotique, and Khadi Naturals. Thus, the findings may not be applicable to other brands in the organic beauty market, hence sparking limitations with respect to the study.

11. Recommendations:

The study's findings lead to a number of practical recommendations for organizations and managers in the organic beauty product market, particularly in Tier III cities like Amravati. First and foremost, the companies need to concentrate heavily on building and keeping a good reputation for the brand since brand image turned out to be the most important factor in making the purchase. It is important for managers to make sure that product quality is always good, communication about the ingredients is clear and honest, and the brand is doing ethical practices to win the consumers' trust for a long time. Moreover, organizations should invest even more into digital marketing strategies, as social media is the main source of awareness.

Young people can be effectively reached through collaborating with local influencers, dermatologists, and beauty bloggers. To enhance understanding and trust of consumers, educational content that makes clear the certifications, benefits of the ingredients, and skin safety should be provided on a regular basis. Besides that, the firms should also offer affordable products, smaller packs, and combo deals as the middle-income group is the largest segment of the market. Pricing that is competitive but up to the standard of the quality will make the customers come back again and again. Also, companies should display certifications, ingredient lists, and safety claims very prominently on the packaging as consumers rely on such marks to spot organic products. Retailers should have the staff trained to talk to customers about the product's advantages and its certifications when they are making a sale.

Finally, as the hair care products are the most preferred category, firms should increase their hair care range while slowly introducing skin care and makeup through trials, samples, and discounts.

12. Scope for Future Research:

The current research has revealed some important points about the role of demographic factors in the consumption of organic beauty products but at the same time it has also highlighted the need of future research. The demographic buying behavior study may include a wider age group and also males which would really help in differentiating the consumptions across different ages thus giving a

clearer picture of the organic beauty market. Future work could be based on bigger samples and conducted in various cities, both Tier I and II cities, thus facilitating comparison and increasing the applicability of the results. Researchers might also consider longitudinal studies which would observe over a long period of time the changes in consumer habits, development of trends, and seasonal variations as regards the consumption of organic beauty products.

Researchers in the future could also investigate the influence of psychographic factors like lifestyle, values, environmental concern, and health consciousness on purchasing behavior. It is also worth researching out to what extent digital marketing, influencer endorsements, and eco-labels have an impact on consumer trust and loyalty. Lastly, future research could focus on a greater variety of brands in the organic and herbal sector, including international players, in order to make comparisons of branding strategies and consumer perceptions across the organic beauty industry.

13. Conclusion:

The study concludes that demographic factors play a significant role in influencing the purchase behavior of consumers towards organic beauty products in Amravati city. Variables such as age, education, income, and occupation were found to have a considerable impact on consumers' buying decisions. The findings indicate that young consumers aged 18–35 years, particularly educated, salaried individuals belonging to the middle-income group, constitute the most prominent consumer segment for organic beauty products.

The study further reveals that purchasing decisions are largely influenced by factors such as product safety, natural ingredients, brand reputation, and social media exposure, highlighting the growing importance of health consciousness and digital awareness among consumers. Among various product categories, hair care products emerged as the most frequently purchased organic beauty products, while brand image was identified as a key determinant in the final purchase decision.

From a theoretical perspective, the study contributes to consumer behavior literature by reinforcing the relevance of demographic variables in understanding purchase decisions within the organic beauty

product segment, particularly in Tier III cities like Amravati. It adds localized empirical evidence to existing studies that have primarily focused on metropolitan and Tier I urban markets.

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