

FACTORS AFFECTING THE PURCHASE OF GREEN PERSONAL CARE PRODUCTS

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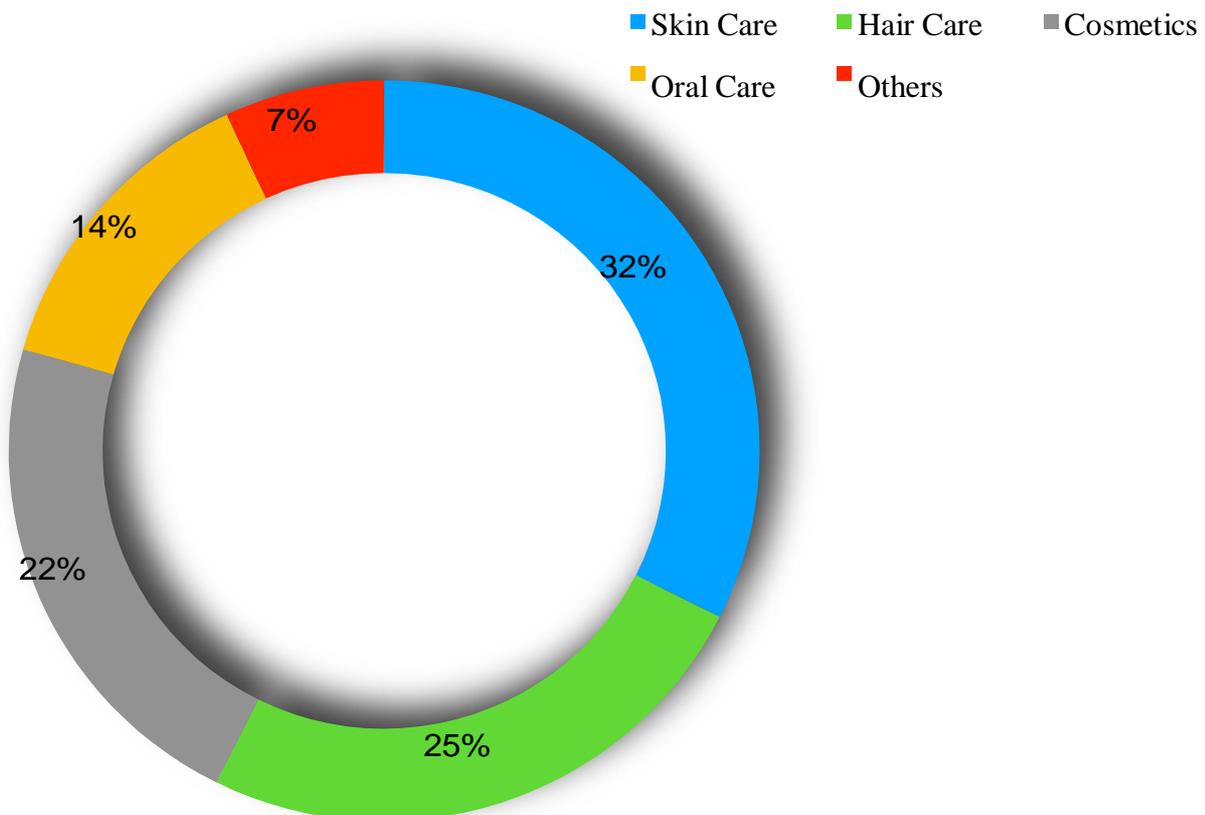
Introduction of Global Personal Care Market

The global Organic Personal care market is predicted to develop at a pace of 10.7% CAGR from USD 14.66 billion every 2019 to USD 31.55 billion out of 2027. Individuals presently are getting more slanted towards utilizing normal items, and another wave 'to become environmentally friendly' has begun moving nowadays. The blend of these two thoughts have pushed the development of this mar- ket.

Organic ingredients are utilized to put together cosmetic items, including lipsticks, nail shines, scents, and tanning powders. In nations like China, Brazil, and India, there is an expansion in the number of inhabitants in common ladies, which is the purpose for the expanding fast interest for these items. Changing climatic conditions and a worldwide temperature alteration have addition- ally stimulated interest for sunscreen creams; thusly, organizations are expanding creation utilizingorganic ingredients.

- The expanding normal age, expanding extra cash, early reception of the most recent innovation, and answers for distant availability are a portion of the fundamental purposes for the flood in the development of this market in North America. In the U.S. the yearly per capita pay was USD 33,706 in 2018, and it rose to USD 45,646 out of 2019 which will permit individuals to spend more on quality items trading off cost-productivity.
- Around, 66.6% of Australians will be determined to have skin cancer when they are 70. Overall, men have inclined more toward Non-melanoma skin cancer growth, with practically twofold the occurrence contrasted with ladies. Skin disease is the third most normal malignancy in Australians. The primary explanation for this is that Australian individuals are more presented to unsafe UV radiation from the sun. Henceforth this is the essential justification for the development of the natural sunscreen market around here.

Global Natural and Organic Personal Care Products Market by Product
2018 Market Share



Impact of COVID-19 on Global Market

- Coronavirus devastatingly affects the natural care products items market in two primary manners: by straightforwardly influencing production and demand, and by making inventory network and market interruption, particularly for natural ingredients.
- The pandemic is probably going to speed up patterns that were at that point molding the market, for example, the ascent of the worldwide working class and the utilization of web-based business. Online wholesalers are recording an expanded interest, as home-bound customers investigate retail options. Some personal care product brands and retailers with stock and shipment activities prepared to increase are detailing online business deals twice as high as their pre-Coronavirus levels. For example, Sephora's US online deals are allegedly up 30% versus 2019. Also, web-based business innovation and advanced showcasing organization ITCAN has announced that online orders for skincare and cosmetics items in Saudi Arabia has taken off up to 700% as buyers looked to keep away from public submits and online requests for skincare rose by 105.37%, with 32.7% coming from new clients, showing a change pace of 63.59%.
- The current circumstance has additionally brought about an age of chances for some private players to arise in the business sectors, to oblige the swelled interest. Moreover, COVID-19 has prompted a significant consumer shift, as clients are no more brand faithful in agricultural nations and are attempting new brands in the low-stock climate.

Overview of Green Personal Care Product Industry in India

With a developing economy that intends to see yearly pay triple by 2020, the cosmetics market of India is brimming with promising circumstances and is a possible gold dig for many beauty and personal care organizations. Specialists will in general agree that the Indian market will undoubtedly detonate in an awesome manner. The beauty business in India is developing dangerously fast, twice just that quick of the business sectors in the US and Europe.

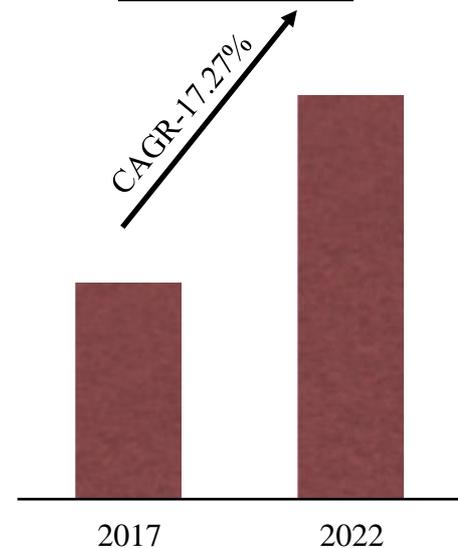
Herbal cosmetics products are driving development because of expanding appropriation, and the fragment alone is relied upon to develop at 20-25%, as individuals become more mindful of the potential dangers conflictingly utilizing compound definitions change to 'more secure' herbal and Ayurvedic products like Himalaya, Biotique, Dabur, Lotus, Patanjali, and so on. Numerous Indian and global brands have been attempting to hold onto the set up player position in this portion by dispatching various products across classifications. With rising interest, super-premium and extravagance brands, for example, Shahnaz Hussain, and Kama Ayurveda have likewise dispatched products in this space.

Natural materials collected from plants, herbs, and flowers are used to make organic personal care products in environmentally favourable conditions. In India, the market for organic personal care products is expected to develop at a rate of 17.27 percent per year.

The market is expected to double in size over the next five years, reaching Rs15000-17000 crores by 2022. With rising disposable income, demand for improved products, and an increasing desire to appear beautiful among Indian consumers, the beauty and personal care business in India has a wonderful potential to grow rapidly.

In the personal care industry, being organic and eco-friendly are the trends that will define the coming years. Herbal beauty products have been dominating the market, and now the cosmetics are becoming organic. There is a noticeable shift away from parabens, sulphates, mineral oil, and synthetic colours in favour of "natural" goods. More people are becoming aware of the link between good health and wealth.

Market Potential



Consumer Buying Behaviour

Consumer purchasing behaviour is a decision-making process as well as an attitude among those who purchase and use items. The major goal of this study is to gain a better understanding of consumer purchase behaviour when it comes to personal care products, as well as the elements that influence customers' buying decisions.

Consumers make purchasing selections for both little and major products in the mall. Consumers begin looking for products or services that meet their needs or wants after recognising a need or desire. Many factors influence their decision. Consumer purchases, on the other hand, have occurred long before the actual transaction. In this case, marketing is crucial. Marketing and advertising have a significant beneficial impact on consumer purchasing behaviour, and they directly influence a customer's decision to purchase a product from a firm with which she is familiar.

Customer Purchasing Decision Towards Personal Care Products

Consumers walk or move through a series of stages before purchasing a product. They place a premium on the product meeting their needs and having good quality at a low or more affordable price, as well as delivering value-added features.

When it comes to product quality, price, status, features, and packaging, consumer purchase patterns differ. They tend to follow the fashion cycle, and this shift in preference has an impact on their purchasing habits. Marketers invest millions of rupees in market research every year to uncover and predict this changing behaviour. Because of the various kinds, low prices, and changing trends in the personal care sector, marketers are currently having difficulty understanding and targeting consumer behaviour.

With the passage of time, consumer preferences shift. In the consumer decision-making process, there are primarily five steps or stages:

1. **Identifying the problem:** When a consumer recognises an issue or a need, recognition of the problem begins. Humans are considered buyers of one corporation or another at all times in their lives. They also have wants and needs that must be satisfied at each stage. These needs and wants could be simple or complex. When a customer realises that he or she requires or desires something, the first step in the purchase process begins.
 2. **Search for information:** When a consumer recognises an issue, the following step is to gather enough information to remedy it. The amount to which the customer searches for information is determined by his or her level of involvement in the purchase. Advertisements, friends, public, commercials, and experience are the main sources of information that impact a consumer's purchasing behaviour.
 3. **Alternatives evaluation:** The evaluation of alternatives is the next step in the customer decision-making process. The Consumer will search for alternatives at this point. They'll compare and contrast what they know about other products and companies with what they think is the most important.
 4. **Buying decision:** A consumer may go through the initial choice process after deciding whether or not to buy, as it plans and intends to buy a specific brand or product.
- "# **Outcome:** After carefully analysing each stage of the decision-making process, the ultimate purchase is made in this step.

Literature Review

- This research paper focuses to understand the purchasing behaviour of customers for cosmetic products. Through this paper, an endeavour was led to recognise the various variables that affect and impacts the consumer for purchasing cosmetic products. This study uncovers that different variables like quality, brand, value and promotion affect customer buying behaviour. This study assists with contributing additional thought and information to cosmetic organisations so they become more acquainted with additional about the buying behaviour of customers.

Anjana S S(2018)

- The current paper focused on the purchasing behaviour of female customers in regards to personal care products. The study of consumer buying behaviour is the main factor of marketing any products and services and it included understanding the customer mentality and their perspectives on personal care products. A survey of 172 respondents was done with an organised questionnaire. The survey included general segment questions, as well as some particular questions, focus to study the factor affecting the consumer buying behaviour of personal care products. The information was broken down by the descriptive statistics, rates, ANOVA analysis and correlation by utilising SPSS 23.0 Form. The aftereffects of ANOVA analysis uncover that demographic factors of respondents having critical mean difference with consumer buying behaviour on personal care products, products factors like Brand Name, quality, value of products, Brand Devotion, affordability, Suggestions of Sales representative and Past Using experiences are a huge effect on the customer purchasing behaviour and impact factors like Brand Envoys and Family and friends references are an incredible effect on purchasing method of ladies respondents and the consequences of connection analysis show that conjugal status, education having a solid relationship with purchasing of personal care products. Product factors like brand devotion, brand name and nature of item having a solid connection with respondents purchasing behaviour and Brand Diplomats and Family and Friends references likewise show a positive connection with purchasing personal care products.

Dr. Rambabu Lavuri, Dr. D. Sreeramul (2019)

- Green and organic business sectors have increased quickly nowadays, on account of the expanding worldwide fame of having a better way of life. Rising customer attention to the dangers of

synthetic chemicals products for people just as the climate has helped the interest for organic personal care products. To get a better understanding of the micro-mechanisms directing the organic personal care products purchasing measure, this examination expands on the social proof hypothesis by analyzing the drivers leading this cycle in two diverse national contexts. Fractional least squares structural equation modelling was utilized to direct a multigroup investigation on an example of 473 customers ($n = 266$ from Spain, $n = 207$ from Italy). Discoveries uncover the huge job of environmental value, product information, accommodation and quality, and data reception. Besides, the examination presents and approves the new developed 'social consolation' clarifying the mental systems driving the organic personal care products purchasing process.

Lamberto Zollo, Rocío Carranza (May 2021)

- In spite of the fact that customer's requirement for a healthy and manageable way of life drives natural cosmetics utilization, different cases of natural cosmetics make consumers confounded and doubtful. This research intended to search factors that influence the customer buying behaviour of natural cosmetics under the theoretical framework of planned conduct (TPB). The Study embraced the qualitative method for purposive inspecting. Semi-organized meeting method and topical investigation were utilized to gather and dissect information from 21 consumers of natural or conventional cosmetics living in Uppsala. The outcomes showed: consumers had dubious perspectives towards purchasing natural cosmetics, which clearly affected the buying conduct; the apparent prevailing burdens from family, family members, gatherings, and so forth decidedly affected the buying behaviour; web-based buying, a proposal from others, and reasonable way of life worked with the buying behaviour; exorbitant cost, awkward buying area, absence of information, non-orchestrated accreditations, and so on prompted the irregularity between consumers' buying goal and genuine buying conduct. Item information was investigated as a significant asset that consumers need. The above discoveries can be utilized to improve promoting systems like blended affirmations. This investigation likewise prepares for future quantitative confirmation of these variables.

Jiali Zhang, Meijuan Zhou (2019)

- This study makes an undertaking to understand the women's purchase direct close by an undertaking to what elements accept a basic occupation in her purchase lead. A survey was made and scattered to women purchasers by using a solace examining procedure. The supreme model includes 150 respondents. The assessment gives confirmation and pieces of information on various components used for examination and reveals that brand loyal, air, quality and conviction have given greater centrality on drive women acquiring. The results have demonstrated a beneficial outcome on inspiration buying conduct.

Suganya S and Beena Joice M (2016)

- This research analyzed some profundity of the impacts of skin's health care, body fascination, age and maturing measure, self-image, perception of utilizing men skincare items to male client buy choice of skincare items in Ho Chi Minh City, Viet Nam. A quantitative methodology was principally utilized with a survey created and distributed to 313 men between the age of 20-50 years of age in HCM City. This study tracked down that more significant levels of skin's well-being consideration, body fascination, age and maturing measure, self-image, and insight of utilizing men skincare items would almost certainly buy a greater amount of men skincare items. What's more, the experimental outcomes showed that four individual components of self-image, skin's wellbeing consideration, body fascination, and age and maturing measure effects affected the male shopper buy choice.

Mai Ngoc Khuong and Hoang Thi My Duyen (2016)

- This research paper analyzed and evaluated attitude, brands, values that made a drive towards women buying conduct. The assessment gives confirmation and comprehension of various elements used for examination and reveals that certainty, self-presentation and congruity have given more significance on women getting. Each individual has her own personal direct towards the acquiring strategy; in any case, they are affected by explicit components.

Siddhartha Shriram Shimpi; Dr D.K. Sinha (2012)

○ Halal marked cosmetic and personal care products market can be more viable to situate Halal qualities to new experiences for supporting to drive the Halal economy in Malaysia. The tirelessness of this paper is to distinguish the customers' buy goal for Halal marked cosmetic and personal care products. An overview was led in Malaysia where 573 respondents were met without help from anyone else organization surveys. The adjusted Theory of Reasoned Action (TRA) was applied in this examination. Clear examination, factor investigation and double relapses were utilized to achieve the objective. Six factors that will impact the customer social aim were resolved in this investigation which was the past and current experience of utilizing the item, strictness, Halal logo and accreditation, emotional standard, demeanour and information. In any case, the aftereffect of twofold strategic relapse shows that lone buyer information, past and current experience, abstract standard and strictness will impact the customers' expectation to buy Halal named cosmetic and personal care item.

Phuah Kit Teng (2018)

○ This study considers a comparative examination of acknowledgement and purchaser buying conduct concerning singular thought things. It uncovers that purchaser lead is the main factor for displaying any product and endeavours. The purchaser direct proposes how individual, social events and affiliation select, buy, use and dispose of products, organizations, musings or experience to satisfy their necessities and requirements. The results deduced that the extending example of different remedial things, greatness care things, solid skin things, hair care things, etc powers the market creating open entryway for restorative things.

Anu Jose, Sumesh.R (2016)

Research Gap

While conducting this Literature Review, I discovered that a personal care product is not properly defined (this means that different research considers different products as personal care products, such as fragrance or health care personal care products, but another research does not). The majority of the research papers are out of date, and consumer perceptions of green personal care products are shifting. The research papers must be updated to reflect new products, consumer perception, and AR- based technology.

Research Methodology

○ Objective of Study:

- To identify various factors influencing consumer buying behaviour towards personal care products.
- To get to know consumer buying behaviour regarding green personal care products.

○ Type of data Used:

To prepare this report I used both type of data:

1. **Primary Research** is a research which is conduct by yourself. It involves going directly to the sources of usually consumer and prospective consumer in your target market segment and ask to question in form of survey, interview or questionnaire and gather information. **Merits**

- It makes sure that the information is relevant and up to date
- It is enabling accurate trends to reveal

Demerits

- High cost and time consuming

Purpose to use

- To collecting personal view of people regarding green personal care product.
- To get to know what factor are stop or make to buy green personal care product.

2. **Secondary Research** is a typical research technique; it includes utilising data that others have assembled through essential research. This system is otherwise called Desk Research.

Merits

- The data as of now exists and is promptly accessible – quick and low cost
- Helps control the focal point of any resulting primary research being directed.
- Secondary research might be the only available source of specific pieces of data (for example government information).

Demerits

- The data needs explicitness or doesn't actually address the question of concern.
- Some outer optional information might be of suspect quality or obsolete.

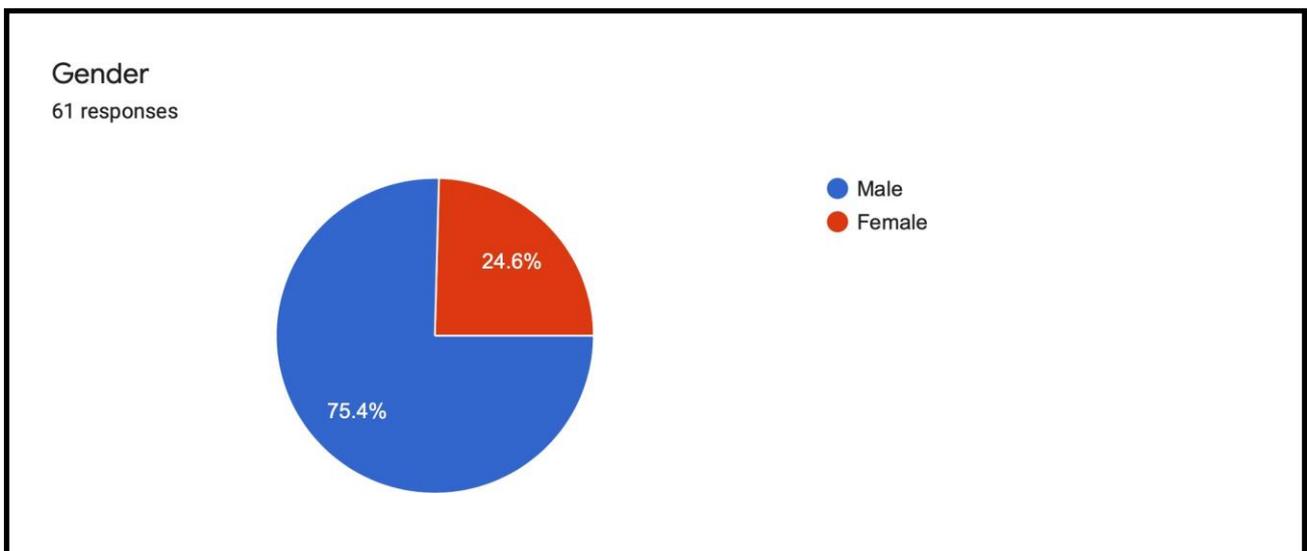
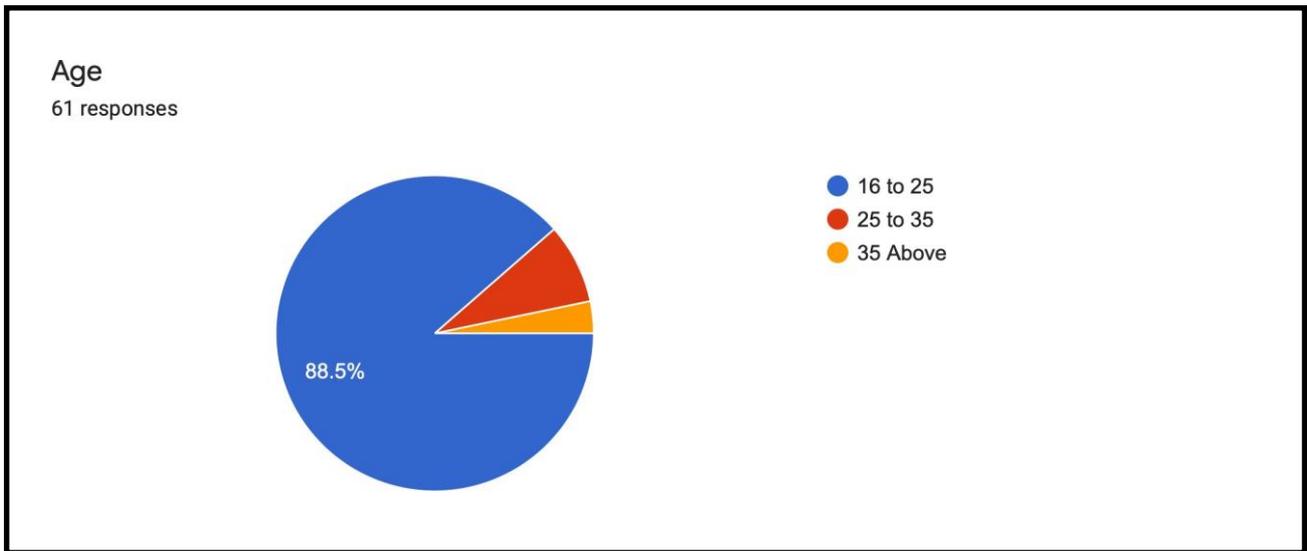
Purpose

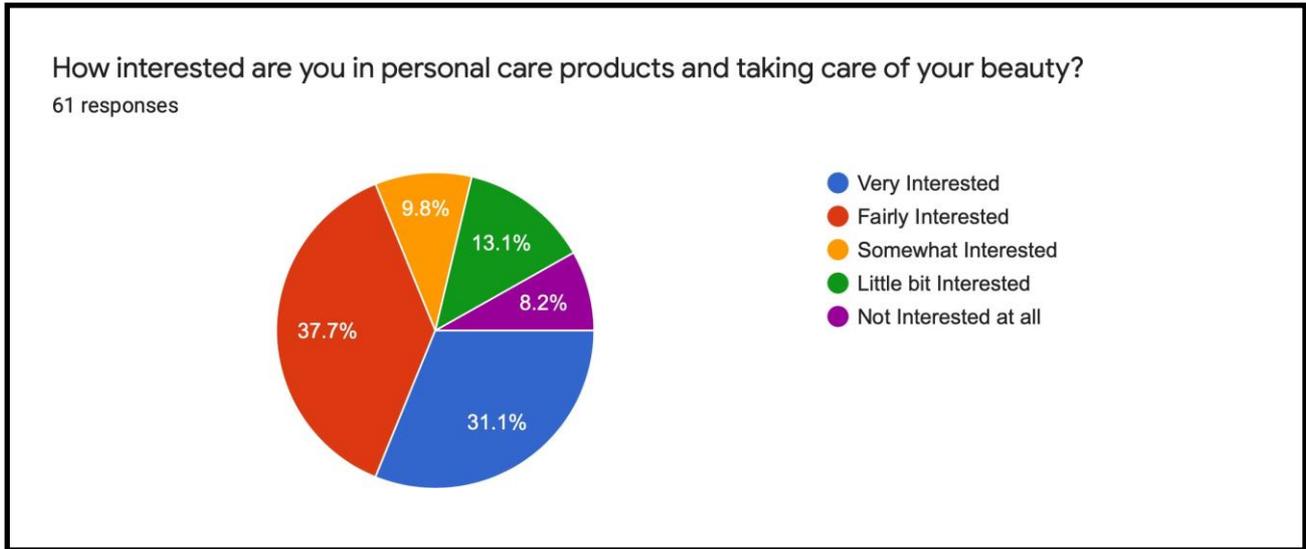
- Assess simple, minimal effort and snappy information.
- Clarify the exploration question.

○ Tools used for research

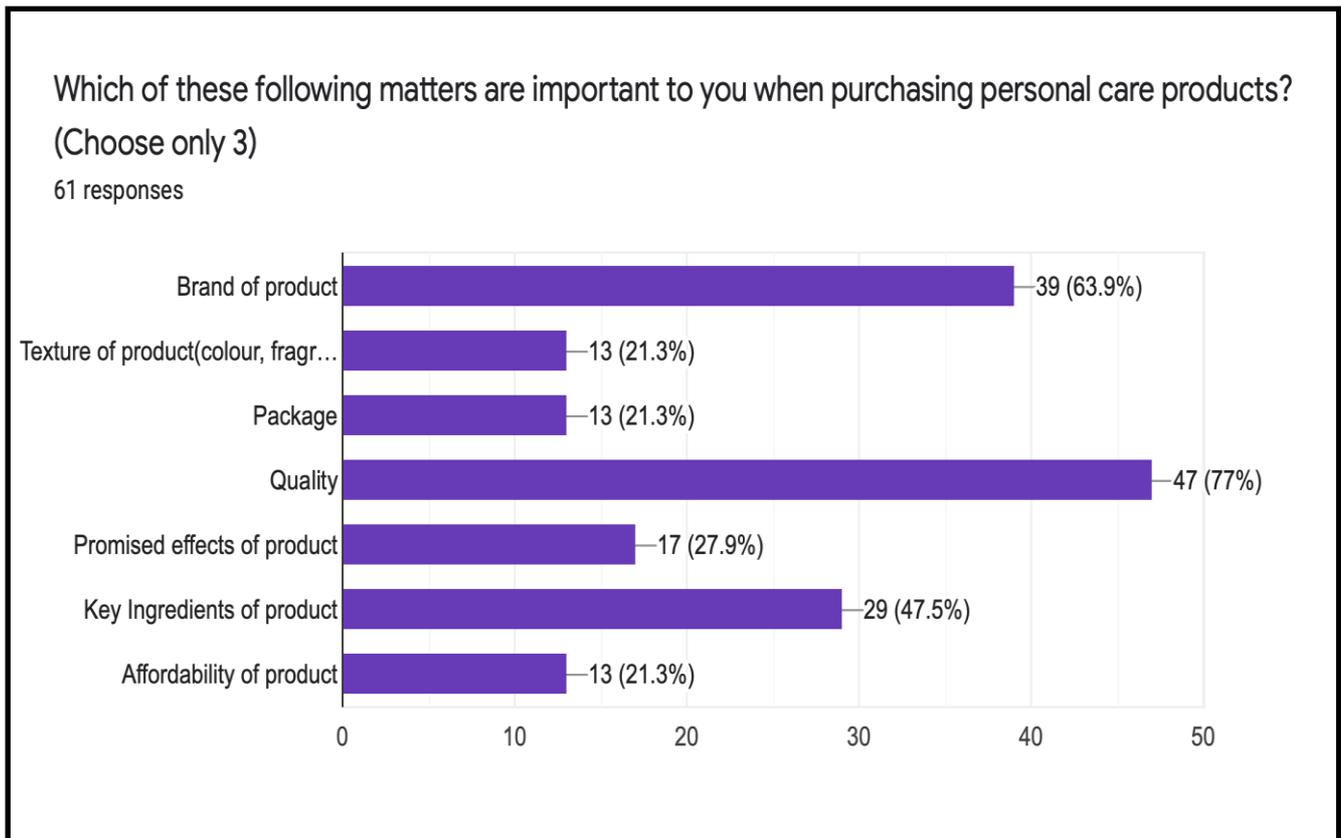
- I created a Google Form questionnaire for this research paper. I received 63 responses to the survey. The questionnaire included general segment questions as well as some specific questions aimed at studying the factors influencing consumer purchasing behavior of personal care products.
- I used a bar graph and a pie chart to analyze the survey results.

Data Analysis and Interpretation

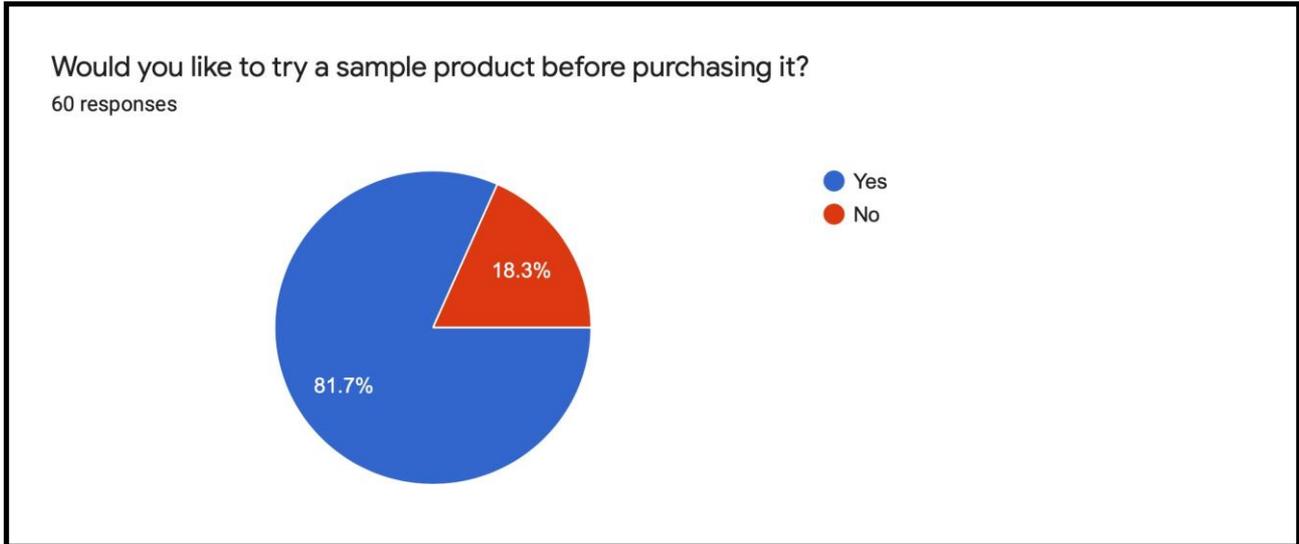




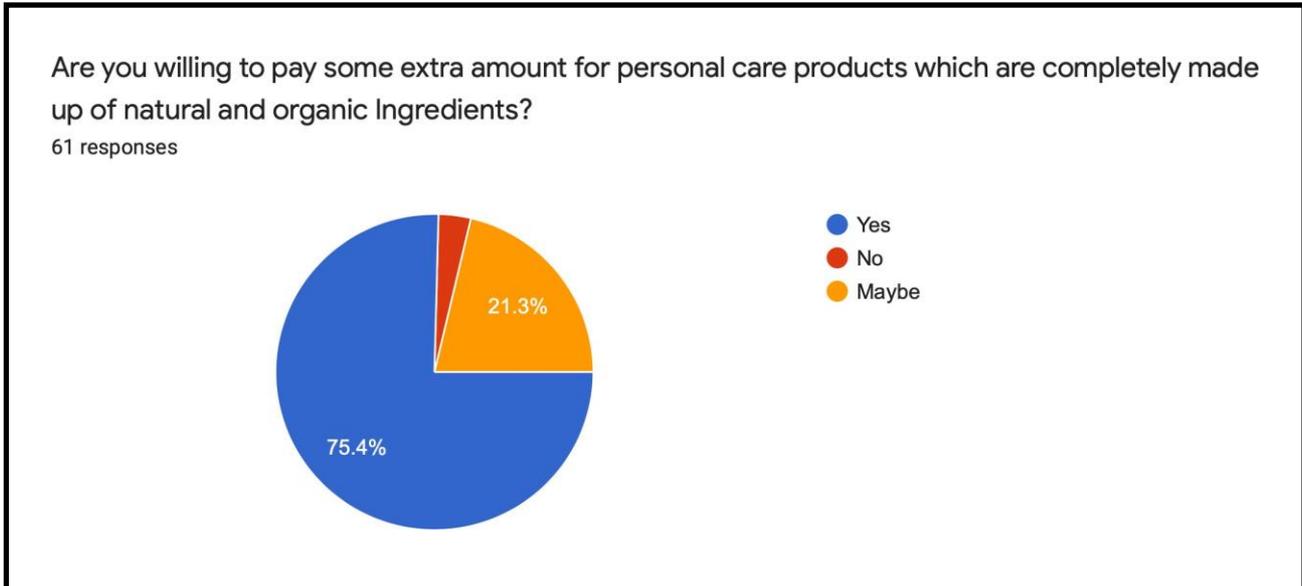
By looking at survey results, I can interpret that 68% consumers category very and fairly interested in taking care of your beauty and personal care products.



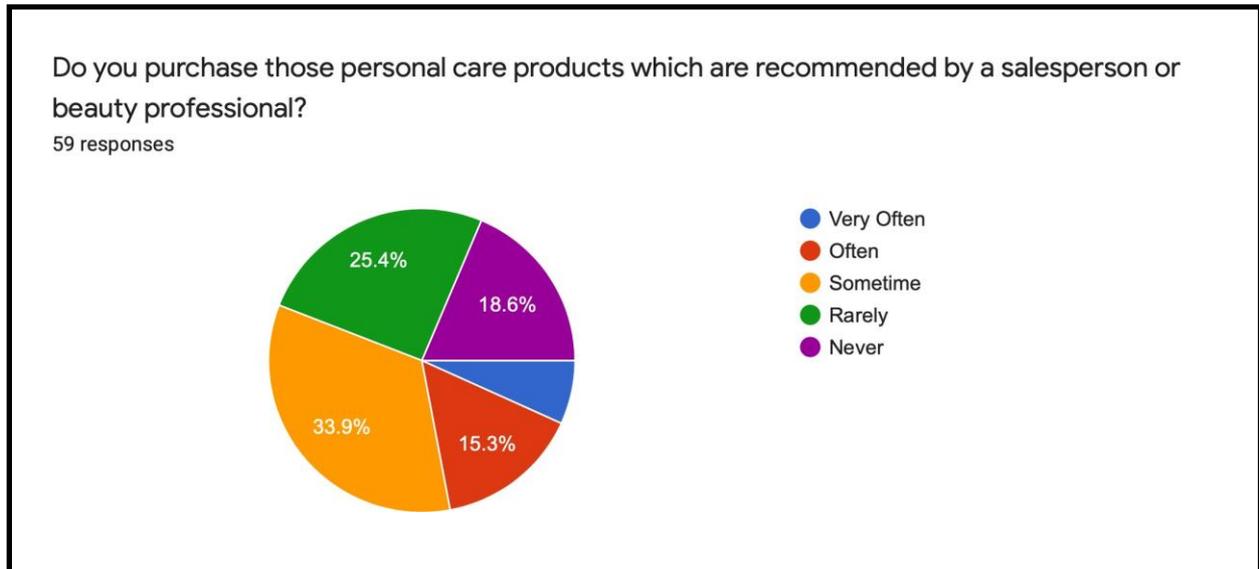
Looking at the graph, I can conclude that "while purchasing a personal care product, these factors influence customer purchasing decisions." The major factors are quality, brand and key ingredients of the products. The promised effects of products, packages, and their affordability are minor factors.



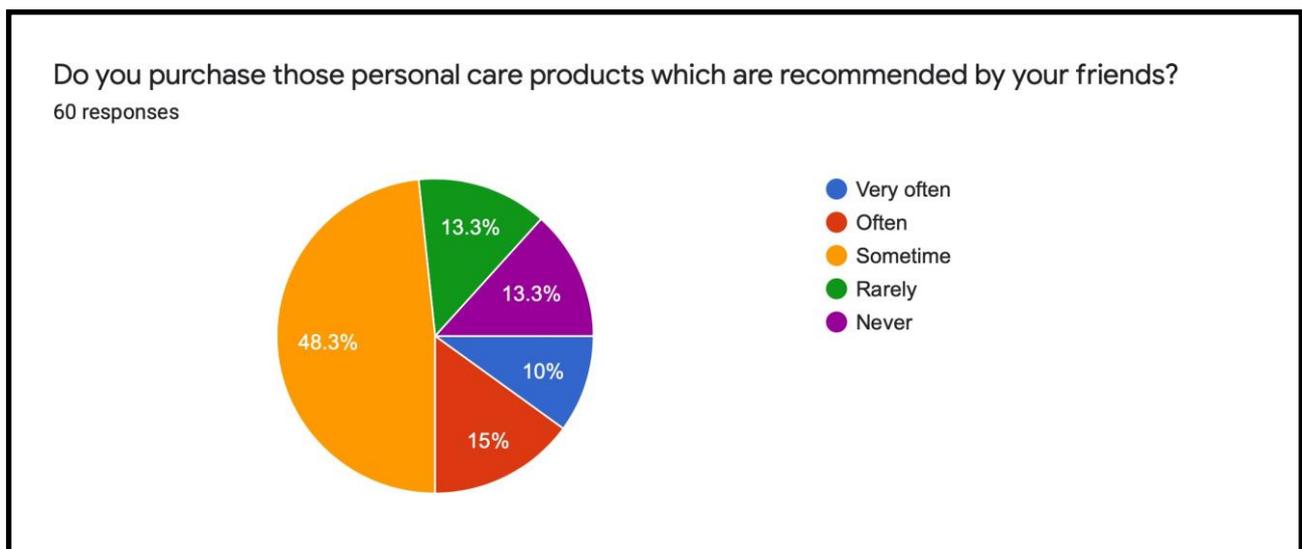
81% of the respondents like to use sample products before purchasing a personal care product. So companies should start selling sample products also.



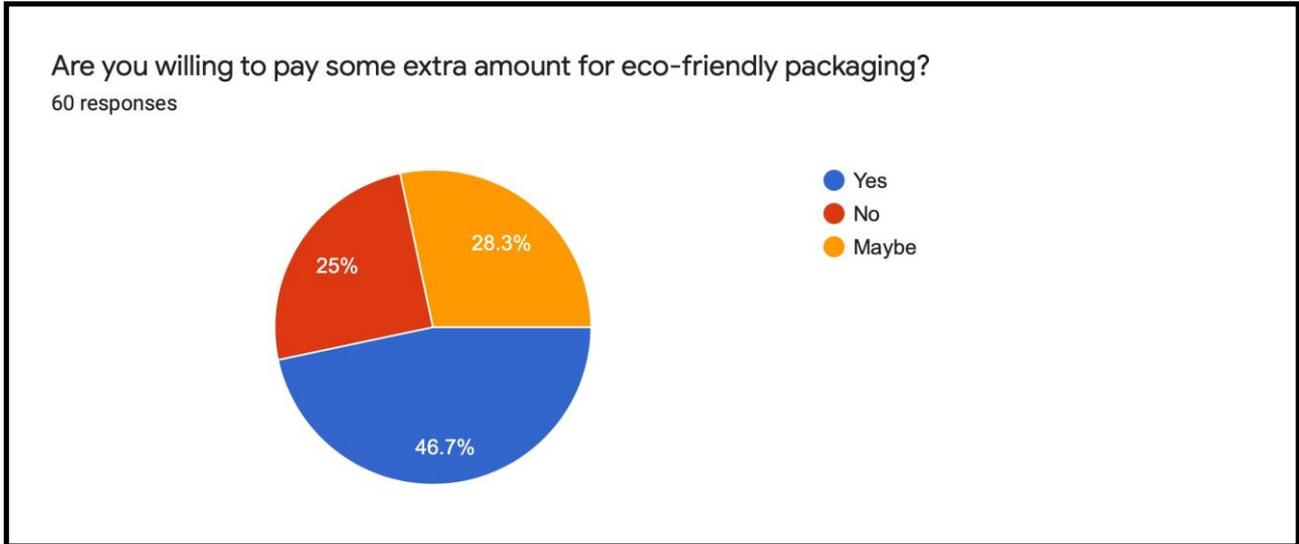
Personal care products which are completely made up of natural and organic ingredients are rising in demand. In the pie chat, we can clearly see that "more than 70% of respondents are ready to pay extra for natural and organic ingredient products."



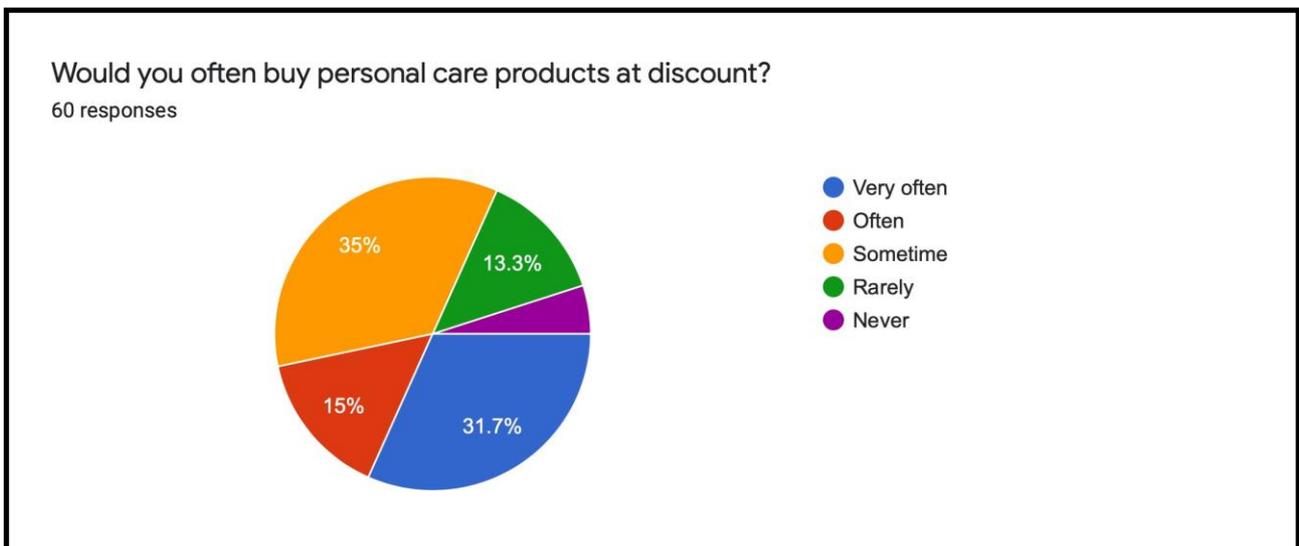
Almost 37% of customers dislike purchasing products recommended by a salesperson or a beauty professional. Only 22% of people prefer to buy products that have been recommended to them by a salesperson or a beauty professional.



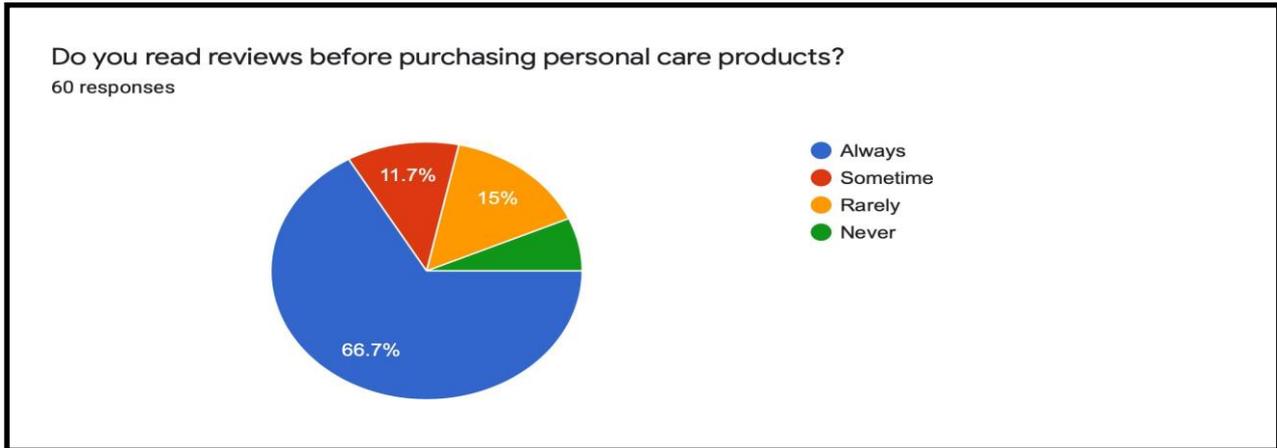
Approximately 27% of respondents typically purchase products that are frequently recommended by their friends. 48.3% of respondents occasionally purchase a product that a friend has recommended.



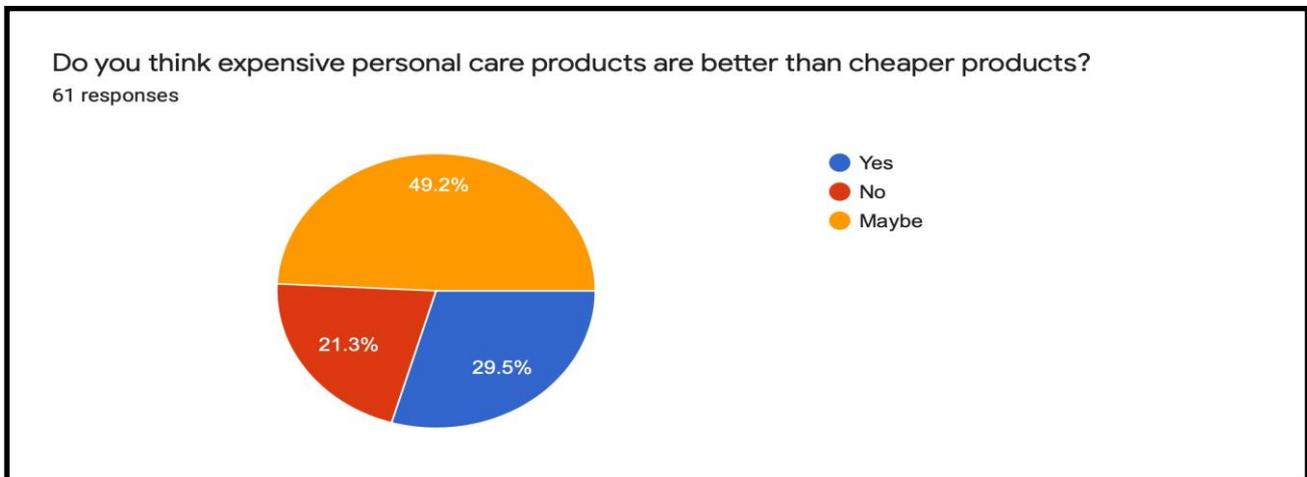
Almost half of customers are willing to pay more for eco-friendly packaging, and while doing a literature review, I discovered that customers are increasingly interested in eco-friendly products, and the number of customers is growing on a daily basis. So the purchase of green personal care products is also rising in similar proportion.



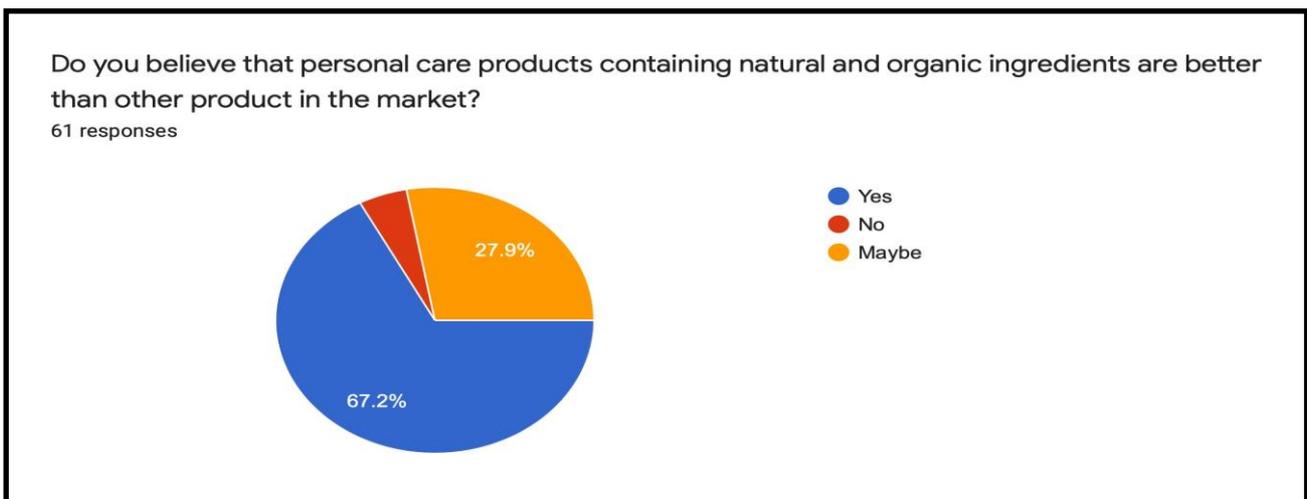
The percentage of customer is very less who rarely or never buy personal care products at discount. Almost 45% of customers wait for a discount before buying any personal care products. So, the price of any personal care product has a major impact on consumer buying behaviour.



Before purchasing personal care products, nearly 70% of customers prefer to read reviews.



Almost half of those polled are unsure whether expensive personal care products are superior to less expensive products. 30% of customers believe that more expensive products are superior.



Almost 70% of customers think that "natural and organic products are better than any other product on the market."

Discussion of Key Finding of Study

The following are the study's findings on potential factors influencing consumers' buying behaviour of personal care products:

- Quality, brands, and key ingredients are major influencing factors in consumer purchasing behaviour.
- Generally, consumers prefer to try out products before purchasing them.
- Many consumers have begun to favor natural and organic personal care products, and they are willing to pay extra for them.
- When it comes to personal care products, customers are extremely price conscious.
- Before purchasing personal care products, almost all customers read reviews.
- Most customers are concerned about the environment and prefer to purchase green personal care products that are completely eco-friendly.

Managerial Implications

The potential factors investigated in this study that influence consumers' purchasing behaviour of natural and organic personal care products show that, while consumers want to live a healthy and sustainable lifestyle, they are primarily influenced by other social pressures other than marketers' use of natural and organic personal care products, and Product knowledge, which is primarily obtained through others or self-learning, is a significant resource for consumers looking to buy any product. Customers' confusion and lack of trust of product claims in the process of purchasing natural beauty products makes them longed for clear and reliable claims and certification standards; third, the ease of purchase, price, product quality, and effect are all important factors that influence consumers' purchasing behaviour of natural and organic personal care products.

The following are the managerial implications of the above results for marketers:

- Marketers must use their power to influence consumers and help encourage healthy, sustainable lives. Marketers, for example, could improve communication with consumers and provide them with more objective product knowledge about natural and organic products, such as the manufacturing process, ingredient sources, and the positive and negative impacts of various natural substances.
- To strengthen industry standards and drive uniform certifications, marketers should aggressively collaborate with NGOs and governments.

- Marketers must evaluate how to persuade consumers that green personal care products on the market are cost-effective, taking into account price, product quality, and effects. As a result, the natural personal care industry's entire supply chain must be monitored.
- Marketers should distribute or sell personal care product samples on their websites, or they can include a sample with one of their products. So, the customer first tries the sample products, and if they like them, they can order them.

Limitations of study

There are some limitations to this study, despite the fact that it looked into certain possible factors:

- The scope of the samples was restricted, because there was only a single mode of data collecting, a semi-structured questionnaire, resulting in a single source of samples.
- The project did not cover the effect of various factors on a very large scale. Only small populations were taken, which may not be enough to show the correct picture.
- This project focuses on society's younger generations.
- Due to limited time, this project can cover a few factors and personal care products have a very wide range of products. It complicates the research because studying all of the factors and products in depth takes a long time.

Future scope of Study

- The quality of research methodologies must be considered, such as gathering data from many sources to improve the number and width of samples, improving data transcription quality, and creating a more systematic and rigorous abstract pattern from empirical data.
- The data can be analysed by various other methods and tools, like text analysis, correlation and regression.
- The study's scope can be expanded to include the elderly generation.

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Annexure

Factor Affecting the Purchase of Green Personal Care

My name is xyz and I'm a 3rd-year student trying to understand Consumer behaviour toward green personal care products and what are various factors affecting it. Thank you for your precious response.

Age:

- 16 to 25
- 25 to 35
- 35 Above

Gender

- Male
- Female

1. How interested are you in personal care products and taking care of your beauty?

1. Very Interested
2. Fairly Interested
3. Somewhat Interested
4. Little bit Interested
5. Not Interested at all

2. Which of these following matters are important to you when purchasing personal care products?

	Very Important	Important	Little Important	Can be neglected
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Brand of product				
Texture of product(colour, fra-grance)				
Package				
Quality				
Promised effects of product				
Key Ingredients of product				
Affordability of product				

3. Would you like to try a sample product before purchasing it?
 - Yes
 - No
 - Maybe
4. Do you think expensive personal care products are better than cheaper products?
 - Yes
 - No
5. Are you willing to pay some extra amount for personal care products which are completely made up of natural and organic Ingredients?
 - Yes
 - No
 - Maybe
6. Are you willing to pay some extra amount for eco-friendly packaging?
 - Yes
 - No
 - Maybe
7. Do you believe that personal care products containing natural and organic ingredients are better than other product in the market?
 - Yes
 - No
8. Would you often buy personal care products at discount?
 - Very often
 - Often
 - Sometime
 - Rarely
 - Never
9. Do you purchase this personal care products which is recommended by your friends?
 - Very often
 - Often
 - Sometime
 - Rarely
 - Never

10. Do you purchase this personal care products which is recommended by a sales person or beauty professional?

- Very often
- Often
- Sometime
- Rarely
- Never

11. Do you read reviews before purchasing personal care products?

- Very often
- Often
- Sometime
- Rarely
- Never