



AFFECT OF MARKETING STRATEGIES ON THE PURCHASING OF HERBAL COSMETIC PRODUCTS

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ABSTRACT

The modern trend in the field of fashion, beauty and care is “Herbal Cosmetics” which is gaining popularity with its super beneficial benefits and naturally used ingredients, over chemically based products as it is found to provide required nutrients to the skin. The paper focuses on two major areas, to depict the affects of marketing strategies on consumers and to know as to what are the reasons that are making consumers change their perception from using of chemically based products to herbal based products.

KEYWORDS: Herbal cosmetics, Consumers, Strategies,

JEL Classification: M31, M39

INTRODUCTION

India is the pioneer in introducing herbal cosmetic to the world. Cosmetic industry has started growing rigorously in the past few years, and is getting highly competitive which requires proper development and continuous innovation. The global herbal cosmetic market is estimated to grow at the rate of 6.5% between the periods of 2018-2023. Per day increasing in demand of herbal cosmetic product is because of rising of consumer awareness regarding harmful chemicals used or added to cosmetic products.

There is a growing preference for chemical free products in the market growth from past few years. Even the increase in advertisement or publicity on social media and the statements or videos of beauty bloggers are communicating the benefits and importance on the usage of herbal cosmetic products. Even the very beneficial point in the demand of herbal cosmetic product is that the products are suitable for all skin types irrespective of the skin tone.

There are ample of strategies made and used for increasing the sale of the herbal cosmetic products, but the main strategy, all marketers follow is the awareness about the usage of any herbal cosmetic products.

The marketing strategies used by the marketers have considerably shifted the market share from synthetic beauty products to herbal beauty products.

The demand for herbal cosmetic products is generally provoked by the change in lifestyles of the consumers; even the growing awareness about the use and benefits of herbal products and the harm caused to them by using the chemical based synthetic products.

LITERATURE REVIEW

According to **Chattaraj. Dibyendu et.al (2018)^[1]**, initiated a study in Kolkata, the buying behavior of women consumers on herbal cosmetic product. The study founded that frequency of purchasing the herbal cosmetic products has a relationship with education, age, income. The study concluded that demonstration, promotion worth of purchasing the product influence the buying behavior for herbal cosmetics.

According to **Javed.Tasha and Shrivastava.Dr.N.K (2018)^[2]**, conducted a study on the effect of advertisement on the consumer buying behavior for cosmetic products, and what effects does celebrity endorsement have on the consumers which came out to be positive to some extent.

Prof.Joshi.G.R (2017)^[3], conducted his study in Shikaripura city describing the level of satisfaction and customer retention towards herbal products.

According to **Rajarajan, Dr.M and Birundha.G (2016)^[4]** herbal cosmetic products are purely been extracted from herbs and shrubs and are thus has no side effects and are skin friendly. The paper focuses how beauty of person shows an experience and highlights the behavior of herbal cosmetic products in India.

Naresh.B and ShreeReddy.Dr D Bhanu (2016)^[5], envisaged the study on the various factors that influence the perception of consumers. Customers started the usage of herbal product by some external factors like opinion of doctors, friends, media etc....

Bedi.Dr Monica (2016)^[6], focused to study and identifies the factors that contributes to the choice of herbal beauty products and also attempted to study the preferences for herbal beauty products.

Moongvicha.Sasaphon (2016)^[7], aimed to study factors that influenced the marketing strategies in herbal cosmetics of Thai SME in Bangkok. The strategies comprise of two variables basically that is independence variables and dependent variables.

Kumar. Davinder, et.al (2016)^[8], overviewed herbal cosmetics coming directly from the nature to its final use. They mentioned the present status of herbal cosmetics and the advantages of using it. They also viewed the Indian extracts from herbs.

Ali.Md Irshad and yadav.Manmohan (2015)^[9], prompted a study in Bhopal (M.P), to examine the state of Vindhya Herbal and also evaluated various parameters like benefits related with herbal products.

Ezekiel,MauriceSundayandAnyadighibe.Joseph.A(2014)^[10], focused on the study to determine the relationship between the choice of consumers and package, labeling, color etc.. They generally focused on the outer look of a product that whether the consumers are attracted towards the look of a product or so.

Thanison.Rojanadilok(2013)^[11], investigated on what factors affect the marketing strategies of herbal cosmetic products in Thailand. The study made a comparative study between imported products and Thai products. Thai product involved 4P's as their marketing strategies and imported products emphasized in promotion strategies to promote their products.

Huda.M.Muzakkeerul andSultan.Parves(2013)^[12] prompted study in Bangladesh, which focused to find out what factors likely influence customers to consume and buy the herbal products related to skin care. The findings of study prompted marketing mix have an impact on the buying behavior of Y generation in Bangladesh.

Thanisorn.Rajanadilok et.al (2012)^[13], in his study on "Thai Consumers perception on herbal cosmetic products: A Comparative study of Thai and imported products" found that the 4P's of marketing was the factor which influenced the perception of Thai customers on herbal cosmetic products. Also, Thai consumers were found to be satisfied with the physical appearance of products. Fathima.A, Varma.Sujith et.al (2011)^[14], gave general review on herbal cosmetics, according to various skin types what care is necessary, what type of herbal cosmetic can be used for different skin types.

OBJECTIVES

Objective of the study goes as follows-

1. To know the affect of marketing strategies on consumers to purchase herbal cosmetic products.
2. To find out the reason why consumer tend to use herbal cosmetic products.

RESEARCH METHODOLOGY

The methodology used in the study is followed by secondary data where the data is taken from various newspapers, published journals and articles. The data from primary researches was also studies and analyzed. For few references websites were also referred.

MARKET SEGMENTATION OF HERBAL BEAUTY PRODUCTS

Herbal cosmetic products are capturing market in a fastest pace and have spread its market in almost all areas globally. Market has been segmented on two bases –

1. On the basis of type of product
2. On the basis of channel of distribution

On the basis of type of product, herbal cosmetic product markets are segmented as-



Figure 1. Types of herbal cosmetic products

Figure 1 depicts the varied types of herbal products which are segmented for marketing. On the basis of channel of distribution, herbal cosmetic product market is segmented in to –



Figure 2 Channels of Distribution

Figure 2 above depicts the channels through which these herbal cosmetic products can be distributed and reach the customers.

DRIVES FOR HERBAL BEAUTY PRODUCTS MARKET

The herbal cosmetic product market is the well travelled customers across the globe increasing the conscious of customers towards their appearance. Even the use of various natural ingredients as aloe- Vera and Jojoba oil is increasing the growth of herbal cosmetic market. Even the beauty bloggers are initiating in creating awareness among the consumers about the benefits of herbal cosmetic products by emphasizing on the ingredients of the product.

AFFECT OF MARKETING STRATEGIES ON CONSUMER PURCHASE

Now-a-days people are getting more health conscious and beauty conscious, and have shifted their preference from chemically loaded products to natural products, and thus companies are also turning their manufacturing towards the naturally extracted products.

1.Rising awareness of consumers

Herbalists help consumers to make them aware of herbal cosmetic that not only beautifies the skin but also acts as

shield against the external affects for the body. Thus, herbal products have gained importance over the harming effects of synthetic cosmetic products and over- medication has accepted alarming proportions. Thus, the marketing strategies such as advertisement, promotion, interviews by beauty bloggers increase in the followers of brand ambassador of Patanjali Brand, is making the consumers more aware about the use and benefits of natural cosmetics.

2.Positive attitude towards herbal cosmetics

The strategies used by the marketers are having positive effect on the minds of consumers as now consumers are getting aware of harmful effects caused by the synthetic products. And through this factor mouth to mouth publicity from a particular customer to other customer is also increasing day by day, which is making other customers also aware about the benefits of herbal cosmetic products.

3.Have shifted their purchasing from chemically based products to herbal cosmetic products

Consumers are now aware of the fact that cosmetics alone cannot take care of skin; it requires active and natural ingredients to check the ageing and damaging of the skin. Thus this is leading a major part of the population to shift from the chemical based products to the natural beauty products. Unlike synthetic products which cause many side effects and cause harm to skin. Herbal cosmetic can realign the defenses of body.

REASONS OF CONSUMERS FOUND BENDING TOWARDS HERBAL COSMETIC PRODUCTS

Apart from appearance conscious now consumers are found to move their preference towards herbal life, focusing on skin care. The growth of herbal cosmetic product is growing along with the rising number of consumers getting health conscious across the globe.

1.Lack of side effect

Herbal cosmetics are made using natural ingredients and have an assurance of no side effects, which can be used anytime and anywhere. Where as the synthetic products cause harmful effects on the skin and cause irritation and pimples. It also makes skin dry and block pores. All these side effects are caused by synthetic cosmetic products which are faced by consumers.

2.Natural Ingredients

The best part of herbal cosmetic is, it is purely made by natural ingredients like herbs and shrubs, which has natural content and does not have any reactions or side effects. This is the main reason of consumers found bending towards the herbal cosmetics.



Figure-3.Herbal Products

Figure 3 depicts a glimpse of herbal product, Ayush and Patanjali brand products.

3.Safe to use

As herbal cosmetic products are protected by chemicals they are tested and proven by dermatologist and hypo-allergic which can be used safely without any worries of getting skin itchiness and skin rashes.

4.Compatibility to all skin types

Products with natural ingredients suit all types of skin, whether be it sensitive or oily, without worrying about the degrading of skin. It is suitable to all skin tones too. This is another major reason why consumers have started the usage of herbal products more intently.

5.Popularity

The reason behind increasing herbal cosmetic product is its popularity also. For example – herbal cosmetic product brand like Patanjali is achieving heights day by day, many consumers are giving their products a try just because of the popularity it is getting on every advertisement and publicity from mouth to mouth of consumers.

CONCLUSION

In the world of advertisement, publicity etc... marketers have tread number of needles with the help of ads, and it has turned out to be the most effective strategy of marketing. The social media has also found to be the trending marketing strategy increasing the number of sales of herbal cosmetic products and seen to be multiplying with every passing day. The conclusion comes out to be very crystal clear, marketing strategies have a very positive impact on the purchasing behavior of consumers for herbal cosmetic products as now consumers are aware of "Natural cosmetic" and the benefits from it. Secondly, consumers have shifted their priorities and preferences to natural based product from chemically based products. They have evaluated by their personal experience, some from the popularity of the herbal products, and some from mouth to mouth publicity by the consumers across the globe. Marketers will still continue to find and jump into new opportunities. The demand for herbal products still found to be a rapidly due to their various positive signs and skin friendliness. Herbal cosmetic products have a great future ahead compared to chemical based products.

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