ABSTRACT

The size of Indian cosmetics industry globally is $274 billion while that of Indian cosmetics Industry is $4.6 billion. The cosmetic industry has grown at a rate of 15%. Commercially in India organic is the term used for food category. The terms Natural, Green, Herbal are used interchangeably for personal care and home care products. Different tools and techniques like weighted mean, Standard Deviation have been used. The data for this study includes primary data and secondary data. The primary data for this study is collected with a structured questionnaire using interview method. Secondary Data had collected secondary data from Journals, books, magazines, survey reports, authentic websites, etc.

Keywords: Natural Hair Oils; Factors; Consumer Preference; Standard Deviation

INTRODUCTION

Hair oil is an essential in everyday life be it for grooming or health reasons. In our country good lustrous hair is a part of beauty. Hair care is given a lot of importance since childhood. Girls are taught the importance of hair care and use of proper hair oil for a healthy hair growth. The present day life, with pollution and hectic work schedule calls for a lot of hair care to prevent loss of hair and other diseases related. India is a store house of medicinal herbs, roots.

Indian personal care industry Market Assessment

According to CII (Confederation of Indian Industry) total Indian beauty and cosmetic market size at present stands as US$950 million and growing between 15% and 20% per annum. The medicinal plants in deep forests, Mountains or deep seas have a host of curing properties which have not been researched to the full extent. The Indian cosmetic herbal products are always in demand although it faces tough challenge from other chemical based products. The herbal products need to be properly advertised and attractively packed for better marketing.

Herbal hair oil mainly comprises of oils of vegetable extracts in origin as base and blended with suitable perfumes and colour. Vegetable oils generally used are coconut, castor or sesame oils. The ingredients in herbal oils are Amla(Emblica Officinalis) fruits dried, Mehendi(Lawsonia alba) Leaves, Brahmi(Herb of Grace) plants, Lemon oil(Citrus Limonum), Harar or Haritaki(Myrobalan) fruits, Bahera dried fruits, Kapurkachari(Hedichium spicatium) rhizome, Almond oil, etc.

Natural products

The term ‘Natural’ is still ambiguous globally. The International association of Natural products producer had been working on it for the past 16 months and yet to come out with a final definition. It had been variously defined as products that contain natural ingredients derived naturally or contain certain percentage of natural materials. The difference between organic and natural are sometimes confused. Natural products are not necessarily organic but are composed of plant-based material
lightly modified and produced in environment-friendly way. Simple natural products tend to be less expensive than organic cosmetics; therefore, more attractive to consumers, who might have trouble to distinguish the difference between organic and natural. Commercially in India organic is the term used for food category. The terms Natural, Green, Herbal are used interchangeably for personal care and home care products. All convey same meaning it has no chemicals or very less chemicals and contains no harmful ingredients. These products may be made of Natural ingredients or herbal ingredients. Green has always been in India as it is always known for its Ayurveda heritage and there is emphasis on using natural products and herbs for beauty care.

OBJECTIVES

1. To identify the factors of consumer preference towards herbal oil brand in Tiruppur
2. To study the consumer brand preference with special reference to advertisements city and age and income.

STATEMENT OF PROBLEM

Natural products consumption level is low among consumers and at growth stage when compared to normal products in all product categories as stated in the review of Linda .Thiyagaraj V1 (2015)Clare D'Souza, Mehdi Taghian and Rajiv Khosla (2007) state that there is a need to motivate non-purchasers to buy natural products to increase consumption thereby reducing environmental impact.

LIMITATIONS OF STUDY

1. This research study with a sample size of 200 carried out in Tiruppur city; hence it cannot be generalized to other areas.
2. Personal bias and prejudices of respondents could have affected the study.

SOURCES OF DATA

The data for this study includes primary data and secondary data.

Primary Data: The primary data for this study is collected with a structured questionnaire using interview method.

Secondary Data: This study had collected secondary data from Journals, books, magazines, survey reports, authentic websites, etc.

Statistical Tools

Different statistical tools and techniques like weighted mean, Standard Deviation have been used.

Area of the Study

This study covers the Tiruppur city only. Tiruppur is the southern Textile city of India. Literacy rate of Tiruppur were comparatively low. In Tiruppur city was surrounded by various private & government offer the various arts, sciences, engineering and courses to satisfy the educational need of the students.

Students also come from various places for educational purpose. In nowadays Tiruppur climate was changed due to highly polluted environment, dyeing factories, climate change, real estate, and low rain. Tiruppur is surrounded by many villages and high population polluted and destruct the environment.

REVIEW OF LITERATURE

Reviews are arranged in chronological order.Justin Peart(2010) Green consumers are sometimes thought to be younger, better educated and more upscale than their non-green counterparts. 18-24 year olds, who constitute the youngest age group studied, are the greenest consumers by far. Consumers with higher education levels are more inclined to buy green. The consumer seems to be in favour of green but whether or not the consumer is willing to pay for green remains unanswered. Shrum, L
J;McCarty, John A;Lowrey, Tina M(1995)5According to their view consumers who are willing to buy green products attitude is related to propensity to buy. This relationship is somewhat qualified by gender and by nature of green buying behaviour. Green consumers give importance to details, and advertisers should give advertisement that is not misleading and inaccurate. Ads through print media are preferred by green consumers rather than television because there is a relationship between green buyers and magazine reading.

RESULTS AND ANALYSIS

Fig.1. Illustrating the Factors affecting consumer buying behaviour

Inference: From the Fig.1 it is inferred that the advertisement plays an important role in consumer buying behavior. The mean and the SD value of advertisement calculated were 4.18, 0.95 respectively. The quality holds the second whereas income holds the third values.

Table 1. Showing Consumer Brand preference of Natural hair oil

<table>
<thead>
<tr>
<th>SL. NO.</th>
<th>NATURAL HAIR OIL</th>
<th>Mean</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lotus</td>
<td>4.36</td>
<td>0.88</td>
</tr>
<tr>
<td>2</td>
<td>Khadi amla</td>
<td>4.16</td>
<td>0.92</td>
</tr>
<tr>
<td>3</td>
<td>V Care</td>
<td>2.71</td>
<td>1.42</td>
</tr>
<tr>
<td>4</td>
<td>Divine noni</td>
<td>3.77</td>
<td>1.22</td>
</tr>
<tr>
<td>5</td>
<td>Shalocks(shahnaz hussain)</td>
<td>4.42</td>
<td>0.81</td>
</tr>
<tr>
<td>6</td>
<td>Khadi</td>
<td>4.50</td>
<td>0.74</td>
</tr>
<tr>
<td>7</td>
<td>Matrix bioalgae</td>
<td>4.36</td>
<td>0.88</td>
</tr>
<tr>
<td>8</td>
<td>Guna</td>
<td>3.77</td>
<td>1.22</td>
</tr>
<tr>
<td>9</td>
<td>Natural</td>
<td>4.16</td>
<td>0.92</td>
</tr>
<tr>
<td>10</td>
<td>Jeevan</td>
<td>4.42</td>
<td>0.81</td>
</tr>
</tbody>
</table>

Inference: Table.2 reveals that among Herbal oils Brand Khadi herbal hair oil has been preferred by customers more with mean value of (mean -4.50, S.D -0.74).

FINDINGS AND SUGGESTIONS

The second component of advertising is personality used in commercials. The results indicated that the personality used in commercials of particular brands of herbal oil had the greater impact on consumers. Companies should create those advertisements which look real and can connect to
consumers directly because people do not react in favor of things that seem fake product. To make advertisement further effective the companies should start or engaged such personality who is matching or truly representing to the products because most of the time, it has been observed through the study that people recall the product by personality who is engaged in that advertisement.

CONCLUSION

Hair oil is a most common commodity used everywhere. The demand is increasing at par with the awareness of hair care, advertisement messages in different media, satellite TV channels and enhancement of purchasing power of the individuals. At the same time Hair oil is having export worthiness too. The Indian market for hair care is estimated more than Rs.1000 crores and perfumed hair oil is an important part of it. The manufacturing process of herbal hair oil does not attract pollution control measures, however, it is advised to consult State Pollution Control Board and follow the guidelines offered by them. The quality of Herbal Hair Oil depends upon the market requirement there is no separate Indian Standard for manufacturing of Herbal Hair Oil. Entrepreneurs are suggested to contact drug controller in this matter and also advised to appoint an approved / qualified chemist for regular testing & quality control. The natural scents added to hair oil such as Balsam Peru, Cantharidin and Fly Cantharides help to invigorate the growth of hairs and prevent baldness.

REFERENCES