CONSUMERS' PREFERENCES FOR HERBAL BEAUTY PRODUCTS

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ABSTRACT-The present development model based on production and consumption that surpass the wants, needs and the resources has many undesirable consequences on economy, society and environment forcing mankind to face serious issues. The immediate need to resolve these issues demands a new development pattern which is known as "sustainable development".The philosophy of sustainability focuses to maintain the conditions in which nature and humans can survive by properly utilizing the natural components of the environment.Cosmetic products play an essential role in everyone's life. Each day, 134 crores Indian use a range of beauty products such as soap, shampoo, conditioner, deodorant, skin care, cleanser, perfume, makeup, etc because of their contribution to good hygiene, acceptance by others and to self-esteem , which are essential for the sanitary conditions, health and overall well-being.Over the last few years, growth in the Indian beauty market has been driven by products that use natural or herbal components. According to Netscribes, a leading market research agency, the market size of the Indian cosmetics industry is INR 60 billion and expected to become a INR 170 billion market by the end of 2020. The industry has been growing almost twice as fast as that of the markets in the United States and Europe with annual rate of almost 15-20 per cent at present .The industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya,Soul Flower ,Body shoppe, Blossom Kochhar, VLCC, Dabur and Lotus, and many more are adding to the list. Herbal beauty products are moving from periphery to mainstream use with a greater number of people who are becoming conscious of the ingredients that go into the products they use and are averse to chemicals that are known to cause side effects. This growth is primarily due to demographic transition . With the median age taken at 25 years, India is among the world's youngest nations enjoying more than 50 % population below the age of 35 years. With increasing awareness about natural products, improving distribution channel, low entry and regulatory barriers, emergence of organized segment are key drivers for rapid growth in the beauty and cosmetics sector in India.Moreover, the industry players are readily spending on the promotional activities to increase consumer awareness. The present study attempts to study preferences for herbal beauty products among Indian women consumers .The study also attempts to examine identify the factors contributing and inhibiting to the choice herbal beauty productsamong the consumers. The outcomes of the study will help cosmetic companies to design effective marketing strategies to reach the untapped market.

Keywords- Sustainability ; Herbal ;Beauty Products; Indian Consumers

I. INTRODUCTION

According to recent research, the overall Indian beauty and cosmetic market is currently pegged at INR 60 billion and is expected to reach INR 170 billion by 2020. A recent report by the National Skill Development Corporation , 2015 (NSDC) states that the beauty and wellness sector is growing at a compound annual growth rate (CAGR) of more than 20 per cent. According to report by KPMG India's beauty markets will reach to Rs 80,370 crore by 2017-18. It was Rs 41,224 crore in 2012-13. Beauty industry in India can be divided into some major segments like baby care, bath and shower, colour cosmetics, deodorants, depilatories, fragrances, hair care, men's grooming, oral care, sets/kits, skin care, and sun care. Skin care is most important category in value terms, followed by hair dyes/colours and colour cosmetics. Shampoo and hair oil are perceived to be the most essential products, followed by face wash and fairness creams. New product categories, such as anti ageing and anti wrinkle products, are perceived as non-essential, luxury products. To an extent, liquid soap and sunscreen lotions are also perceived as non essential products. The beauty and personal care market in India has huge growth potential as a large number of products still have only limited penetration in the country. The growing demand for cosmetic products is provoking several manufacturers to introduce fairly priced variants at supreme quality through their supply chain networks. Indians are exceptionally interested in beauty and personal care. Indian consumers are becoming more and more knowledgeable about beauty and personal care. The blend of cultural traditions and Bollywood's influence make the market in India both thrilling and distinctive. Moreover, demand for beauty and personal care products will also be driven by a number of other factors, including rising disposable incomes, increasing product penetration, the growth of organised retailing, the rising aspirations of

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consumers, and strong economic growth. Indian cosmetics market registered notable sales with rising purchasing power and growing fashion consciousness. It is noticed that women are spending more on cosmetics as they are actively earning and spending money on grooming themselves. On an average working women in tend to spend 35% or more of their income on themselves. Eventually, cosmetics is considered as their conscious mediator between themselves and reality. It is particularly important in their perception of and adaptation to reality. The studies found that the purchasing of beauty products is becoming more universal and not just limited to the upper class. Rural India is also showing its willingness to look attractive. According to the rural establishment report by Chrome Data Analytics & Media (Chrome DM) company, Skincare and cosmetics are still a luxury with a monthly average spend of Rs 36 Moreover, the report, 17% use unbranded skin products, while 21% of the households do not use any skincare product whatsoever. However, with growing income level and increasing consumer awareness, the penetration of branded cosmetics is continuously increasing in these areas. However, these consumers are more inclined towards regularly used cosmetic products like talcum powder, hair oils and moisturizers, etc. Skin care cosmetic companies are targeting these markets by launching products in lower price range and smaller packs, as these are more affordable.

In recent years, companies, consumers, institutions and society in general have increasingly committed themselves to measures aimed at protecting the environment (Gershoff and Frels, 2015; Wagner, 2015) . There is a growing amount of evidence indicating that consumers are choosing products or avoiding others based on their impact on the natural environment (Laroche, Bergeron, & Barbaro-Forleo, 2001). Other studies suggest that green consumers are willing to pay more for ecologically friendly products (Coddington, 1993). In response to consumers' increasing awareness about the potential environmental effects of manufacturing, a growing number of companies have been making sustainability a key pillar of their manufacturing activities. Companies operating in different sectors are focusing on innovative product designs to shape consumers' preferences, preserving their products' aesthetic appeal while increasing their sustainability (Fuchs et al., 2013). The objective is to ensure that the product is not only safe to consume and of high quality, but also is expected to be produced and processed in a manner that is harmless for the environment (Kim and Chung, 2010). A consumer behaviour analysis, has observed that consumers are increasingly shifting towards 'natural' and 'herbal' cosmetic products as they are associated with bio-active ingredients and safe for human skin. With increased awareness on the harmful effects of chemicals used in cosmetics, the demand for natural cosmetic products has gained tremendous momentum. India has a history and knowledge of using natural products. While consumers in the rest of the world

have to be educated about the benefits of natural herbs, this knowledge is well inherited in India and been passed within and across generations. These traditional systems (such as ayurveda, unani, siddha and yoga) have always been recognised as the formal health system in India, except during the colonial period.Herbal cosmetics refers to beauty products that use natural ingredients, rooted in a Hindu system of traditional medicine based on herbal treatments. Herbal beauty productsare defined as the beauty products which posses desirable physiological activity such as healing, smoothing appearance, enhancing and conditioning properties because of herbal ingredient.Organic and herbal beauty productsmay not contain synthetic or semi-synthetic raw materials in the formulations, with some exceptions. They may contain raw material derived from natural products with allowed processes and they need to contain raw materials with organic origin – of which varies in the amount present into natural or organic products (IBD, 2010). Herbs are used to maintain and enhance human beauty because they have a lot of functional properties. Herbal beauty products are well researched and tested for mildness, efficacy, biodegradability, low toxicity, cleansing ability, emulsification, moisturization, skin appearance, feel, fragrance, and lubrication. Demand for natural, herbal and Ayurvedic products was on the rise in 2015 due to strong promotional campaigns carried out by top players in the industry such as Hindustan Unilever, Colgate-Palmolive India, Dabur India, Marico, Godrej Consumer Products and Patanjali Ayurved. The mainstream of cosmetic industry today had been conquered and monopolized by the herbal and organic beauty products and non herbal seems taking the back seat. Recent studies show that the global market for personal beauty and hygiene products made with natural products has average annual growth of 8-25%. Also, the market for synthetic products has shown a lower growth, oscillating in 30-10% (Jones, Duerbeck, 2004). According to study conducted by Net scribes , Leading Research Consultants, Indian herbal product market is growing faster than markets in many countries. The year on year growth of herbal product market in India is above 15-20 %. The use of plants and herbs tends to increase the market penetration of cosmetic products with more sustainable, so the companies can acquire more market share.

The present study attempts to study preferences for herbal beauty products among Indian women consumers .The study also attempts to examine identify the factors contributing and inhibiting to the choice herbal beauty products among the consumers.The present study would help in understanding consumers and would give insights which would be useful for marketers for marketing activities. The predicted outcome of the study would help in identifying the factors that affect consumer attitude and buying behavior.

Research objectives
1. Consumers attitude towards Herbal beauty products.
2. To assess the role of extrinsic cues and intrinsic cues while selecting herbal beauty products
3. To identify the factors contributing to the choice herbal beauty productsamong the consumers.
4. To examine the relationship between socio demographic variables (segmentation variables) and the Extrinsic and Intrinsic cues used in the information gathering phase of the purchase decision process of herbal cosmetics.

Hypothesis of the study
H1: Respondents give more weightage to extrinsic cues than to intrinsic cues while making a purchase for Health drinks.
H2: Respondents give more weightage to Personal references than to Non-personal/promotional cues while making a purchase for Health drinks.
H3: There is a statistically significant relationship between consumers' attitude and buying behaviour of herbal products and demographic variables.

II. RESEARCH METHODOLOGY

A structured questionnaire was used to collect data from a 242 respondents from selected cities of Northern India. The sampling technique employed for the research purpose was systematic random sampling. Data was collected after approaching the respondents personally and explaining in detail about the objectives and purpose of study. This was done over a period of two months. Data was collected from customers visiting the sampling locations during week days as well as week-ends, so as to get a representative sample. Correlation analysis, regression analysis, and Kruskal–Wallis one way ANOVA were used to analyze data. Analysis was performed using SPSS version 20.

MAJOR FINDINGS AND DISCUSSION
Profile of Sample for final study:
Results relating to socio economic profile of the respondents are illustrated in Table 1. The majority of the participating consumers were in the age group of less than 20 (21.1%); followed by consumers in the age group of 21-40 years (37.6 %). The percentage of participants in the age group of 41-50 years and participants above 51 years was 24.0 and 17.4 percent respectively. Of the total, 40.5% of respondents were male and 59.5% were female. The respondent's education level was as follows; high school students (19.8 %), under graduates (30.2 %), post-graduates (31.4%), and others (18.6%). About 21.5 percent of respondents had household monthly income more than Rs. 40,000 and 57.0% had income between Rs.10,001- Rs.40, 001. Around 18.5 percent respondents were using herbal beauty products for less than 6 months.34.7 percent respondents were using herbal cosmetics.

Table I: Profile of the Respondents

	all(n=242)	
	N	P
Age (years)		
<20 years	51	21.1
21-30 yrs	47	19.4
31 -40 yrs	44	18.2
41 -50 yrs	58	24.0
Above 51 yrs	42	17.4
Gender		
Male	98	40.5
Female	144	59.5
Education		
High school level	48	19.8
Undergraduates	73	30.2
Post-graduates	76	31.4
Others	45	18.6
Monthly Income (Rs)		
<Rs 10,000	52	21.5
Rs 10,001-20,000	70	28.9
Rs 20,001-40,000	68	28.1
>Rs 40,000	52	21.5
Occupation		
Students	68	28.1
Govt. employees	32	13.2
Professional	82	33.9
Others	60	24.8
Herbal beauty products category		
Skin Care	62	25.6
Hair Care	60	24.8
Make-up	60	24.8
Fragrance	60	24.8
Duration of usage of herbal beauty products		
Less than 6 months	45	18.5
6 months to 1 year	53	21.9
1 to 2 years	60	24.7
More than 2 years	84	34.7
Total	242	100

Table II: Descriptive Statistics and Frequencies

S.No	Statements	Agree	Neither Agree nor Disagree	Disagree	Mean	Std. Deviation
1	Herbal beauty products quality is questionable.	7.4%	35.5%	57%	2.4711	0.68404
2	Herbs can be dangerous when combined with non herbal cosmetics.	15.7%	41.3%	43.0%	2.7355	0.7721
3	Herbal beauty products pose widespread risk.	2.5%	33.1%	64.5%	2.3388	0.59936
4	The doses of commercially marketed herbal beauty products are not well standardized.	14.9%	38%	47.1%	2.6612	0.74782
5	Herbal beauty products are less effective than non-herbal cosmetics.	10.7%	24%	65.3%	2.4132	0.7379
6	Herbal beauty products are comparatively less affordable than non-herbal beauty products.	17.4%	38.8%	43.8%	2.7355	0.83435
7	Clinical trials of herbal beauty products are not conducted before commercialization.	9.1%	47.9%	43.0%	2.6529	0.69175
8	Government regulations regarding marketing of herbal beauty products are underdeveloped.	14.9%	49.6%	35.5%	2.8182	0.74162
9	Branding exercise for herbal beauty products has not been done.	20.6%	45.5%	33.9%	2.8678	0.76313
10	Herbal beauty products have beneficial effects.	79.3%	18.2%	2.5%	3.8017	0.57184
11	Herbal beauty products have lesser side effects than conventional cosmetics.	60.3%	33.9%	5.8%	3.6116	0.73453
12	Herbal beauty products are easily accessible.	43%	42.1%	14.8%	3.2975	0.77076
13	I am satisfied with the use of herbal cosmetics.	57.9%	38.0%	4.1%	3.595	0.66556
14	I recommend herbal beauty products to others.	46.2%	48.8%	14.1%	3.4545	0.65828
15	I read about the herbal beauty products details before purchase.	51.3%	38.0%	10.7%	3.4545	0.75277
16	I try to find herbal beauty products at other stores, if they are not available at one store.	37.2%	48.8%	14.1%	3.2562	0.79087
17	I wait for herbal beauty products if they are not available immediately at time of purchase.	17.4%	62.0%	20.7%	2.9669	0.72954
18	I tend to substitute herbal beauty products with non herbal beauty products if not satisfied with their use.	36.3%	52.9%	10.8%	3.2479	0.69858

According to table 2, more than half (57%) respondents have no doubt about the quality of herbal beauty products,

effectiveness of herbal beauty products as compared to non herbal one (65.3%), convinced that herbal beauty products are beneficial (79.3%), have lesser side effects (60.3%), and satisfied with the use of herbal cosmetics(57.9%). However, nearly one third of the respondents are undecided about the quality, clinical trials, accessibility, beneficial effects of herbal cosmetics. Moreover, 35.5% of the respondents feel that Government regulations regarding marketing of herbal beauty products are underdeveloped and 33.9% feel that branding exercise has not been done which will help that creating awareness for herbal cosmetics. The study also found that respondents would like to substitute herbal beauty products with non herbal one if situation demands .

Role of extrinsic cues and intrinsic cues in selecting the herbal beauty products

The first hypothesis of the study examines the importance of extrinsic cues and intrinsic cues while making a purchase decision (H1). The section describes the results of the hypothesis H1.

To determine the significance consumers attach to different extrinsic factors and intrinsic factors (considered separately), respondents were asked to rank the factors in terms of importance. Table 3 displays the mean ranks of extrinsic and intrinsic factors (the lower the assigned rank the higher the importance placed on the factor). With respect to extrinsic factors, Brand Name was found to be the most important extrinsic factor followed by Country of Manufacturing, Price and accessibility. Packaging and Shelf Presence/availability were of less importance to the majority of those surveyed. With respect to intrinsic factors, Product quality was found to be the most important intrinsic factor followed by ingredients. Colour and size of herbal beauty products was found to be of less importance to the majority of those surveyed. Further, Friedman's two-way analysis of variance (ANOVA) was conducted to assess differences among the ranks given by the respondents to the extrinsic and intrinsic factors (considered together). The test results indicate a significant difference in the overall importance of the factors, as perceived by the consumers (Chi-square = 268.148, p<0.000). As it can be seen from Table 4, respondents give more weightage to intrinsic cues than to extrinsic cues. Hence, the hypothesis is accepted.

Sources of information for brand selection

The second hypothesis of the study examines the importance of Personal references and Non-personal/promotional cues while making a purchase decision (H2). The section describes the results of the hypothesis H2.

Table IV: Comparison of Ranking of various Personal references and Non-personal/promotional cues

Personal references	Mean Rank	Rank	Overall Rank
Co-worker's/Friend's Recommendation/ Beauticians	2.07	II	II
Doctor's Recommendation	1.61	I	I
Family	3.97	IV	VIII
Past experience	3.42	III	IV
Buyer's Impulsiveness	4.00	V	XI
Non- personal /promotional cues	Mean Rank	Rank	
Internet/social networking	3.46	III	VI
Television Advertisements /Celebrity Endorsement	3.93	V	IX
Health Magazines	3.86	IV	VII
Store Displays	3.44	II	V
Sales promotion measures/Discount measures	3.99	VI	X
Government publication/ Consumer Publication	2.33	I	III

In order to identify how consumers' purchase decision is influenced by personal references and non-personal/promotional cues, respondents were asked to rank cues in terms of importance to them. Table 4 displays the mean rank of personal references and non-personal/promotional cues (the higher the assigned rank the higher the importance placed on the cue). With respect to Doctor's Recommendation was found to be the most important followed by co-worker's /friend's recommendation personal references and past experiences. Family and Buyer's impulsiveness and were observed to be of less importance to the majority of those surveyed. With respect to non-personal/promotional cues, Government publications/ consumer publication and store displays were found to be the most important cue followed by Internet/social networking and health magazines. Television Advertisements /Celebrity Endorsement and Sales promotion measures were found to be of less importance to the majority of those surveyed. Friedman's two-way analysis of variance (ANOVA) was conducted to assess differences among the ranks given by the respondents to the personal references and non-personal/promotional cues. The test results indicated a significant difference in the importance of personal references and non-personal/promotional cues, as perceived by the consumers (Chi-square = 541.979, p<0.000). On the basis of mean rank, it can be concluded that respondents give more weightage to non-personal/promotional cues than to personal references while making a purchase for health drinks. Hence, the hypothesis H2 is rejected.

Antecedents of Purchase behaviour for herbal beauty products among the consumers

To investigate relation between overall buying behaviour towards herbal beauty products and predictor variables, that are accessibility, availability, brand name, packaging of products, price, product quality and risk involved, regression analysis is used.

Estimating Procedures & Model Development
An index was constructed to measure overall satisfaction and buying behaviour of herbal beauty products. The index can be measured mathematically as follows:

$$S_t = a + b_1 x_0 + b_2 x_1 + b_3 x_2 + b_4 x_3 + b_5 x_4 + b_6 x_5 + b_7 x_6 + \text{Error term}$$

Where S_t = Overall Satisfaction and buying behaviour among consumers of herbal beauty products
x_0 = Accessibility
x_1 = Availability
x_2 = Brand name
x_3 = Packaging of products
x_4 = Price
x_5 = Product quality
x_6 = Risk involved
and a, b_1, b_2, b_3, b_4, b_5, b_6 and b_7 are coefficients of various factors.

The strength of association between the overall satisfaction and buying behaviour and the explanatory variables was measured by using a linear regression. A stepwise regression method was employed to identify the best predictor variables that influence overall satisfaction and buying behaviour and to examine the fit of regression model. The model summary table reports the strength of relationship between the model and the dependent variables. The table display R, R^2, adjusted R^2 and the standard error of the estimate. R, the multiple correlation coefficient, which is defined as the linear correlation between the observed and model-predicted values of the dependent variable, has a large value. Its large value indicates a strong relationship between the two constructs. R square, the coefficient of determination which is squared value of the multiple correlation coefficients is also illustrated in table 5.It can be seen that regression model explained 52.6 % of the variance in the overall satisfaction and buying behaviour of the herbal beauty products. Table summarises the results of an analysis of variance. This objective of ANOVA table is to test the acceptability of the model from a statistical perspective. The sum of squares, degree of freedom and mean square are displayed for two sources of variation, regression and residual. The regression row displays information about the variation accounted for by the model. The residual row displays information about the variation that is not accounted for by the model i.e. error term. The significance value of the F statistic is less than 0.05, which means that the variation explained by the model is not due to

chance. It can be seen the overall satisfaction and buying behaviour model fits the data very well (adjusted R square value 0.516). Overall satisfaction and buying behaviour of herbal beauty products is driven by four factors as shown in the table. A closer scrutiny of the results in table shows that the key explanatory variables are friends and peer influence, product quality, accessibility and risk involved. Therefore, it can be concluded that friends and peer influence is the most significant predictor of the overall satisfaction and buying behaviour of herbal beauty products. The other significant predictor variables are product quality, accessibility and risk involved. All the coefficients were in the expected direction. Overall satisfaction and buying behaviour improved as the friends and peer influence, product quality, accessibility and risk involved factors became more favourable. To detect the problem of multicollinearity, if any, variance inflation factor (VIF) and tolerance value (TV) were calculated. The values of VIF, which served as a indicator of multicollinearity were far below the cut-off value of 10. In addition, it could be seen that

Table V: Antecedents of Purchase behavior for Herbal Cosmetics

Dependent variable	Independent variables	Standardized Regression Coefficients (β)*	T-value **	Sig		
	constant	-2.012(.912)	8.035	.000	R^2	.526
Purchase behavior for herbal beauty products	Friends and peer influence	0.387	3.461	0.001	adjusted R^2	.516
	Product Quality	0.274	3.874	0.00	F	27.056 (p=.000)
	Accessibility	0.305	3.697	0.00		
	Risk Involved	0.181	2.703	0.00		
	Brand name	0.129	2.456	0.00		

* Beta co-efficient is the standardised regression co-efficient which allows comparison of the relatives on the dependent variable of each independent variable.

** t-statistics help to determine the relative importance of each variable in the model.

the tolerance value for each independent variable is closer to one that indicates that there is no evidence of multi collinearity. In other words, there is no significant evidence of multi collinearity problem in the regression model as presented.

Relationship between socio demographic variables (segmentation variables) and the Extrinsic and Intrinsic cues used purchase decision process of herbal beauty products

A chi-square test of independence was performed to examine the relation between socio demographic variables (segmentation variables) and the extrinsic and intrinsic cues used purchase decision process of herbal beauty products. Results of analysis is shown in Table 6 (a) and 6 (b). The study found that there is no association between gender and variables related to consumers' attitude and overall buying behaviour of herbal beauty products. Availability of herbal beauty products has significance value of 0.009, which is lesser than 0.05, which signifies that there is a association between availability of herbal beauty products and age of consumer. Thus, availability of herbal beauty products as an influencing factor of buying behaviour is dependent on age of consumer. Also, price of herbal beauty products has significance value of 0.038, which is lesser than 0.05, which signifies that there is an association between price of herbal beauty products and age of consumer. Price of herbal beauty products as an influencing factor of buying behaviour is dependent on age of consumer. Product quality of herbal beauty products has significance value of 0.00, which is lesser than 0.05, which signifies that there is a strong association between quality of herbal beauty products and age of consumer. Quality of herbal beauty products as an influencing factor of buying behaviour is dependent on age of consumer.

products and qualification of consumer. Brand name of herbal beauty products as an influencing factor of buying behaviour is dependent on qualification of consumer. Product Quality of herbal beauty products has significance value of 0.008, which is lesser than 0.05, which signifies that there is a strong association between product quality of herbal beauty products and monthly income of consumer. Product quality of herbal beauty products as an influencing factor of buying behaviour is dependent on monthly income of consumer. Product Quality of herbal beauty products has significance value of 0.001, which is lesser than 0.05, which signifies that there is a strong association between product quality of herbal beauty products and occupation of consumer. Product quality of herbal beauty products as an influencing factor of buying behaviour is dependent on occupation of consumer. Price of herbal beauty products has significance value of 0.009, which is lesser than 0.05, which signifies that there is a strong association between price of herbal beauty products and occupation of consumer. Price of herbal beauty products as an influencing factor of buying behaviour is dependent on occupation of consumer. Packaging of herbal beauty products has significance value of 0.047, which is lesser than 0.05, which signifies that there is a strong association between price of herbal beauty products and occupation of consumer. Packaging of herbal beauty products as an influencing factor of buying behaviour is dependent on occupation of consumer.

Table VI(a) : Chi- Square Analysis

S. No	Statements	Gender		Age		Education	
		X^2 value	Sig.	X^2 value	Sig.	X^2 value	Sig.
1	Accessibility	1.112	0.892	6.139	0.632	9.881	0.273
2	Availability	3.536	0.472	20.466	0.009*	13.234	0.104
3	Brand name	0.846	0.932	4.595	0.8	16.456	0.036*
4	Packaging of products	3.000	0.558	4.028	0.855	2.809	0.946
5	Price	6.766	0.149	16.31	0.038*	12.017	0.15
6	Product quality	0.191	0.662	16.352	0.00*	2.533	0.282
7	Risk involved	2.205	0.332	5.151	0.272	1.56	0.816

When independent variable is Qualification and dependent variables are accessibility, availability, brand name, packaging of products, price, product quality and risk involved related to the consumers' attitude and overall buying behaviour, brand name of herbal beauty products has significance value of 0.036, which is lesser than 0.05, which signifies that there is a strong association between brand name of herbal beauty

Table VI (b) : Chi- Square Analysis

S.No	Statements	Monthly Income		Occupation	
		X^2 value	Sig.	X^2 value	Sig.
1	Accessibility	11.88	0.455	18.522	0.101
2	Availability	15.688	0.206	18.369	0.105
3	Brand name	9.668	0.645	11.9	0.454
4	Packaging of products	10.677	0.557	21.231	0.047*
5	Price	20.916	0.052	26.428	0.009
6	Product quality	11.931	0.008*	16.097	0.001*
7	Risk involved	5.113	0.529	7.046	0.317

III.   CONCLUSIONS AND RECOMMENDATIONS

The research provides a different approach for understanding the factors that influenced the consumers towards their intention to consume herbal beauty products. A firm operating in competitive markets, achieving satisfaction for their customers is particularly important if they want to survive in

those markets. Satisfied customers will repeat their purchases and they will be more loyal to the firm. In order to be able to generate this satisfaction, cosmetics firms must know the elements that affect it and must study what the effect is. Cosmetics nowadays can be classified as a "must-have" item not only for women but also for a man (Ahmad et al., 2015). The potential growth for herbal beauty cosmetics and personal care products is fuelled by the growing demand for safe, natural products that fit consumers' life styles. This study identifies the factors that can enable the cosmetics companies' readiness to plan their marketing strategies better in delivering its products to their customers. Identification of such factors can greatly streamline the process of implementing of good marketing strategies and increase its effectiveness and efficiency by reducing risks and saving time and resources. It also measures the level of each factor in the organisation so to identify the areas of strength that should be utilised and the areas of weakness that need to be fixed.

When all internal and external factors are studied together to predict best predictor variables of consumers' attitude and buying behaviour of herbal beauty products friends and peer influence came out to be the best predictor variable which is eventually a result of effective advertising and better product quality. The other significant predictor variables are product quality, accessibility and risk involved. The product quality and risk involved with the use of herbal beauty products aspects can be addressed by communicating through advertising and recommendation by doctors that herbal beauty products are safe. Accessibility aspect can be addressed by providing products at maximum outlets through effective distribution. Friends and peer influence is another important external factor influencing the buying behaviour which indicates that word of mouth advertising of herbal beauty products also play important role in addition to advertising on other media. Therefore, companies should provide better quality and effective products which would increase satisfaction among consumers and would increase word of mouth advertising by them as they would recommend herbal beauty products to others. Companies should consider improving distribution operations in order to achieve Accessibility . Brand advertising to communicate specific features, values and benefits of a particular brand and improving consumer perception about product quality would help in building brand name. The results of the study are useful in managerial decision making as they give useful insights of consumers' attitude and buying behaviour of herbal beauty products. On the basis of results of the study it can be concluded that companies should focus on improving product quality whether in real terms or improving perception of product quality in the minds of consumer through effective advertising. Advertising as an effective tool to communicate better product quality, values, benefits and convincing

consumers that herbal beauty products are safe to use can be used to influence consumers' buying behaviour.

Limitations of the study
Though the present study aims to achieve the objectives in full earnest and accuracy, it may be hampered due to certain limitations. It cannot be said that the study is free of all the pitfalls inherent in any research dealing in primary data. The perpetual differences, arising out of individual viewpoints on the part of respondents might have crept in, in spite of taking every possible step to avoid such errors. The limitation of sample size suggests that only tentative conclusions can be drawn from the present study.It was assumed that information provided by the respondent is correct.

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