

**ATTITUDE OF COLLEGE WOMEN STUDENTS TOWARDS ORGNIC
COSMETICS-A STUDY WITH SPECIAL REFERENCE TO
COIMBATORE CITY.**

PROJECT REPORT

Submitted by

B. SHOBANA

(21PCO019)

Under the Guidance of

Dr. S. Raja M.Com., M.Phil., BGL., PGDCA, M.Sc.(IT), Ph.D.

**In Partial Fulfilment of the Requirements for the Award of the Degree of
Master of Commerce**



Department of Commerce

**Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore-641043**

MAY 2023

CERTIFICATE

CERTIFICATE

I certify that the thesis entitled "ATTITUDE OF COLLEGE WOMEN STUDENTS TOWARDS ORGANIC COSMETICS-A STUDY WITH SPECIAL REFERENCE TO COIMBATORE CITY." submitted for the degree of Master of Commerce (M.Com.) by Ms. B. Shobana is the record of research work carried out by her during the period from December 2022 to May 2023 under my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship or other Titles in this institute or any other University or institution of Higher Learning.



Signature of the
Head of the Department
(I/c)



Signature of the Supervisor



Signature of the Director

DECLARATION

DECLARATION

I declare that the thesis entitled "ATTITUDE OF COLLEGE WOMEN STUDENTS TOWARDS ORGANIC COSMETICS-A STUDY WITH SPECIAL REFERENCE TO COIMBATORE CITY" submitted by me for the degree of **Master of Commerce (M.Com.)** is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Dr. S. Raja M.Com., M.Phil., BGL., PGDCA., M.Sc(IT)., Ph.D.**, Director of Self Financing Programmes, Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this institute or any other University or other similar institution of Higher Learning.

B. Shobana

Signature of the Candidate

Dr. S. Raja

Signature of the Supervisor

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I would like to express my sincere thanks to **God Almighty**, for his constant love and grace that he has showered upon me.

I am grateful to **Prof. S. P. Thyagarajan, Chancellor**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for providing me an opportunity to conduct the project work.

My heartfelt are due to gratitude to **Dr. V. Bharathi Harishankar Ph.D., FRSA Vice Chancellor**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for the resources facilitated for the conduct of the present study.

I express my humble gratitude to **Dr. S. Kowsalya M.Sc., M.Phil., Ph.D., Registrar**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for providing all facilities necessary for the study.

My sincere gratitude to my guide **Dr. S. Raja M.Com., M.Phil., BGL., PGDCA, M.Sc.(IT), Ph.D., Director of SF Programmes-Campus II**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for the inspiring guidance and for his valuable and patient help, affectionate support, expert suggestion, and motivation throughout the project.

I am extremely thankful to **Dr. V. Savitha MBA., M.Phil., Ph. D., Assistant Director**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, (SF Programmes-Campus II), for her encouragement and support for my research work.

My heartfelt gratitude to **Mrs. P. Deepa M.Com., B.Ed., M.A(Edn)., M.Phil., (Ph. D)., Teaching Assistant, Head of M.Com(I/C)**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for her continuous support, creditable advice and inspiring suggestions for shaping my research work.

I am thankful to all **Staff Members** of the Department of Commerce who rendered their help whenever required. The researcher owes heartfelt thanks and gratitude to the **Librarian** of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. I owe my special thanks to my beloved **Parents**, all my family members, friends, and well-wishers, who have helped me by providing full strength, support, and encouragement to complete the project successfully.

CONTENTS

CONTENTS

CHAPTER NO	TITLE	PAGE NO
	LIST OF TABLES	-
	LIST OF FIGURES	-
CHAPTER I	INTRODUCTION	1
	1.1 HISTORY OF ORGANIC COSMETICS	2
	1.2 DEFINITIONS	2
	1.3 ROLE OF ORGANIC COSMETICS AMONG WOMEN AND ENVIRONMENTALLY	3
	1.4 IMPACT OF SOCIAL MEDIA IN ORGANIC COSMETICS	4
	1.5 LIST OF ORGANIC COSMETIC PRODUCTS	4
	1.6 COMPANY PROFILES OF ORGANIC COSMETICS	7
	1.7 BENEFITS OF ORGANIC COSMETICS	14
	1.8 DEMERITS OF ORGANIC COSMETICS	15
	1.9 STATEMENT OF THE PROBLEM	16
	1.10 SCOPE OF THE STUDY	16
	1.11 OBJECTIVES OF THE STUDY	16
	1.12 LIMITATIONS OF THE STUDY	16
	1.13 CHAPTER SCHEME	17
CHAPTER II	REVIEW OF LITERATURE	18
CHAPTER III	RESEARCH METHODOLOGY	25
	3.1 RESEARCH DESIGN	25
	3.2 PERIOD OF STUDY	25
	3.3 AREA OF THE STUDY	25
	3.4 SOURCES OF THE STUDY	25
	3.5 SAMPLING DESIGN	26
	3.5.1 SAMPLING UNIT	26
	3.5.2 SAMPLING PROCEDURE	26
	3.5.3 SAMPLE SIZE	26

	3.5.4 SAMPLING TECHNIQUE	26
	3.5.5 TOOLS AND TECHNIQUES	26
CHAPTER IV	ANALYSIS AND INTERPRETATION	29
	4.1 PERCENTAGE ANALYSIS	29
	4.2 RANKING ANALYSIS	48
	4.3 ONE-WAY ANOVA	49
	4.4 CHI-SQUARE	51
	4.5 DESCRIPTIVE STATISTICS	74
CHAPTER V	FINDINGS, SUGGESTION AND CONCLUSION	75
	5.1 FINDINGS	75
	5.2 SUGGESTIONS	77
	5.3 CONCLUSION	78
	BIBLIOGRAPHY	-
	APPENDIX	-

LIST OF TABLES

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
4.1.1	AGE OF THE RESPONDENTS	29
4.1.2	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	30
4.1.3	CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF THEIR RESIDENCE	31
4.1.4	FAMILY TYPE OF THE RESPONDENTS	32
4.1.5	MARITAL STATUS OF THE RESPONDENTS	32
4.1.6	CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF FAMILY INCOME	33
4.1.7	AWARE OF ORGANIC COSMETICS AMONG RESPONDENTS FOR TWO YEARS AGO	34
4.1.8	SOURCE OF KNOWLEDGE	34
4.1.9	REASONS FOR LOW OR NIL LEVEL OF AWARENESS	35
4.1.10	REASONS FOR LOW OR NIL LEVEL OF KNOWLEDGE	36
4.1.11	PERIOD OF USING ORGANIC COSMETICS BY THE RESPONDENTS	37
4.1.12	BRAND OF ORGANIC COSMETICS USED BY THE RESPONDENTS	38
4.1.13	REASON TO SWITCH OVER FROM INORGANIC TO ORGANIC	39
4.1.14	CATEGORIES OF ORGANIC COSMETICS USED BY THE RESPONDENTS	40
4.1.15	BUYING MODE	41
4.1.16	PURCHASING PERIOD OF ORGANIC COSMETICS	41
4.1.17	SPEND APPROXIMATELY PER MONTH BY THE RESPONDENTS	42

4.1.18	FACTOR INFLUENCES TO BUY ORGANIC COSMETICS	42
4.1.19	SUGGESTION OF ANY PRODUCT TO OTHER PERSONS	43
4.1.20	HABIT OF GOING TO PARLOUR	43
4.1.21.1	ORGANIC PRODUCT	44
4.1.21.2	INORGANIC PRODUCT	44
4.1.21.3	BOTH	45
4.1.22	KIND OF ORGANIC PRODUCT ARE USED BY THE BEAUTY PARLOUR	45
4.1.23	CHANGES THAT HAPPEN IN BODY AND SKIN WHILE USING ORGANIC PRODUCT AT BEAUTY PARLOUR	46
4.1.24	DIFFERENCES BETWEEN USAGE BY YOURSELF AND PARLOUR	46
4.1.25	STATE THE REASONS FOR DIFFERENCES BETWEEN USAGE BY YOURSELF AND AT PARLOUR	47
4.1.26.1	STICK OVER TO A PARTICULAR ORGANIC COSMETIC BRAND OVER THE PERIOD OF TIME	47
4.1.26.2	REASON TO CHANGE FROM ONE BRAND TO ANOTHER	48
4.2.1	FACTORS WHICH POTENTIALLY ATTRACTS TO PURCHASE	49
4.3.1	ANOVA – SOCIO DEMOGRAPHIC FACTOR WITH NEGATIVE IMPACTS OF USING ORGANIC COSMETICS	50
4.4.1.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON HAIR MASK	52
4.4.1.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH HAIR MASK	52
4.4.2.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON SUNSCREEN	53

4.4.2.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH SUNSCREEN	53
4.4.3.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON HAIR GROWTH OIL	54
4.4.3.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH HAIR GROWTH OIL	54
4.4.4.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON FOUNDATION	55
4.4.4.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH FOUNDATION	55
4.4.5.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON FACE SERUM	56
4.4.5.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH FACE SERUM	56
4.4.6.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON SHAMPOO AND CONDITIONER	57
4.4.6.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH ON SHAMPOO AND CODITIONER	57
4.4.7.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON BODY LOTION AND CREAMS	58
4.4.7.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH BODY LOTION AND CREAMS	58
4.4.8.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON FACE WASH	59
4.4.8.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH FACE WASH	59
4.4.9.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON SKINCARE PRODUCTS	60
4.4.9.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH SKINCARE PRODUCTS	60
4.4.10.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON HAIR CARE PRODUCTS	61

4.4.10.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH HAIR CARE PRODUCTS	61
4.4.11.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH AWARENESS ON MAKEUP CARE PRODUCTS	62
4.4.11.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH MAKEUP CARE PRODUCTS	62
4.4.12.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON HAIR MASK	63
4.4.12.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH HAIR MASK	63
4.4.13.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON SUNSCREEN	64
4.4.13.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH SUNSCREEN	64
4.4.14.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON HAIR GROWTH OIL	65
4.4.14.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH HAIR GROWTH OIL	65
4.4.15.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON FOUNDATION	66
4.4.15.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH FOUNDATION	66
4.4.16.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON FACE SERUM	67
4.4.16.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH FACE SERUM	67
4.4.17.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON SHAMPOO AND CONDITIONER	68
4.4.17.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH SHAMPOO AND CONDITIONER	68
4.4.18.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON BODY LOTION AND CREAMS	69

4.4.18.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH BODY LOTION AND CREAMS	69
4.4.19.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON FACE WASH	70
4.4.19.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH FACE WASH	70
4.4.20.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON SKINCARE PRODUCTS	71
4.4.20.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH SKINCARE PRODUCTS	71
4.4.21.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON HAIRCARE PRODUCTS	72
4.4.21.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH HAIR CARE PRODUCTS	72
4.4.22.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH KNOWLEDGE ON MAKEUP CARE PRODUCTS	73
4.4.22.2	CHI-SQUARE RESULT OF DEMOGRAPHIC FACTOR WITH MAKEUP CARE PRODUCTS	73
4.5.1	COMPARATIVE OF DEMOGRAPHIC FACTOR WITH LEVEL OF AGREEABILITY	74

LIST OF FIGURES

LIST OF FIGURES

CHART NO	TITLE	PAGE NO
4.1.1	AGE OF THE RESPONDENTS	30
4.1.2	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	31
4.1.3	AREA OF RESIDENCY OF THE RESPONDENTS	31
4.1.4	FAMILY INCOME OF THE RESPONDENTS	33
4.1.5	SOURCE OF KNOWLEDGE	35
4.1.6	REASONS FOR LOW OR NIL LEVEL OF AWARENESS AMONG CONSUMERS	36
4.1.7	REASONS FOR LOW OR NIL LEVEL OF KNOWLEDGE AMONG CONSUMERS	37
4.1.8	PERIOD OF USING ORGANIC COSMETICS	38
4.1.9	BRAND OF ORGANIC COSMETICS	39
4.1.10	SWITCH OVER FROM INORGANIC TO ORGANIC COSMETICS	40

CHAPTER I

CHAPTER I

INTRODUCTION

The word “cosmetics” derives from the Greek word “kosmetikos”, which means to be strong, orderly, decorative. As people get older and more developed, history of cosmetics becomes a continuing story. In the year 3000BC, a man employed decorative colour to attract the animals that he wanted to hunt and embellishing their body for the protection to cause fear of enemy whether human or animal. Cosmetics have a history that was first connected to medical and thereafter to hunting, combat, religion, and fascination. Organic cosmetics, referred to as products here, are created utilizing a variety of cosmetic substance that is permitted to serve as the foundation.

Cosmetics, according to the substance that are meant to be applied to the human body for purification, repair, enlarge, to attract, or to change the appearance are defined as cosmetics. The cosmetics are not a drug and do not require a licence. Natural treatments and their products are utilized in the creation of organic cosmetics because of their great benefits. The demand for natural goods and natural extracts in the creation of cosmetics was sparked by users of cosmetic products.

Consumers are more aware of their appearance and wellness. The majority of people are interested in using items that might rapidly brighten their skin without the usage of chemicals. In the cosmetics industry, natural materials are essentials. Due to their hectic schedules, people are beginning to adopt, based on their time restraints for the circumstances. So, consumers are primarily searching for an immediate fix for their skin, scalp, hair, etc., because they are aware of how chemicals might impact their skin and are afraid to utilize the goods. The majority of consumers are switching to greener products.

Since the beginning of the last two decades, the Indian organic cosmetic sector has grown quickly as its rivals have begun producing goods to satisfy the expanding demands of both the Indian and global markets. The consumer’s purchasing power and fashion awareness were viewed as being the industry’s driving force. The Indian organic cosmetic sector meets growing need for cosmetic items in all realms, including rural areas and cosmopolitan cities, the destitute and millionaires and even young children and elderly. In terms of product development and marketing, it could be seen that the Indian cosmetics business is in a dynamic era. The organic cosmetic manufacturing corporations invest a sizeable amount of money in order to take advantage of the organic cosmetic market’s enormous potential.

The majority of Indian businesses are establishing internet presences in order to grow both their customer base and accessibility. In the skin care and cosmetic sector, products with numerous uses and an organic base, such as anti-ageing characteristics, moisturizing care, and sun tan protection, are becoming more and more popular.

1.1 HISTORY OF ORGANIC COSMETICS:

The first organic skin care brand in the world was founded in France in the year 1972. In order to maintain hygiene and sealability, biologist Jean-Paul Llopart successfully placed organic skincare items into glass ampoules in 1974. Unquestionably, this advanced the development of organic skin care to a new level. In the 49 years that followed, an increasing number of skin care product producers around the world focused on researching how to make organic goods more effective and sought after new ways to store them.

Since 1990, customers have been overwhelmingly drawn to, and even made a trend out of, organic skin care and cosmetics in the European market. Instead, a chaotic market devoid of standards and limitations emerged as a result. It was urgently needed to establish a uniform certification process for organic cosmetics and other products. The business community came to the concord that strict guidelines would need to be developed by professionals with extensive knowledge and expertise in organic products. People had the impression that the implementation of standards and mechanisms for organic certification would significantly aid in market regulation and consumer assurance.

The BIO certification system for organic skin care products was finally created in 2002 with the help of nine laboratories that were jointly represented by leading organic skincare business in France.

1.2 DEFINITIONS

COSMETICS:

According to D&C Act 1940, “Any article intended to be rubbed, poured, sprinkled or sprayed on or introduced to or applied to any part of human body for cleansing, beautifying, promoting, attractiveness or altering the appearance and includes any article intended for use as, component of cosmetics”.

ORGANIC COSMETICS:

Organic cosmetics are the cosmetics that contain only “organic” ingredients from plant-sourced ingredients that are cultivated without the use of synthetic chemicals, irradiation, or pesticides. Organic cosmetics are produced from the best natural components of flowers and plants that do not result in skin irritation at all.

Organic cosmetics are created from ingredients which have been certified organic by one of the numerous certifying institutions that operate worldwide.

1.3 ROLE OF ORGANIC COSMETICS AMONG WOMEN AND ENVIRONMENTALLY:

The idea of beauty and cosmetics is as old as mankind. And in modern society, women are preoccupied with appearing attractive. To seem charming and young, they employ a variety of organic-infused beauty products. The use of Indian plants is well known internationally. In nature, demand for organic cosmetics is rising. There are many different types of women in the world. And also, there are numerous organic cosmetics in the Indian cosmetics market, including Khadi naturals, Kama Ayurveda, Just herbs, Soul tree, Organic harvest and others. The segments of the Indian cosmetics market include those for skin care, hair care, colour cosmetics, fragrances and oral care. Due to the goals of every female population to appear appealing and beautiful, female behaviour is complex and dynamic. The cosmetic is viewed by women as a strong tool that can change their ordinary appearance into one that is appealing and presentable.

The demand for organic products has increased as a result of the environmental movement's, significant impact on consumer behaviour and environmental awareness. Green practices and benefits increase consumer loyalty to various retail outlets as well as to products and brands. Thus, consumers now frequently discuss environmental issues, and more consumers are becoming aware of the implications that consumption has on the environment. Companies are more encouraged to create more ecologically friendly products that are less detrimental to the environment as a result of this environmental activism. The businesses might choose to provide only green product lines or a combination of green and conventional product lines. Over the previous years, the market value of the global cosmetics sector increased by more than 5% annually to reach billions in 2019. In a global survey on the significance of eco-friendly components in cosmetic goods, women favoured natural ingredients, sustainable

components and vegan elements. Although consumers and businesses are increasingly interested in organic cosmetics.

1.4 IMPACT OF SOCIAL MEDIA IN ORGNIC COSMETICS:

Social media is now a key factor in forming consumer perceptions, influencing attitude, and affecting purchases. Researchers have looked at how social media affects customer's organic purchasing decisions and behaviour, notably in the cosmetic industry. Celebrities on social media can influence consumers perceptions of organic cosmetics and social networks can encourage and sustain environmental behaviour. Social media has developed into a crucial platform for exchanging information, sharing concepts and creating content. Social media has completely changed how customers communicate with businesses, including those that sell organic products, and has made shopping more engaging for customers. Customers generally utilize social media to find product information. Social media has emerged as a key communication tool in the cosmetics sector. A global study done in 2019 found that 37% of consumers found online beauty brands by seeing advertisements on social media, 33% by following recommendations and comments on social media, 22% by relying on posts from reputable bloggers, 22% by following the brands social media pages, and 22% by learning about new products from celebrity endorsement on social media.

Organic products are made from natural nutrients and antioxidants and are skin friendly. To prevent any skin-related illness, people can use natural products. With this consumer happiness is the ultimate goal of every firm in the modern world. As it gives marketers and business owners a statistic to utilize to manage and advance their companies, the term "customer satisfaction" is one of the most crucial ideas. The marketing objective of a company's presentation typically uses this fulfilling idea of the consumer. A happy consumer is often thought to be greater loyalty behaviour is anticipated. It is not only a crucial tool for customer loyalty, but it can also assist marketing managers in identifying dissatisfied clients, lowering agitation, and increasing sales. It also serves as a crucial point of differentiation that can help to draw in new clients in competitive business situations. One of the main business advancements is customer satisfaction because doing so will increase customer retention.

1.5 LIST OF ORGANIC COSMETIC PRODUCTS:

1. Organic baby shampoo:

Organic baby shampoo is a type of shampoo that contains organic and natural ingredients including organic honey, coconut oil, and a variety of other organic oils that

are good for the baby's skin and scalp. The organic baby shampoo is chemical free and is a good alternative to synthetic baby shampoo. Organic baby shampoo is becoming increasingly popular due to growing public awareness of the potential harm that synthetic baby shampoo may do to a baby's skin and hair.

2. Baby oral care:

Baby oral care is defined in a narrow sense as cleaning of teeth, oral cavity, dentures, and in a broad sense as the maintenance of oral functions as feeding, chewing, aesthetics, and swallowing, etc.,

3. Hair conditioner:

A product called organic conditioner is designed to use all-natural methods to calm and repair human hair. However, different conditioners have distinct compositions and functions. Hair conditioner is used to improve the texture of hair. A conditioner enhances the looks of the hair while also increasing the feel of the hair. Organic conditioner is manufactured with just natural ingredients, unlike the majority of hair conditioners that contain a variety of synthetic substances.

4. Hair growth oil:

Hair growth oil are the most fundamental item that can be used to maintain the health of the hair and scalp, other than using a decent shampoo and conditioner. It supports root strength, follicle nutrition, and deep conditioning of the hair. In India, several organic hair oils have varying effects on preventing hair loss, getting rid of dandruff, promoting thicker, longer hair, and controlling hair loss.

5. Hair Serum:

Organic Hair serum provides extra nourishment and protection to hair. Hair serum was made with a blend of buriti, olive oil and argan. Hydrates and moisturizes hair follicles. 100% of natural ingredients, it is suitable for all hair types.

6. Face Mask:

In order to improve the appearance and feel of the skin, organic and natural face masks are filled with nutrients and minerals. They are made to give a healthy, radiant complexion and to replenish moisture.

7. Face Scrub:

Natural organic face scrubs are created entirely from natural components and do not contain any chemicals. They have solid, gritty beads that can be used to rid of dead skin cells and blackheads. Simply cleanse the face in circular strokes to get rid of pollutants. Organic face scrubs are extremely useful and have no adverse effects.

8. Face Toner:

An organic toner is a watery skin care formulation made with plant extracts. An organic toner is the next step of cleansing process. It rebalances the pH of the skin barrier, provides hydration and refreshes the skin.

9. Body Lotion:

Organic body lotions are produced from natural ingredients. Additionally, they are a rich source of vitamins and minerals, vitamin E, which nourish the skin. Other useful natural elements found in organic lotions include shea butter and Aloe vera, which penetrate the skin to nourish and renew it while repairing damaged skin cells.

10. Hair Mask:

Regularly washing hair with merely shampoos is insufficient for deep nourishment; a natural hair mask is required. Organic hair masks nourish the hair with necessary nutrients and minerals. Their natural, toxin-free detailing improves overall scalp health to produce healthy hair.

11. Perfume:

The majority of the ingredients in organic perfumes are often plants and are extracted without the use of chemicals. A natural scent must also contain at least 80% certified organic components to be considered organic. The techniques used to create organic fragrance are far more precise because they are manufactured on a much smaller scale than conventional scents.

12. Hand cream:

The purpose of a hand cream is to nourish and protect the skin on the hands. It is a unique formulation. Hands will feel calmed and soft using an excellent hand cream. Additionally, it will fix and reverse any neglect-related harm to the hands.

13. Body scrub:

A body scrub is a physical exfoliator, typically made of sugar or salt, that is used to remove dead skin cells from the skin. The abrasive ingredients(sugar, salt) are massaged into the skin and act as a natural exfoliation, removing older skin cells to leave the skin feeling soft, and nourished.

14. Body wash:

Body wash removes dirt from the skin in the same way but it frequently includes a combination of substances that are also intended to help cure common skin diseases. With a body wash, can treat dryness, clogged pores and flaking skin.

15. Body butter:

Body butter is a type of skin moisturiser that frequently includes shea butter, coconut oil, and/or other oils and butters made from plants. Body butters are frequent found in jars rather than bottles so that may easily scoop out the precise amount of body cream that the consumer desires. Body butter are distinguished by being thicker than body lotions and moisturisers.

1.6 COMPANY PROFILES OF ORGANIC COSMETICS:

1. MAMAEARTH:

Founded year: 2016

Founders: Varun Alagh and Ghazal Alagh

Status: private

Financing status: venture capital

Latest deal type: IPO

Investors: 15

Location: Gurugram, India.

Creator of cosmetics and baby care items with a focus on providing natural and environmentally friendly body care options. The company offers chemical-free cosmetics like

body lotions, rash creams, hair shampoo, body wash, diaper rash cream, massage oils, sunscreen lotions, and other grooming products in its product catalogue, allowing customers to get toxin-free alternatives that stick to global safety standards. The company was started with an initial investment of around INR 90 lakh from their own capital.

Products are listed below:

- i). Onion oil for hair fall control
- ii). Ubtan face mask with saffron, turmeric and apricot oil
- iii). C3 Face mask with charcoal coffee and clay
- iv). Blemishes face cream
- v). Argan hair mask with Avocado oil
- vi). Mama earth coffee and cocoa face wash
- vii). Mama earth vitamin C serum
- viii). Mama earth neem and tea face pack
- ix). Hair conditioner
- x). Skin correct Face Serum

2. BIOTIQUE:

Establishment year: 1992

Founder: Vinita Jain

Headquarters: Noida, Uttar Pradesh.

Status: private

Industry: Ayurveda products

A legacy in beauty built on product purity, sustainability, universality, and cutting-edge research, development and production. Biotique personifies the pinnacle of genuine Indian traditional medicine today, advanced by cutting-edge Swiss biotechnology. Treatments by biotique didn't cover up the problems; they just fix them with entirely organic herbs. Nothing is chemical. No preservation agents. No testing on animals. Everything is recyclable, environmentally friendly packaging.

Products of Biotique are listed below:

- i). Bio papaya Tan-Removal scrub
- ii). Bio Dandelion youth serum
- iii). Bio Bhringraj Therapeutic hair oil
- iv). Bio kelp protein shampoo
- v). Bio Morning Nectar Moisturiser
- vi). Bio fruit face pack
- vii). Bio cucumber toner
- viii). Saffron Youth Anti-Ageing cream
- ix). Honey Water Pore Tightening
- x). Almond Oil Ultra Rich Body Wash

3. Kama Ayurveda:

Founded year: 2002

Founder :Vivek Shani

Latest deal type: M&A

Status: Merged

Location: Delhi

Based on New Delhi, in India, this company produces ayurvedic cosmetics and personal care items. The business specializes in Ayurveda items that are made with authentic, tried-and-true, balanced prescriptions that offer all natural therapies.

Product are listed below:

- i). Jwalini Retexturising Body oil
- ii). Organic Indigo Powder
- iii). Rose water Face Mist Spray
- iv). Muscle Tone
- v). Rose Jasmine Face Cleanser

- vi). Brightening Ayurvedic Face Scrub
- vii). Kama Ayurveda Pure Vetiver Water
- viii). Mridul Soap-Free cleanser
- ix). Lavanya Natural Plant Mask
- x). Organic Cold-pressed Aloe vera juice

4. Plum goodness:

Founded: 2002

Founder: Shankar Prasad

Location: Mumbai, Maharashtra, India.

Status: Private

Latest deal type: Angel

Operator of a skincare website that sells chemical-free, vegan beauty products. The business sells personal wellness items like night gels, face washes and face oils that are free of chemical. This enables customers to use products that are responsible, safe and green.

Products of Plum goodness are listed below:

- i). Body Lovin Shower Jel
- ii). Acne-Fighting Squad Bundle
- iii). Rice water and Niacinamide Hybrid Sunscreen
- iv). Body Lovin Eau De Parfum
- v). Oat and Allantoin Deep Nourish Face wash
- vi). Vitamin C Toner, Serum and Face wash
- vii). Green tea and Zinc complex Face serum
- viii). Eye-swear-by Insta Ready Eyes Trio
- ix). Face primer
- x). Soft Blend Weightless Foundation

5. Patanjali :

Founded: 2006

Founder: Acharya Balkrishna

Location: Haridwar, Uttarakhand, India.

Area served: worldwide (Indian subcontinent Middle East)

Status: Private

Industry: *Beauty and wellness

*Consumer goods

*Food processing

*Manufacturing.

One of the greatest places in India to get a variety of herbal items is Patanjali Ayurveda. This includes Ayurveda products online, nutrition and supplements, groceries, medicines, home care products, and much more. Producing herb mineral medicines with consistent batch to batch uniformity is a goal of Patanjali Ayurved Ltd. By doing this, it is made sure that the buyer receives the same high-quality goods whether it is purchased.

Product are listed below:

- i). Patanjali Lemon Honey Facewash
- ii). Mint Tulsi Body Cleanser
- iii). Mogra Body cleanser
- iv). Beauty cream
- v). Aloe vera Moisturizing
- vi). Rose face wash
- vii). Kesh Kanti Hair Oil
- viii). Kesh Kanti Almond Hair Conditioner
- ix). Tejus Hair oil
- x). Saundarya Face wash

6. Forest Essentials:

Founded: 2000

Founder: Mira Kulkarn

Location: New Delhi

Area served: India, US, UK, Australia, UAE.

Industry: Wellness, cosmetics

Status: Private

An easy ritual of self-care to celebrate a young girl becoming a woman. These age-old formulas, created with the purest components authorised by Ayurveda , form a grounding routine with all the necessities for youthful skin and hair.

The following are the list of Forest essentials product:

- i). Balancing Morning Ritual for Oily Skin
- ii). Firming and Toning
- iii). Brightening and clarifying Ritual for Oily Skin
- iv). Day to Night Skincare Ritual for Teenage Skin
- v). Deep pore cleansing Ritual for Combination Skin
- vi). Sun Fluid Tender Coconut Water with turmeric and basil Leaf
- vii). Every Day Sun Care Ritual
- viii). Daily Age-defying Ritual for Face
- ix). Hair Thickening Spray
- x). Charcoal Black Gulab Khas Kajal

7. Kama Ayurveda:

Founded: 2002

Founder: Vivek Sahni

Status: Acquired or Merged

Location: New Delhi, India

Industry: Personal products

Kama is Desire, Ayurveda is the science. Kama Ayurveda offers high quality, beautifully packaged. Ayurvedic natural beauty and wellness products that are used by some of world's leading hotels and spas in India, USA and Europe. Kama Ayurveda creates the complete natural remedy by using original, time tested and balanced prescriptions. The ingredients are prepared from plants and herbs collected from natural habitats.

The product list of Kama Ayurveda is listed below:

- i). Kama Ayurveda
- ii). Organic Indigo Powder
- iii). Rose water Face Mist Spray
- iv). Muscle Tone
- v). Rose Jasmine Face Cleanser
- vi). Brightening Ayurvedic Face Scrub
- vii). Kama Ayurveda Pure Vetiver Water
- viii). Mridul Soap-Free Cleanser
- ix). Lavanya Natural Plant Mask
- x). Organic Cold-Pressed Aloe vera Juice

8. Forest Essentials:

Founded: 2002

Founder: Mira Kulkarni

Location: New Delhi

Industry: Cosmetics, Wellness

Area served: India, US, UK, Australia, UAE

Status: Private

Forest Essentials is an authentic, traditional skin care brand, with its foundations in the ancient science of Ayurveda. At Forest Essentials, they cater to four major product categories are Facial

care, Body care, Hair care and wellness. Their products are a perfect fusion between modern technology and ancient recipes which creates a whole new experience-elegant, luxurious Ayurveda.

Product list of Forest Essentials are listed below:

- i). Yuvati First Ritual Mini Kit
- ii). Silken Dusting Powder
- iii). Hair Thickening Spray
- iv). Hair Vitalizer Bhringraj
- v). Lip Serums
- vi). Kajals
- vii). Lash and Brow Serum
- viii). Noor Nikhaar Cheek Tint
- ix). Som Rasa Silk Skin Tint
- x). Nourishing Multipurpose Oil

1.7 Benefits of organic cosmetics:

Every woman aspires to have a beautiful, healthy complexion that is impervious to the elements. Organic cosmetics are made from plant-based materials that have been grown naturally and without the use of pesticides or chemical fertilisers; they do not contain any chemical additives. They must include a lot more plant-based ingredients than the natural cosmetics do in order to be certified organic.

1. Environmental Friendly:

Cosmetics can damage both the health and the environment. Chemicals used in cosmetics are washed into lakes, rivers and streams. Thousands of plastic packages are left behind, chemical elements pollute waters affecting marine life on earth. On the other hand, organic products are not just beneficial, but for the entire environment as well. Because the ingredients are based on sustainable agriculture. As they come from plants that have not been chemically treated.

2. Chemical-free:

Organic products are derived from plants and other naturally occurring ingredients. More crucially, those organic ingredients are farmed without the use of pesticides, herbicides, synthetic fertilisers, genetically modified organisms or other additions or chemicals. With it, customer may be certain that the skin and body are absorbing only safe, actual chemicals.

3. Natural flavour:

The scent of organic cosmetics is also pleasant and is more like to that of nature than any other chemicals. The flavours of the items on the market are a result of chemicals that are combined with other components and may result in allergies, cancer and nervous system disorders, or skin harm. Make sure the things that purchase smell genuinely of natural components rather than artificial flavours.

4. Rich in nutrients:

Most of the organic makeup products contain coconut butter. Their fatty acids may help to reduce wrinkles, dry skin and age spots. Ingredients such as grapes, peach extracts, white tea, which prevent aging skin and naturally build glowing and youthful skin.

5. Organic skincare may support communities and farmers:

Many organic beauty products collaborate with small-scale farming enterprises and employ components that are sourced sustainably. These beauty corporations frequently play an important role as beneficial investors in these organic farms and directly contribute to their growth. Some businesses actively support those areas by funding the constructions farms and schools.

1.8 Demerits of organic cosmetics:

Natural cosmetics sometimes lack the specific ingredients requires for a certain type of skin, which is one of their drawbacks. This could be as a result of the producers not using these substances in their product or because they are unable to locate those ingredients in the United States. Since parabens are harmful even when used in small doses, many businesses forego using them in their goods.

Many other brands of skin care products lack preservatives and antibacterial agents, which are made up in part by plant extracts, including those from various berries and nuts. As a result of scents, many persons with sensitive skin can develop allergic responses.

1.9 STATEMENT OF THE PROBLEM:

The statement of the problem of research has examined that organic cosmetics are becoming widening after the COVID-19 pandemic. So, this study is to know about the present college students are aware and get beneficial of organic cosmetics. College women students are the consumers responsible for their money and market changes of economy, because they have the power to implement and co-ordinate their choice of spending or saving in the purchasing decision. College women students are influenced by their attitude towards the product and therefore marketers must frequently use their strategies and techniques in order to reach a greater number of consumers i.e., college students.

1.10 SCOPE OF THE STUDY:

The present study will be helpful in understanding the college students' attitude of the different people in Coimbatore city, Tamil Nadu towards organic cosmetics. With the rising concern of health issues and safety, many consumers have turned their site to inorganic cosmetics to organic cosmetics. The increased interest among college students in organic cosmetics has been attributed to the growing demand for cosmetics which are free from chemicals. This study attempts to evaluate the current state of consumers awareness and knowledge. Therefore, college women students' attitude, awareness, knowledge and intention to purchase organic cosmetics will be the main agenda of this study.

1.11 OBJECTIVES OF THE STUDY:

- To study the awareness level of the consumers about organic cosmetics among college students.
- To study the factors influencing the consumers to use organic cosmetics.
- To study the attitude of the students towards organic cosmetic products.
- To analyse the reasons behind the usage of organic cosmetic products.
- To analyse the students buying behaviour on organic cosmetic products.
- To identify the level of customer satisfaction among college students.

1.12 LIMITATIONS OF THE STUDY:

- The sample size of the study is limited to college women students.
- The scope of the research is limited to the Coimbatore city.
- The accuracy of the data depends on the answers given by the respondents.

1.13 CHAPTER SCHEME:

The study has been organized into five chapters.

CHAPTER I:

The first chapter presents the introduction on cosmetics, history of organic cosmetics, role of organic cosmetics among women and environmentally, impact of social media in organic cosmetics, list of organic cosmetics, company profile of organic cosmetics, benefits and demerits of organic cosmetics. This chapter also deals with scope of the study, statement of problem, objectives and limitations.

CHAPTER II:

The second chapter discusses the previous research studies related to attitude, awareness, perceptions, knowledge, purchasing behaviour and preferences towards organic cosmetics.

CHAPTER III:

The third chapter deals with research methodology adopted in the study which consists of sources of data, period of the study and the tools used for analysing the data.

CHAPTER IV:

The fourth chapter deals with the analysis and interpretation.

CHAPTER V:

The fifth chapter deals with summary of findings, suggestions and conclusion of the study.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

1. Dr. K. Vijayavenkateswari and A. ManoJana Ranjani (2022) in their study have found that consumers buying behaviour towards organic cosmetics product are in high. After the pandemic situation, people are more conscious about their internal and external health. And also, most of the consumers take care of externally used products. In this study, the researcher has collected primary data as well as secondary data. The study shows that the consumers were satisfied with organic skin care products.
2. Kalyani, Dr.Vishnupriya and Gayathri(2017) in their article on Knowledge, Attitude and Perception Towards Organic Based Cosmetics Formulation in the Multicultural, the study examines the awareness and knowledge of organic cosmetics among public. It also describes the characteristics of organic cosmetics. This study concludes that the ingredients of natural cosmetic is not enough for good skin care.
3. Dr. V. Seetha and R. Porgeetha Angel (2022) in their paper on A Study on Consumer Preference and Satisfaction Towards Marketing Mix Elements of Herbal Beauty Products have explained that people are more conscious in purchasing the products to protect their skin. So, they have started purchasing organic cosmetics after COVID. The study reveals that consumers are satisfied towards marketing elements of place, price and promotion. Marketers also include various features to attract the consumers and keep them to use their services.
4. K. Gokila and M. Banu Rekha (2015) have stated that both men and women use herbal cosmetics equally. Their study reveals the history of Indian cosmetics, their uses and the varieties of herbal cosmetic brands. It also describes the awareness, attitude and preference on cosmetics among the consumers. This helps the manufacturers know their wants and needs.
5. Pandey Shivanand and Meshya Nilam(2010) have explained the role of herbals in the field of cosmetics, their study describes the importance of herbs, its history and

emergence of cosmetics. The researcher describes the types of products that are being used by the consumers in their daily life. As a result of usage, consumers could witness the change in the lifestyle. And also, the study concludes that, the herbal cosmetic products are safe and it is found good for longer period of time.

6. According to the study conducted by Arvind Raghav, Mohd Ovaaid, Anil Kumar and Supriya Maity(2022) herbal remedies are well known from ancient societies. The researcher states that the origin of cosmetics and how it was associated with medicine. The cosmetic products are made up of organic plants and also some kinds of oils are made from plants for skin treatment. The study concludes that, the need for herbal cosmetics is rapidly increasing.
7. Dr. Jyoti Gangwal and Dr. Vikash Bhatnagar(2019) Concept of Beauty and Ayurveda Medicine. The study examines that the beauty provides happiness among people so they prefer ayurveda medicine as cosmetics for no side effects. In the initial stage, people used raw cosmetic, products as make up powder for applying to skin. Day to day, its uses are on increase and needs are high. Therefore, the companies have started to produce the products. Now India is entering the organic cosmetic industry in big way.
8. Dr. H. M. Chandrashekar(2014) the study brings out that the consumers are moving towards the organic products rather than non-organic products. It examines the organic food production in India that farmers produce the food free from pesticides and chemicals. This is because of consumers' interest in organic foods. It concludes that consumers buying behaviour plays a major role in organic products segment.
9. Meenakshi Sharma(2021) Organic Personal Care Products: Framework for Review of Literature, the study describes the consumer purchase behaviour of organic personal care products. It examines different organic personal care products, natural products, cosmetic products and halal products. Among the products, organic personal care products are popular and are gaining importance among the consumers. The study will be helpful for the researchers corporate and academicians.
10. Shafiq AL-Haddad and Diala Albate(2020) the study describes the women of young age have more intention to buy organic cosmetics with brand loyalty. The consumers

like to purchase eco-friendly beauty products which do not affect both skin and the society. It increases the growth of green cosmetic in the world wide. The study has established a base of cosmetic companies to find out more consumers for them.

11. Rachita Kapoor, Anurupa B Singh and Richa Misra(2019) in this study of Green Cosmetics-Changing Young Consumer Preference and Reforming Cosmetic Industry, the author describes that the consumers have started to focus on eco-friendly products. This study makes awareness on young generation from school education onwards about the green marketing and green cosmetics which do not harm the society and environment. The awareness can be made through advertisements, labelling and certifications of the product.
12. Nora Amberg and Robert Magda(2018) the researchers reveal that corporate companies of cosmetic products try to protect the environment by considering the future generation through producing eco-friendly products. In this study, the author has mentioned about the variety of organic cosmetics and their uses. Now a days, both the corporate and consumers are more and more conscious of health and environmental. It makes the consumer to buy more organic cosmetics.
13. Esiti and Blankson governor(2020) Personal Values and Purchase Intention of Organic Care Products Among Female Nigerians, this study has examined the influence of personal values on the purchase intention of organic care products in Nigeria. The author describes the manufacturer and the retailer are more attracting the consumers to buy the organic products through the uses of organic cosmetics which does not make harm to their skincare and the environment. The female consumers in Nigeria are aware about the organic cosmetics and their personal values.
14. Burno Fonseca-Santos and Marcos Antonio Correa and Marlus Chorilli(2015) the study describes the interest in sustainable products has increased over the year the choice of products, packaging and production processes have a great impact on the environment. Additionally, consumers are looking for products which do not harm the environment. Today, the cosmetics are more “eco-friendly”. Many natural products can be manufacture in the cosmetic field which performs a biological function. The use of

plants and herbs tends to increase on the market of cosmetic products with more sustainability.

15. Neha Rani and Dr. Sunitha Bharatwal(2022) this study reveals the awareness of the consumers towards green cosmetic products in the Bhiwani district. It also describes attitude of the consumers toward green or organic products. The author estimates that cosmetics is one of the fastest growing industries in the market. It is growing rapidly and, in the future, as well. It has much scope. Finally, the researcher has concluded that organic companies increase the market value for organic cosmetics.
16. Benita and Dr. T. Rita Rebekah(2022) in this study, the author describes that the consumers are shifting their focus from non-organic cosmetics to green cosmetics for a better lifestyle with beauty. The author reveals the impact of demographic factors such as age, marital status, education, occupation, income, area of residence on the buying behaviour of organic personal care products. The study has found the differences in the buying behaviour of the young women in Tirunelveli city based on their demographic distribution.
17. Sudha Ravishankar and Aditi Dhekle(2021) the study describes how people use social media to buy the organic products. At present technology is every were, so the people are more attracted. Through social media, organic beauty is basically the formulation of cosmetic products using organically farmed ingredients. The study concludes that Instagram marketing has helped the Indian organic beauty brands to create an influence on the young women. Hence the study proves that the Indian organic beauty brands have made a mark on Instagram.
18. Dardak and Ahmad Zairy Zainal Abidin and Abu Kasim Ali(2009) the study was conducted as a national survey involving 625 respondents to investigate consumer perceptions, utilization and preferences towards organic products in Malaysia. It reveals that more than 90% of the respondents are aware of the product and have understood what organic product is all about. It also reveals that the level of awareness among Malaysian consumers is high.

19. Dr. K. S. Kavitha and T. Anish Fathima(2017) this study describes the role of herbal products in the people's life to protect them against various health issues. The study was based on questionnaire with a sample of 100 respondents. It reveals satisfaction of the consumers towards herbal products in Erode district. Herbal medicines are thought to be safe as it is natural, but in fact it can cause serious effects and interaction with other drugs and supplements. The researcher concludes that customer satisfaction plays a vital role in determining the usage of herbal products.
20. Daniela Hiratal and Eliane Rocha(2022) the researcher describes the use of natural and organic cosmetics in the personal care, perfumery and cosmetics. The study has aimed to address natural and organic cosmetics, reporting the main characteristics of these products and the main components used. It concludes that the demand for natural and sustainable products has been increasing significantly with the regard to the cosmetic industry. This change in consumer behaviour is due to the awareness of the current environment scenario and health.
21. Minakshi Sharma(2021) the study attempts to analyse the consumer buying behaviour of cosmetics and is helpful for researchers, academicians and corporates. Organic products are increasingly popular due to various risk in chemical-based products as well as more health conscious behaviour among the people in the context of environmental consciousness. It highlights that cosmetic purchase behaviour can be studied under four sectors: organic personal care products, nature or green cosmetics, organic cosmetics and halal cosmetics.
22. M. Vasuhi and R. Kavitha Rani(2016) the study reveals that most of the consumers are aware of organic cosmetics. People are not considering luxury cosmetics. They feel, luxury cosmetics have more chemical which affect skin care and hair care. Hence, they have started to purchase organic cosmetics. It enables the manufacturers to implement in their products to reach the market. Most of the respondents feel, organic cosmetics are safe to use and protect their skin care.
23. Azila Jaini(2019) Antecedents of Green Purchase Behaviour of Cosmetic Products, the study describes the need to conduct more studies to understand the green purchase behaviour of cosmetics product because of its increasing trend in emerging market.

Considering this, the study aims to shed some light on the factors that affect green buying behaviour. The author has suggested that other variables can be included in the model as a moderator, such as gender and income level. This may exert different responses.

24. Irene Dini and Sonia Laneri(2020) the study describes much attention towards issues such as ecology and sustainability. Many consumers choose “green cosmetics”, which are environmentally friendly creams, make up and beauty products, hoping that they are not harmful to health and reduce pollution. As a result of this study, consumer preferences for make-up have declined, while those for skin care products have increased.
25. Sameer A. Virani(2014) in this study the researcher has identified various factors and their perception among the consumers belonging to various income groups. It investigates the need for this research due to growing consciousness of ill effects of chemical-based cosmetics in India. It concludes that using of various communications strategies in their campaign and proper segmentation may prevent the wrong positioning of brand images.
26. Yifeng Lin and Shaohua Yang(2018) in this study the author describes that the green cosmetics generally consider natural ingredients and environmental protection. Buying cosmetics has been both a personal and environment issue. It examines that green cosmetics have become a heated discussion topic by the social media and cosmetic manufacturers, for UK female consumers. The green cosmetic industry pays attention to the influences of consumer attitude, including knowledge, lifestyle and mass media.
27. Rebeka-Anna Pop, Zsuzsa Saplacan and Monika-Anetta Alt(2020) are of the opinion that, social media influences the attitude towards green cosmetics. It impacts the formation of both casual and set values of the consumers. Besides, social media can influence the reference groups of the consumers, generating social pressure (in e.g., families) which directly influences the purchase intention towards green cosmetics.
28. Ezlika Ghazali, Pat Chen Soon, Dilip S. Mutum and Bang Nguyen(2017) the study describes that the consumers engage themselves in healthier and more sustainable

lifestyles. They make eco-friendly choices in their purchases. In contrast, social value is not found to be important in predicting the attitude. In terms of ranking of importance with regard to prediction of re-purchasing intention, attitude has been most important predictor.

29. Mahmood Jasim Al-Samydai and Ihab Ali Qrimea(2020) this study reveals that demand for cosmetics is increasing for the purpose of maintaining and enhancing human beauty. Cosmetic products contain a number of harmful toxins, which can cause allergies, joint pains, headaches and even cancer. Therefore, traditional herbal medicines are getting significant attention in global health. The global demand for herbal cosmetics is rising because of its skin friendliness and lack of side effects.
30. Salina Akter and M. Sirajul Islam(2020) this study describes the green consumer behaviour by analyzing the attitude of women towards purchasing organic cosmetics in Sweden as well as by determining the factors that influence their purchasing behaviour. In this study, eco-awareness does not influence purchase intention directly, but it facilitates behaviour through attitude. In this case pro-environmental values and beliefs can facilitate the actions related to environment friendly products.

CHAPTER III

CHAPTER III

RESEARCH METHODOLOGY

The specific process or technique used to identify, select, process, and analyse information about a subject is known as research methodology. The methodology section of a research paper gives the reader the chance to assess the general validity and reliability of a study. The technique used to accumulate data and information in order to render business decisions. The methodology could include both present and historical information, as well as publication research, interviews, surveys, and other research methods.

Research methodology is a collective term for the structured research process (Girija & Kalaivani, 2018). This chapter reports the methodology of the research adopted to accomplish the objectives of the research. As described before, the study evaluates the attitude of college women students. The methodology adopted in the study is presented as follows.

3.1 RESEARCH DESIGN

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the research problem. The emphasis of a descriptive research design is on describing rather than interpreting or judging. Descriptive research aims to verify formulated hypotheses that refer to the present situation to construe it.

The research design used for this study is a systematic approach. The data has been collected through a standard questionnaire from respondents. Additionally, this process provides a flexible approach, allowing for the emergence of significant new issues and questions throughout the period of the research.

3.2 PERIOD OF STUDY

The data used for analysis in this study are collected for a period of months from January 2023-May 2023.

3.3 AREA OF THE STUDY

In this study the data has been obtained from respondents in Coimbatore.

3.4 SOURCES OF DATA

The information for this study has been collected from Primary data and Secondary data.

- **Primary Data**

Primary data has been collected from selected college women student individuals by administering questionnaire.

- **Secondary Data**

Secondary data has been collected from various Journals and reviews.

3.5 SAMPLING DESIGN

A sample design is a method for selecting a sample from a given population. It refers to the method by which the researcher will select respondents for the sample. The sampling unit, sample size, sampling area, and sampling technique are all part of the sample design.

3.5.1 SAMPLING UNIT

The Sample was taken only from college women students.

3.5.2 SAMPLING PROCEDURE

The researcher was used Convenience Sampling technique to choose the respondents. Data was collected only from college women students.

3.5.3 SAMPLE SIZE

The present study was conducted for the total number of 132 respondents. Online distribution of the questionnaire was used (Google Form). The women students had received the questionnaire, which was intended to collect information.

3.5.4 SAMPLING TECHNIQUE

Convenience random sampling technique has been adopted to select sample respondents for the study.

3.5.5 TOOLS AND TECHNIQUES

The data collected from primary source arranged in an orderly form to frame simple tables. The data distributed in these tables were systematically analysed with the aid of some statistical techniques. The following statistical tools have been used to analyse the data with reference to the selected objectives of the study.

- Percentage Analysis
- Descriptive Statistics
- Rank Analysis
- ANOVA (Analysis of Variance)
- Chi-Square

PERCENTAGE ANALYSIS

Percentages are an effective way to compare samples with different numbers of observations. Percentage analysis is one of the statistical methods used to describe the characteristics of a sample or population as a whole. The percentage analysis process includes obtaining values for the variables chosen for the study.

One-way ANOVA:

ANOVA is statistical test that looks for significant differences between means on a measure and t-test is the type inferential statistics used to determine if there is significant difference between the means of two groups. Here ANOVA and t-test are used to analyse whether there is a significant difference between the socio demographic factors and the level of agreeability.

CHI-SQUARE

A chi square (χ^2) statistic is a test that measures how expectations compare to actual observed data (or model results). The data used in calculating a chi square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. Chi- squared tests are often constructed from a sum of squared errors, or through the sample variance. Test statistics that follow a chi squared distribution arise from an assumption of independent normally distributed data, which is valid in many cases due to the central limit theorem.

DESCRIPTIVE STATISTICS:

The respondents were asked to rate the level of agreeability on the given statements regarding the factor indicate to purchase organic cosmetics. The scale consists of 5 items. Five – point like type scale was constructed to measure the rate of the level of agreeability of the

respondents. The scale values ranged from Strongly disagree (1) to Strongly agree (5). Higher the rating more will be the agreed level.

RANK ANALYSIS:

Rank analysis is used to represent the data in the form of ordinal numbers in order to provide a better insight in comparing the data.

CHAPTER IV

CHAPTER IV ANALYSIS AND INTERPRETATION

INTRODUCTION:

In this chapter, the researcher has made an analysis of opinion of the sample college women students on the aspects such as their awareness, factors influencing, reasons, buying behaviour and level of satisfaction. For this purpose, Online distribution of the questionnaire was used (Google Form) to collect information from 132 respondents. Thus, this chapter is purely analytical in nature based on the primary data.

The tools used for analysis are

- Percentage Analysis
- Descriptive Statistics
- Rank analysis
- ANOVA
- Chi-Square

4.1 Percentage analysis

Percentage analysis is the method to represent raw streams of data as a percentage (a part 100 -percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It refers to a special kind of percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Table 4.1.1
Age of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20 years	66	50.0	50.0	50.0
21-23 years	51	38.6	38.6	88.6
24-26 years	12	9.1	9.1	97.7
above 26 years	3	2.3	2.3	100.0
Total	132	100.0	100.0	

Source: Computed

It is seen from table 4.1.1 that out of the 132 respondents, 66 (50%) fall under the age group up to 17-20 years, while 51 (38.6%) fall under the age group of 21-23 years, 12 (9.1%) under the group of 24-26 years and 3 (2.3%) are above 26 years.

Chart 4.1.1

Age of the Respondents:

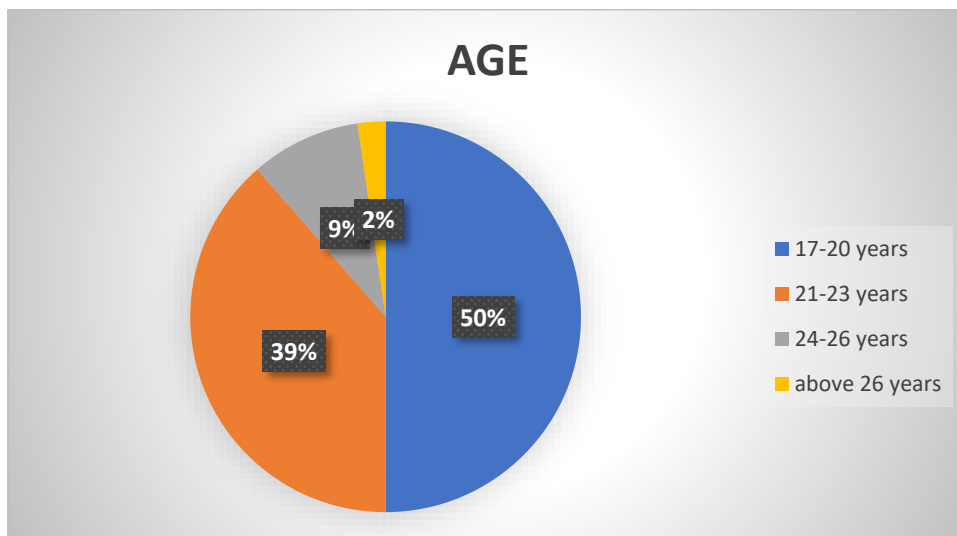


Table 4.1.2

Educational Qualification of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under graduate	77	58.3	58.3	58.3
Post graduate	41	31.1	31.1	89.4
Ph. D	3	2.3	2.3	91.7
Others	11	8.3	8.3	100.0
Total	132	100.0	100.0	

Source: Computed.

It is understood from table 4.1.2 that, out of the 132 respondents, 77 (58.3%) has studying under graduate, 41 (31.1%) respondents studying post graduate, followed by 3 (2.3%) has studying Ph. D and 11 (8.3%) has possess other qualifications. From this observation, it may be concluded that majority of the respondents are studying under graduate.

Chart 4.1.2

Educational Qualification of the Respondents

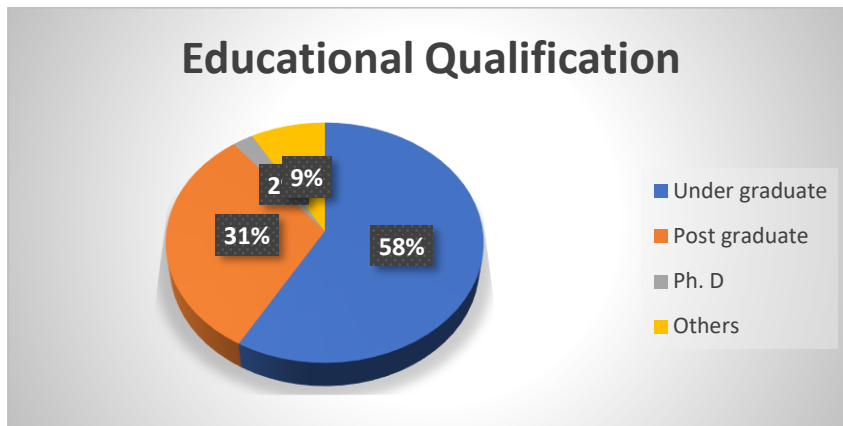


Table 4.1.3

Classification of Respondents on the Basis of their Residence

	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	33	25.0	25.0	84.1
Semi-urban	21	15.9	15.9	100.0
Total	132	100.0	100.0	

Source: Computed.

It is clear from table 4.1.3 shows that out of the 132 respondents, 78(59.1%) reside in the Rural areas, while 33(25%) reside in the Urban areas and 21(15.9%) reside in the Semi-urban areas.

Chart 4.1.3

Area of Residency of the Respondents

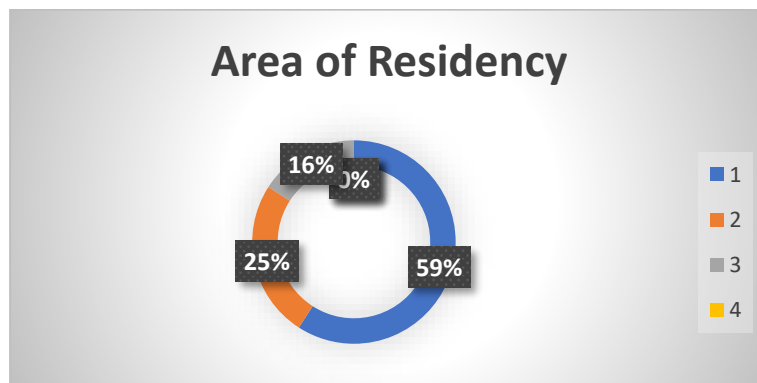


Table 4.1.4

Family Type of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Joint family	36	27.3	27.3	27.3
	Nuclear	96	72.7	72.7	100.0
	Total	132	100.0	100.0	

Source: Computed

It is known from the Table 4.1.4 that out of 132 respondents, 36(27.3%) are joint family, while 96(72.7%) are from nuclear family.

Table 4.1.5

Marital Status of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	15	11.4	11.4	11.4
	Unmarried	117	88.6	88.6	100.0
	Total	132	100.0	100.0	

Source: Computed.

It is seen from Table 4.1.5 that out of the 132 respondents, 15 (11.4%) are married, while 117 (88.6%) are unmarried.

Table 4.1.6

Classification of the Respondents on the Basis of Family Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than Rs.20000	34	25.8	25.8	25.8
Rs.20001-25000	29	22.0	22.0	47.7
Rs.25001-30000	28	21.2	21.2	68.9
above Rs.30000	41	31.1	31.1	100.0
Total	132	100.0	100.0	

Source: Computed.

It is observed from Table 4.1.6 that out of the 132 respondents, 34 (25.8%) have their income Less than Rs.20000, 29 (22%) belong to the monthly income group of Rs.20001 – 25000, 28 (21.2%) are in the group of Rs.25001 – 30000 and 41 (31.1%) are in the monthly income group of above Rs.30000. From this observation, it may be concluded that a majority of the respondents have their monthly income of above Rs.30,000.

Chart 4.1.4

Family Income of the Respondents

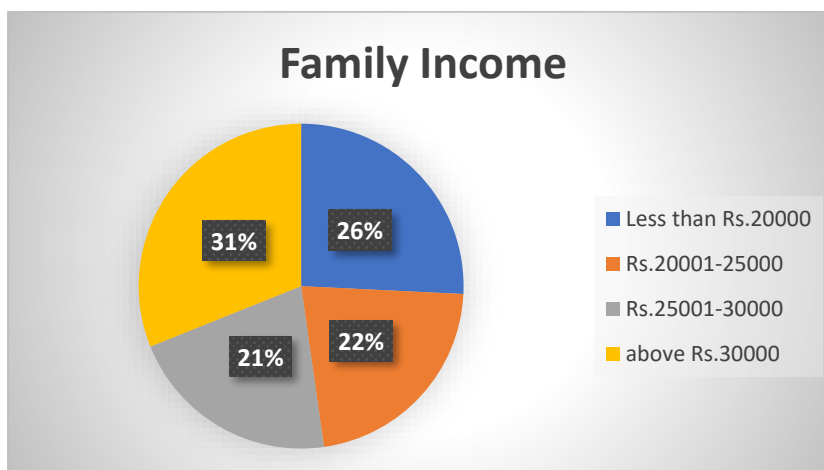


Table 4.1.7

Aware of Organic Cosmetics among Respondents for Two Years Ago

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly aware	22	16.7	16.7	16.7
Aware	100	75.8	75.8	92.4
Not aware	10	7.6	7.6	100.0
Total	132	100.0	100.0	

Source: Computed.

Table 4.1.7 shows that out of the 132 respondents, 22 (16.7%) are highly aware of organic cosmetics, while 100 (75.8%) are aware of organic cosmetics. 10 (7.6%) are not aware of organic cosmetics. In its totality approach, 75.8% of the respondents are aware of organic cosmetics concept, while 7.6% are not aware of it.

Table 4.1.8

Source of Knowledge

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Through friends	29	22.0	22.0	22.0
Relatives	13	9.8	9.8	31.8
Social media	75	56.8	56.8	88.6
Others	15	11.4	11.4	100.0
Total	132	100.0	100.0	

Source: Computed.

From Table 4.1.8, it is understood that out of the 132 respondents, 29 (22%) have known through friends, 13 (9.8%) known through relatives, 75 (56.8%) through social media,

15(11.4%) through other sources. From this, it is concluded that 75 (56.8%) have known organic cosmetics through social media.

Chart 4.1.5

Source of Knowledge of the Respondents

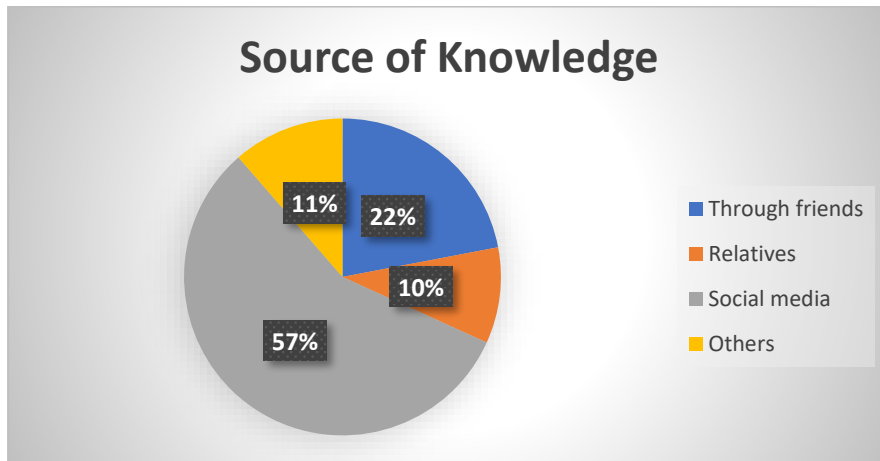


Table 4.1.9

Reasons for Low or Nil Level of Awareness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less concern for natural approach	68	51.5	51.5	51.5
Not exposed to media	45	34.1	34.1	85.6
Needs of the consumer are basic	19	14.4	14.4	100.0
Total	132	100.0	100.0	

Source: Computed

It is revealed from Table 4.1.9 that out of the 132 respondents, 68 (51.5%) have stated that they have less concern for natural approach, 45 (34.1%) have opined that not

exposed to media may be the reason, 19 (14.4%) have expressed that needs of the customers are basic is the reason for low awareness level.

Chart 4.1.6

Reasons for Low or nil Level of Awareness Among Consumer

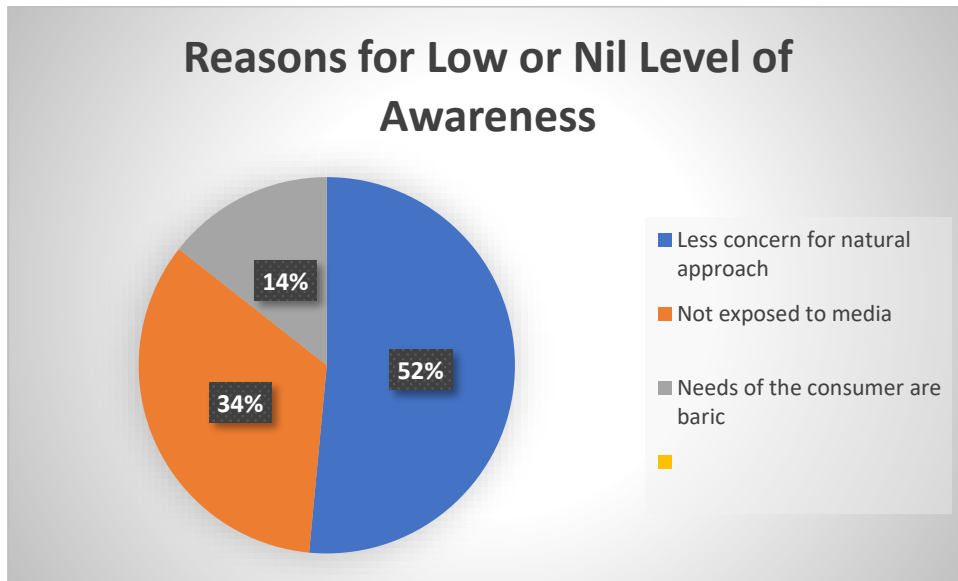


Table 4.1.10

Reasons for Low or Nil Level of Knowledge

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less interested	61	46.2	46.2	46.2
No importance to natural products	44	33.3	33.3	79.5
Lack of dissemination method	27	20.5	20.5	100.0
Total	132	100.0	100.0	

Source: Computed.

It is revealed from Table 4.1.10 that out of the 132 respondents, 61 (46.2%) have stated that they are less interested in the organic cosmetics. 44 (33.3%) have opined that no importance to natural products may be the reason. 27 (20.5%) have expressed that lack of dissemination methods is the reason for low knowledge level.

Chart 4.1.7

Reason for Low or Nil Level of Knowledge Among Consumers

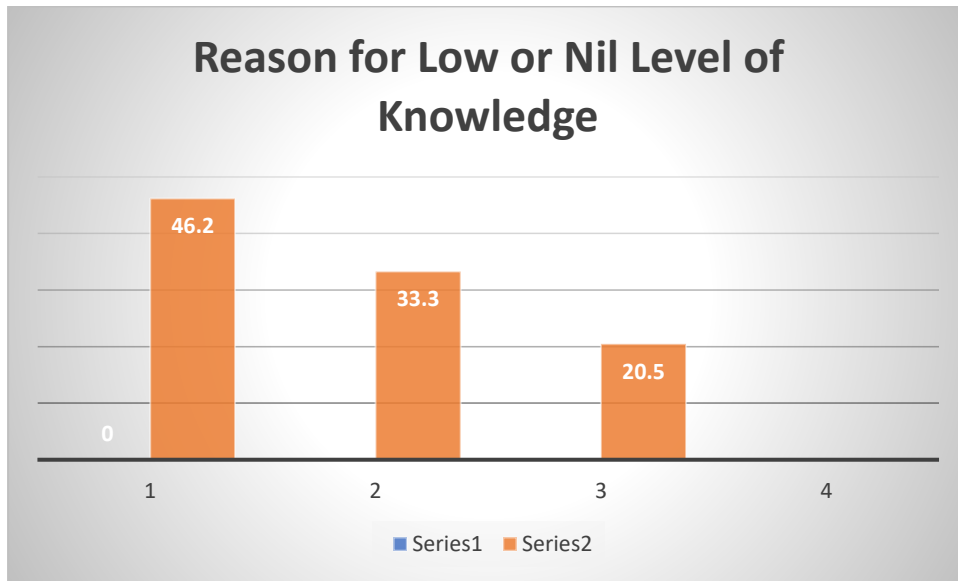


Table 4.1.11

Period of Using Organic Cosmetics by the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	52	39.4	45.2	45.2
	1-2 years	32	24.2	27.8	73.0
	2-3 years	13	9.8	11.3	84.3
	more than 3 years	18	13.6	15.7	100.0
	Total	115	87.1	100.0	
Missing	System	17	12.9		
Total		132	100.0		

Source: Computed.

It is understood from Table 4.1.11 that out of the 115 respondents, 52 (39.4%) using the organic cosmetics for Less than 1 year, 32 (24.2%) for 1-2 years, 13 (9.8%) for 2-3 years and 18 (13.6%) have been using the organic cosmetics for more than 3 years. From this, it is concluded that the majority of the respondents have been using the organic cosmetics for Less than 1 year.

Chart 4.1.8

Period of Using Organic Cosmetics by the Respondents

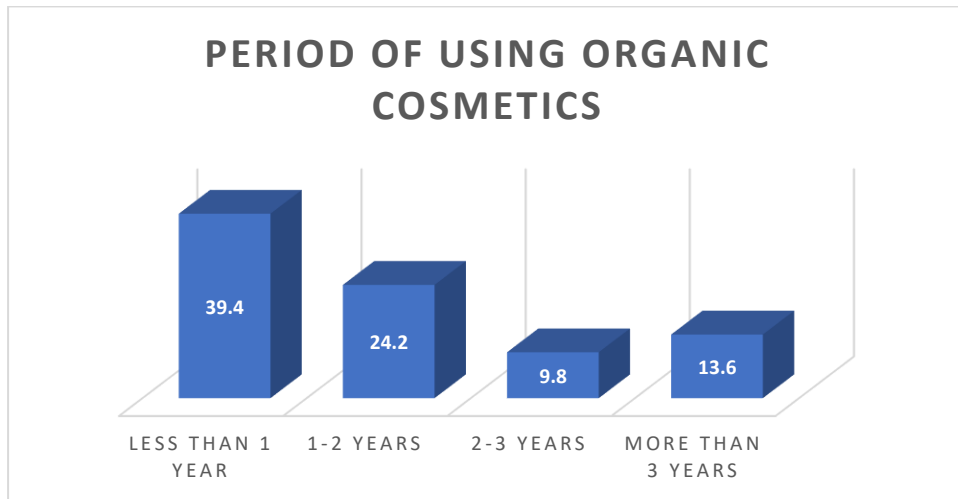


Table 4.1.12

Brand of Organic Cosmetics Used by the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mama earth	54	40.9	40.9	40.9
Biotique	19	14.4	14.4	55.3
Kama	4	3.0	3.0	58.3
Ayurveda	5	3.8	3.8	62.1
Khadi Naturals	9	6.8	6.8	68.9
Patanjali	7	5.3	5.3	74.2
Plum goodness	34	25.8	25.8	100.0
Others				
Total	132	100.0	100.0	

Source: Computed.

It is inferred from the Table 4.1.12 that out of 132 respondents, 54(40.9%) has been using the Mama earth brand, while 19(14.4%) of respondents are using Biotique brand, 4(3%) of respondents are using Kama Ayurveda brand, 5(3.8%) are using Khadi Naturals brand, 9(6.8%) has been using Patanjali brand, 7(5.3%) are using Plum goodness brand and 34(25.8%) of respondents has been using the other brands of organic cosmetics. From this, it is concluded that majority of the respondents are using Mama earth brand.

Chart 4.1.9

Brands of Organic Cosmetics

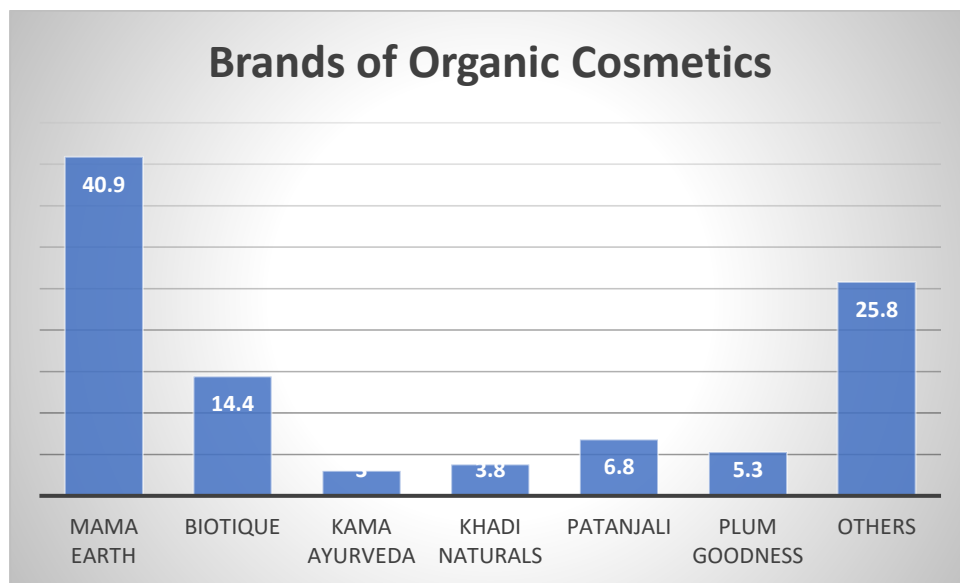


Table 4.1.13

Reasons to Switch Over from Inorganic to Organic

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No side effects	47	35.6	35.6	35.6
Convenient	26	19.7	19.7	55.3
Chemical free	50	37.9	37.9	93.2
Beneficial for long run	9	6.8	6.8	100.0
Total	132	100.0	100.0	

Source: Computed.

It is revealed from the Table 4.1.13 that out of 132 respondents, 47(35.6%) stated that they have no side effects, while 26(19.7%) have expressed the reason of convenient, 50(37.9%) have opined chemical free and other 9(6.8%) respondents have stated that beneficial for long run.

Chart 4.1.10

Reasons to Switch Over from Inorganic Cosmetics to Organic Cosmetics

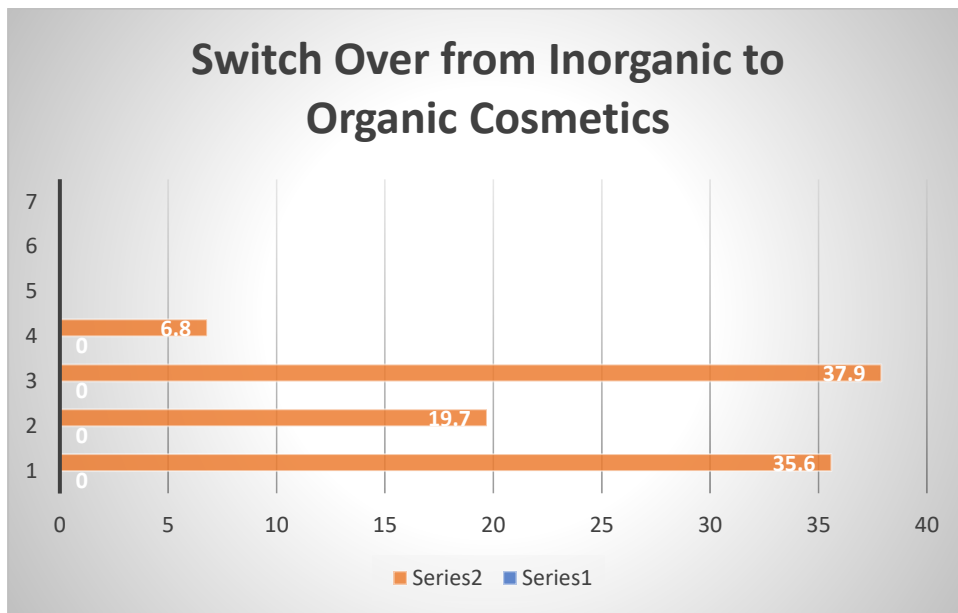


Table 4.1.14

Categories of Organic Cosmetics used by the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Makeup products	23	17.4	17.4	17.4
Hair care products	60	45.5	45.5	62.9
Skincare products	49	37.1	37.1	100.0
Total	132	100.0	100.0	

Source: Computed.

It is known from the Table 4.1.14 that out of 132 respondents, 23(17.4%) of respondents are using Makeup products, while 60(45.5%) are using Hair care products and the other 49(37.1%) respondents are using the Skin care products. From this table it concludes that majority of the respondents are using Skincare product.

Table 4.1.15
Buying Mode

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Online(social media)	51	38.6	38.6	38.6
Offline (direct purchasing)	69	52.3	52.3	90.9
Blended Mode	12	9.1	9.1	100.0
Total	132	100.0	100.0	

Source: Computed.

The result presented in the table 4.1.15 reveals that out of 132 respondents, 51(38.6%) of respondents are buying the cosmetics through online(social media), while 69(52.3%) respondents are buying through offline(direct purchasing), and the other respondents of 12(9.1%) are buying through Blended mode.

Table 4.1.16
Purchasing Period of Organic Cosmetics

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Once in a month	38	28.8	28.8	28.8
Twice in a month	31	23.5	23.5	52.3
Once in Two months	63	47.7	47.7	100.0
Total	132	100.0	100.0	

Source: Computed.

Table 4.1.16 shows that out of 132 respondents, 38(28.8%) have purchasing the organic cosmetics once in a month, 31(23.5%) have purchase twice in a month and 63(47.7%) have purchase once in Two months. It is concluded that majority of the respondents have been purchasing the organic cosmetics once in two months.

Table 4.1.17
Spend Approximately Per Month by the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than Rs.1000	74	56.1	56.1	56.1
Rs.1001-1500	28	21.2	21.2	77.3
Rs.1501-2000	13	9.8	9.8	87.1
above Rs.2000	17	12.9	12.9	100.0
Total	132	100.0	100.0	

Source: Computed.

From the table 4.1.17, it has been inferred that 74(56.1%) of respondents are spending the amount of Less than Rs. 1000 for purchasing organic cosmetics per month, while 28(21.2%) are spend Rs.1001-1500, 13(9.8%) are spending the amount of Rs.1501-2000 and 17(12.9%) respondents are spending above Rs.2000 for purchasing.

Table 4.1.18
Factor Influences to Buy Organic Cosmetics

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid To satisfy the needs	26	19.7	19.7	19.7
Recommended by skin specialist	26	19.7	19.7	39.4
Quality	17	12.9	12.9	52.3
Chemical free	63	47.7	47.7	100.0
Total	132	100.0	100.0	

Source: Computed.

It is clear from the table 4.1.18 that out of 132 respondents, 26(19.7%) of respondents are influenced by the factor to satisfy the needs, 26(19.7%) are influence by recommended by skin specialist, while 17(12.9%) have been influenced by quality of the cosmetics and 63(47.7%) are influenced by the factor of chemical free. From this table, it is concluded that most of the respondents buy organic cosmetics because of Chemical free.

Table 4.1.19
Suggestion of any Product to Other Persons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	104	78.8	78.8	78.8
	No	28	21.2	21.2	100.0
	Total	132	100.0	100.0	

Source: Computed.

It is observed from the table 4.1.19 that out of 132 respondents, 104(78.8%) have been suggested the products to other persons. Whereas, 28(21.2%) of respondents does not suggest any product to other persons.

Table 4.1.20
Habit of Going to Parlour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	59	44.7	44.7	44.7
	No	73	55.3	55.3	100.0
	Total	132	100.0	100.0	

Source: Computed.

It is known from the table 4.1.20 that out of 132 respondents , 59(44.7%) have the habit of going to parlour and the other 73(55.3%) of respondents does not have the habit of going to parlour.

Table 4.1.21.1
Organic Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	69	52.3	52.3	52.3
	No	63	47.7	47.7	100.0
	Total	132	100.0	100.0	

Source: Computed.

It is understood from the table 4.1.21 that out of 132 respondents, 69(52.3%) has mentioned that the beauty parlour is using organic cosmetics, while 63(47.7%) stated that the beauty parlour does not use organic cosmetics. It is concluded that most of the beauty parlour using organic cosmetics.

Table 4.1.21.2
Inorganic Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	55	41.7	41.7	41.7
	No	77	58.3	58.3	100.0
	Total	132	100.0	100.0	

Source: Computed.

From the table 4.21.2 , 55(41.7%) have stated that the beauty parlour is using inorganic cosmetics, while 63(47.7%) mentioned that the beauty parlour does not use inorganic cosmetics. It is concluded that most of the beauty parlour are not using inorganic cosmetics.

Table 4.1.21.3

Both

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	58	43.9	43.9	43.9
No	74	56.1	56.1	100.0
Total	132	100.0	100.0	

Source: Computed.

From the table 4.1.21.3, it is understood that out of 132 respondents, 58(43.9%) have stated that both organic and inorganic cosmetics are used by beauty parlour. While 74(56.1%) mentioned that beauty parlour does not use both the cosmetics.

Table 4.1.22

Kind of Organic Product are Used by Beauty Parlour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Hair care	32	24.2	24.2	24.2
Body care	13	9.8	9.8	34.1
Skin care	31	23.5	23.5	57.6
All the above	56	42.4	42.4	100.0
Total	132	100.0	100.0	

Source: Computed.

It is clear from the table 4.1.22 that out of 132 respondents, 32(24.2%) stated that hair care products are used by beauty parlour, while 13(9.8%) mentioned skin care products are used, 31(23.5%) stated that skin care products are used in beauty parlour and the other 56(42.4%) respondents stated that all the products are used by beauty parlour. From this table, it is concluded that most of the beauty parlour using all the products.

Table 4.1.23
Changes that Happen in Body and Skin while Using Organic Products at
Beauty Parlour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Skin glow naturally without makeup	51	38.6	38.6	38.6
Gradually helps to renovate the natural skin cells	60	45.5	45.5	84.1
Increases skin tone	21	15.9	15.9	100.0
Total	132	100.0	100.0	

Source: Computed

It is revealed from the table 4.1.23 that out of 132 respondents, 52(38.6%) has expressed that skin glow naturally without makeup. 60(45.5%) have opined that gradually helps to renovate the natural skin cells and 21(15.9%) have mentioned that increases skin tone. Hence, it is concluded that most of the respondents mentioned that gradually helps to renovate the natural skin cells.

Table 4.1.24
Differences Between Usage by Yourself and Parlour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	107	81.1	81.1	81.1
No	25	18.9	18.9	100.0
Total	132	100.0	100.0	

Source: Computed.

It is understood from the table 4.1.24 that out of 132 respondents, 107(81.1%) stated that they have the difference between usage by themselves and the parlour. 25(18.9%) have mentioned that they do not feel any differences.

Table 4.1.25

State the Reasons for Differences Between Usage by Yourself and at Parlour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Professional service	26	19.7	19.7	19.7
Professional advice	23	17.4	17.4	37.1
To gain awareness about the products	59	44.7	44.7	81.8
On special occasions only	24	18.2	18.2	100.0
Total	132	100.0	100.0	

Source: Computed.

It is seen from the table 4.1.25 that out of 132 respondents, 26(19.7%) have opined that professional service. 23(17.4%) have stated that professional advice. 59(44.7%) have expressed that to gain awareness about the products. 24(18.2%) have mentioned that on special occasions only. From this table, it is concluded that most of the respondents stated that to gain awareness about the products.

Table 4.1.26.1

Stick Over to a Particular Organic Cosmetic Brand Over the Period of Time

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	93	70.5	70.5	70.5
No	39	29.5	29.5	100.0
Total	132	100.0	100.0	

Source: Computed.

It is known from the table 4.1.26.1 that out of 132 respondents, 93(70.5%) have stated that they wish to stick over from a particular organic cosmetic brand to another over the period of time. 39(29.5%) have expressed that they dose not stick over from the particular brand.

Table 4.1.26.2
Reason to Change from One Brand to Another

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Takes more time in result	21	15.9	22.6	22.6
Expensive	27	20.5	29.0	51.6
Brand attraction	30	22.7	32.3	83.9
New features	15	11.4	16.1	100.0
Total	93	70.5	100.0	
Missing System	39	29.5		
Total	132	100.0		

Source: Computed.

It is clear from the table 4.1.26.2 that out of 132 respondents, have 93(70.5%) have stated that they wish to stick over from a particular organic cosmetic brand to another over the period of time. 39(29.5%) have expressed that they dose not stick over from the particular brand. From that out of 93 respondents, 21(15.9%) opined takes more time in result, 27(20.5%) have stated that expensive, 30(22.7%) have feel brand attraction and 15(11.4%) have mentioned that new features.

4.2 RANKING ANALYSIS

The respondents were asked to rank the factors which potential attracts them to purchase organic cosmetics. The most potential factor was given as rank of 1. The least potential factor was given as rank of 5. Hence ranks were found out for all the items which were given below.

Table 4.2.1

Factors which potential attracts to purchase

Factor	Mean Rank
Quality	1.95
Brand	2.48
Price	3.11
Eco-friendly	3.38
Availability	4.07

Source: Computed.

The table 4.2.1 shows that “Quality” has the lowest mean rank of 1.95 indicating that the highest potential factor of purchasing organic cosmetics. The next lowest factor which has mean rating is 2.48 “Brand”, the next lowest factors are 3.11 “Price” and 3.38 “Eco-friendly”. The least factor is 4.07 “Availability”.

4.3 One-way ANOVA:

ANOVA is statistical test that looks for significant differences between means on a measure and t-test is the type inferential statistics used to determine if there is significant difference between the means of two groups. Here ANOVA and t-test are used to analyse whether there is a significant difference between the socio demographic factors and the level of agreeability.

Ho: There is no significant difference between the socio demographic factor of age variables and the level of agreeability factors.

Significant @ 5%

Table 4.3.1
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Eye irritation	Between Groups	6.351	3	2.117	1.891	.134
	Within Groups	143.285	128	1.119		
	Total	149.636	131			
Black shades	Between Groups	4.710	3	1.570	1.594	.194
	Within Groups	126.101	128	.985		
	Total	130.811	131			
Pimples	Between Groups	12.427	3	4.142	3.688	.014
	Within Groups	143.754	128	1.123		
	Total	156.182	131			
Skin allergy	Between Groups	3.980	3	1.327	1.429	.237
	Within Groups	118.831	128	.928		
	Total	122.811	131			
Skin irritation	Between Groups	6.352	3	2.117	1.810	.149
	Within Groups	149.709	128	1.170		
	Total	156.061	131			
Hair loss	Between Groups	9.551	3	3.184	3.089	.030
	Within Groups	131.926	128	1.031		
	Total	141.477	131			
Other side effects	Between Groups	8.149	3	2.716	2.259	.085
	Within Groups	153.911	128	1.202		
	Total	162.061	131			

The table 4.3.1 shows the value of F is 1.891 which reaches the significance of 0.134 is higher than the alpha value 0.05. This means there is no significance difference between the means of factor “eye irritation” and age variables. The value of F is 1.594 which reaches the significance of 0.194 this means there is no significance differences between the means of factor “black shades” and age variables. The value of F is 3.688 which reaches the significance of 0.014 this means there is no significance differences between the means of factor “pimples” and age variables. The value of F is 1.429 which reaches the significance of 0.237 this means there is no significance differences between the means of factor “Skin allergy” and age variables. The value of F is 1.810 which reaches the significance of 0.149 this means there is no significance differences between the means of factor “Skin irritation” and age variables. The value of F is 3.089 which reaches the significance of 0.030 this means there is no significance differences between the means of factor “Hair loss” and age variables. The value of F is 2.259 which reaches the significance of 0.085 this means there is no significance differences between the means of factor “Other side effects” and age variables. Hence the null hypothesis is accepted.

4.4 CHI-SQUARE

A chi square (χ^2) statistic is a test that measures how expectations compare to actual observed data (or model results). The data used in calculating a chi square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. Chi-squared tests are often constructed from a sum of squared errors, or through the sample variance. Test statistics that follow a chi squared distribution arise from an assumption of independent normally distributed data, which is valid in many cases due to the central limit theorem.

Comparative of Demographic with Awareness of Organic Products

Ho: There is no association between the demographic factors influencing and the factor “Hair mask”.

Significant @ 5%

Table 4.4.1.1

Age * Hair mask

		Hair mask		Total
		Aware	Not aware	
Age	17-20 years	41	25	66
	21-23 years	31	20	51
	24-26 years	12	0	12
	above 26 years	1	2	3
Total		85	47	132

Table 4.4.1.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.336 ^a	3	.040
Likelihood Ratio	12.189	3	.007
Linear-by-Linear Association	.912	1	.340
N of Valid Cases	132		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.07.

The value of the test statistics is 8.336. The corresponding p-value of the test statistics is $p=0.040$. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the demographic factors influencing and the factor “Hair mask”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Sunscreen”.

Significant @ 5%

Age * Sunscreen

Table 4.4.2.1

		Sunscreen		Total
		Aware	Not aware	
Age	17-20 years	41	25	66
	21-23 years	41	10	51
	24-26 years	11	1	12
	above 26 years	3	0	3
Total		96	36	132

Table 4.4.2.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.549 ^a	3	.036
Likelihood Ratio	9.748	3	.021
Linear-by-Linear Association	8.208	1	.004
N of Valid Cases	132		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .82.

The value of the test statistics is 8.549. The corresponding p-value of the test statistics is p=0.036. Since the p-value is greater than the chosen significance level (α=0.05). There is no significance association between the factors influencing and the factor “Sunscreen”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Hair growth oil”.

Significant @ 5%

Age * Hair Growth Oil

Table 4.4.3.1

		Hair growth oil		
		Aware	Not aware	Total
Age	17-20 years	52	14	66
	21-23 years	45	6	51
	24-26 years	12	0	12
	above 26 years	3	0	3
Total		112	20	132

Table 4.4.3.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.019 ^a	3	.170
Likelihood Ratio	7.130	3	.068
Linear-by-Linear Association	4.816	1	.028
N of Valid Cases	132		

.a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .45.

The value of the test statistics is 5.019. The corresponding p-value of the test statistics is p=0.170. Since the p-value is greater than the chosen significance level (α=0.05). There is no significance association between the factors influencing and the factor “Hair growth oil”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Foundation”.

Significant @ 5%

Age * Foundation

Table 4.4.4.1

		Foundation		Total
		Aware	Not aware	
Age	17-20 years	45	21	66
	21-23 years	33	18	51
	24-26 years	11	1	12
	above 26 years	3	0	3
Total		92	40	132

Table 4.4.4.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.720 ^a	3	.193
Likelihood Ratio	6.268	3	.099
Linear-by-Linear Association	1.927	1	.165
N of Valid Cases	132		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .91.

The value of the test statistics is 4.720. The corresponding p-value of the test statistics is p=0.193. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Foundation”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Face serum”.

Significant @ 5%

Age * Face serum

Table 4.4.5.1

		Face serum		
		Aware	Not aware	Total
Age	17-20 years	44	22	66
	21-23 years	32	19	51
	24-26 years	11	1	12
	above 26 years	3	0	3
Total		90	42	132

Table 4.4.5.2

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.215 ^a	3	.157
Likelihood Ratio	6.875	3	.076
Linear-by-Linear Association	2.068	1	.150
N of Valid Cases	132		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .95.

The value of the test statistics is 5.215. The corresponding p-value of the test statistics is p=0.157. Since the p-value is greater than the chosen significance level (α=0.05). There is no significance association between the factors influencing and the factor “Face serum”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor “Shampoo and conditioner”.

Significant @ 5%

Age * Shampoo and conditioner

Table 4.4.6.1

		Shampoo and conditioner		Total
		Aware	Not aware	
Age	17-20 years	55	11	66
	21-23 years	44	7	51
	24-26 years	11	1	12
	above 26 years	3	0	3
Total		113	19	132

Table 4.4.6.2

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.157 ^a	3	.763
Likelihood Ratio	1.628	3	.653
Linear-by-Linear Association	1.061	1	.303
N of Valid Cases	132		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .43.

The value of the test statistics is 1.157. The corresponding p-value of the test statistics is p=0.763. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Shampoo and conditioner”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor “Body lotion and creams”.

Significant @ 5%

Age * Body lotion and creams

Table 4.4.7.1

		Body lotion and creams		Total
		Aware	Not aware	
Age	17-20 years	45	21	66
	21-23 years	35	16	51
	24-26 years	12	0	12
	above 26 years	3	0	3
Total		95	37	132

Table 4.4.7.2

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.594 ^a	3	.086
Likelihood Ratio	10.601	3	.014
Linear-by-Linear Association	3.861	1	.049
N of Valid Cases	132		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .84.

The value of the test statistics is 6.594. The corresponding p-value of the test statistics is p=0.086. Since the p-value is greater than the chosen significance level (α=0.05). There is no significance association between the factors influencing and the factor “Body lotion and creams”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor “Face wash”.

Significant @ 5%

Age * Face wash

Table 4.4.8.1

		Face wash		Total
		Aware	Not aware	
Age	17-20 years	60	6	66
	21-23 years	45	6	51
	24-26 years	12	0	12
	above 26 years	3	0	3
Total		120	12	132

Table 4.4.8.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.941 ^a	3	.585
Likelihood Ratio	3.266	3	.352
Linear-by-Linear Association	.443	1	.506
N of Valid Cases	132		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .27.

The value of the test statistics is 1.941. The corresponding p-value of the test statistics is p=0.585. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Face mask”. Hence the null hypothesis is accepted.

Comparative of Demographic with Awareness on Categories of Organic Products

Ho: There is no association between the demographic factors influencing and the factor “Skincare products”.

Table 4.4.9.1
Educational qualification * Skincare products

		Skincare products			Total
		Highly aware	Aware	Not aware	
Educational qualification	Under graduate	22	39	16	77
	Post graduate	16	22	3	41
	Ph. D	0	3	0	3
	Others	3	4	4	11
Total		41	68	23	132

Table 4.4.9.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.569 ^a	6	.144
Likelihood Ratio	10.828	6	.094
Linear-by-Linear Association	.017	1	.896
N of Valid Cases	132		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .52.

The value of the test statistics is 9.569. The corresponding p-value of the test statistics is p=0.144. Since the p-value is greater than the chosen significance level (α=0.05). There is no significance association between the factors influencing and the factor “Skincare products”. Hence null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Haircare products”.

Table 4.4.10.1
Educational qualification * Haircare products

		Haircare products			Total
		Highly aware	Aware	Not aware	
Educational qualification	Under graduate	22	43	12	77
	Post graduate	16	23	2	41
	Ph. D	1	2	0	3
	Others	2	7	2	11
Total		41	75	16	132

Table 4.4.10.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.974 ^a	6	.547
Likelihood Ratio	5.792	6	.447
Linear-by-Linear Association	.017	1	.895
N of Valid Cases	132		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .36.

The value of the test statistics is 4.974. The corresponding p-value of the test statistics is $p=0.547$. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Haircare products”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Makeup products”.

Table 4.4.11.1
Educational qualification * Makeup products

		Makeup products			Total
		Highly aware	Aware	Not aware	
Educational qualification	Under graduate	20	42	15	77
	Post graduate	10	29	2	41
	Ph. D	0	3	0	3
	Others	4	4	3	11
Total		34	78	20	132

Table 4.4.11.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.635 ^a	6	.141
Likelihood Ratio	11.514	6	.074
Linear-by-Linear Association	.152	1	.696
N of Valid Cases	132		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .45.

The value of the test statistics is 9.635. The corresponding p-value of the test statistics is p=0.141. Since the p-value is greater than the chosen significance level (α=0.05). There is no significance association between the factors influencing and the factor “Makeup products”. Hence the null hypothesis is accepted.

Comparative of Demographic with Knowledge of Organic Products

H₀: There is no association between the demographic factors influencing and the factor “Hair mask”.

Table 4.4.12.1

Area of residency * Hair mask

		Hair mask			Total
		Absolutely known	Known	Not known	
Area of residency	Rural	27	36	15	78
	Urban	4	21	8	33
	Semi-urban	7	8	6	21
Total		38	65	29	132

Table 4.4.12.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.085 ^a	4	.131
Likelihood Ratio	7.820	4	.098
Linear-by-Linear Association	1.342	1	.247
N of Valid Cases	132		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.61.

The value of the test statistics is 7.085. The corresponding p-value of the test statistics is $p=0.131$. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Hair mask”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Sunscreen”.

Table 4.4.13.1
Area of residency * Sunscreen

		Sunscreen			Total
		Absolutely known	Known	Not known	
Area of residency	Rural	28	42	8	78
	Urban	8	19	6	33
	Semi-urban	9	11	1	21
Total		45	72	15	132

Table 4.4.13.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.807 ^a	4	.433
Likelihood Ratio	3.896	4	.420
Linear-by-Linear Association	.030	1	.862
N of Valid Cases	132		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.39.

The value of the test statistics is 3.807. The corresponding p-value of the test statistics is $p=0.433$. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Sunscreen”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Hair growth oil”.

Table 4.4.14.1
Area of residency * Hair growth oil

		Hair growth oil			Total
		Absolutely known	Known	Not known	
Area of residency	Rural	33	33	12	78
	Urban	12	18	3	33
	Semi-urban	8	10	3	21
Total		53	61	18	132

Table 4.4.14.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.674 ^a	4	.795
Likelihood Ratio	1.717	4	.788
Linear-by-Linear Association	.022	1	.881
N of Valid Cases	132		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.86.

The value of the test statistics is 1.674. The corresponding p-value of the test statistics is p=0.795. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Hair growth oil”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor “Foundation”.

Table 4.4.15.1
Area of residency * Foundation

		Foundation			Total
		Absolutely known	Known	Not known	
Area of residency	Rural	20	45	13	78
	Urban	8	21	4	33
	Semi-urban	8	10	3	21
Total		36	76	20	132

Table 4.4.15.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.990 ^a	4	.738
Likelihood Ratio	1.923	4	.750
Linear-by-Linear Association	.785	1	.376
N of Valid Cases	132		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 3.18.

The value of the test statistics is 1.990. The corresponding p-value of the test statistics is $p=0.738$. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Foundation”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Face serum”.

Table 4.4.16.1
Area of residency * Face serum

		Face serum			Total
		Absolutely known	Known	Not known	
Area of residency	Rural	33	36	9	78
	Urban	7	23	3	33
	Semi-urban	9	11	1	21
Total		49	70	13	132

Table 4.4.16.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.224 ^a	4	.183
Likelihood Ratio	6.601	4	.159
Linear-by-Linear Association	.007	1	.933
N of Valid Cases	132		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.07.

The value of the test statistics is 6.224. The corresponding p-value of the test statistics is p=0.183. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Face serum”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor “Shampoo and conditioner”.

Table 4.4.17.1
Area of residency * Shampoo and conditioner

		Shampoo and conditioner			Total
		Absolutely known	Known	Not known	
Area of residency	Rural	31	40	7	78
	Urban	8	23	2	33
	Semi-urban	11	10	0	21
Total		50	73	9	132

Table 4.4.17.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.538 ^a	4	.162
Likelihood Ratio	7.956	4	.093
Linear-by-Linear Association	.842	1	.359
N of Valid Cases	132		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 1.43.

The value of the test statistics is 6.538. The corresponding p-value of the test statistics is p=0.162. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Shampoo and conditioner”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor “Body lotion and creams”.

Table 4.4.18.1
Area of residency * Body lotion and creams

		Body lotion and creams			Total
		Absolutely known	Known	Not known	
Area of residency	Rural	23	51	4	78
	Urban	7	21	5	33
	Semi-urban	10	11	0	21
Total		40	83	9	132

Table 4.4.18.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.564 ^a	4	.073
Likelihood Ratio	8.968	4	.062
Linear-by-Linear Association	.812	1	.367
N of Valid Cases	132		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 1.43.

The value of the test statistics is 8.564. The corresponding p-value of the test statistics is $p=0.073$. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Body lotion and creams”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor “Face wash”.

Table 4.4.19.1
Area of residency * Face wash

		Face wash			Total
		Absolutely known	Known	Not known	
Area of residency	Rural	34	40	4	78
	Urban	11	22	0	33
	Semi-urban	12	8	1	21
Total		57	70	5	132

Table 4.4.19.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.450 ^a	4	.244
Likelihood Ratio	6.644	4	.156
Linear-by-Linear Association	.506	1	.477
N of Valid Cases	132		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .80.

The value of the test statistics is 5.450. The corresponding p-value of the test statistics is p=0.244. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Face wash”. Hence the null hypothesis is accepted.

Comparative of Demographic with Knowledge on Categories of Organic Products

Ho: There is no association between the demographic factors influencing and the factor “Skincare products”.

Table 4.4.20.1

Family type * Skincare products

		Skincare products			Total
		Highly known	Known	Not known	
Family type	Joint family	13	19	4	36
	Nuclear	35	56	5	96
Total		48	75	9	132

Table 4.4.20.2

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.481 ^a	2	.477
Likelihood Ratio	1.359	2	.507
Linear-by-Linear Association	.295	1	.587
N of Valid Cases	132		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.45.

The value of the test statistics is 1.481. The corresponding p-value of the test statistics is $p=0.477$. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Skincare products”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor “Hair care products”.

Table 4.4.21.1
Family type * Hair care products

		Hair care products			Total
		Highly known	Known	Not known	
Family type	Joint family	14	18	4	36
	Nuclear	35	56	5	96
Total		49	74	9	132

Table 4.4.21.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.704 ^a	2	.427
Likelihood Ratio	1.587	2	.452
Linear-by-Linear Association	.090	1	.764
N of Valid Cases	132		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.45.

The value of the test statistics is 1.704. The corresponding p-value of the test statistics is $p=0.427$. Since the p-value is greater than the chosen significance level ($\alpha=0.05$). There is no significance association between the factors influencing and the factor “Hair care products”. Hence the null hypothesis is accepted.

H₀: There is no association between the demographic factors influencing and the factor “Makeup products”.

Table 4.4.22.1
Family type * Makeup products

		Makeup products			Total
		Highly known	Known	Not known	
Family type	Joint family	9	23	4	36
	Nuclear	32	56	8	96
Total		41	79	12	132

Table 4.4.22.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.943 ^a	2	.624
Likelihood Ratio	.959	2	.619
Linear-by-Linear Association	.908	1	.341
N of Valid Cases	132		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.27.

The value of the test statistics is 0.943. The corresponding p-value of the test statistics is p=0.624. Since the p-value is greater than the chosen significance level (α=0.05). There is no significance association between the factors influencing and the factor “Makeup products”. Hence the null hypothesis is accepted.

4.5 DESCRIPTIVE STATISTICS:

The respondents were asked to rate the level of agreeability on the given statements regarding the factors influenced to purchase organic cosmetics. The scale consists of 5 items. Five – point like type scale was constructed to measure the rate of the level of agreeability of the respondents. The scale values ranged from Strongly disagree (1) to Strongly agree (5). Higher the rating more will be the agreed level. Mean ratings were found out for each item given below.

Table 4.5.1
Level of Agreeability

		Safe to use	More effective	Good fragrance	Chemical free	Compatible
N	Valid	132	132	132	132	132
	Missing	0	0	0	0	0
Mean		1.8106	2.1136	1.9848	2.1212	2.1288
Median		2.0000	2.0000	2.0000	2.0000	2.0000
Mode		2.00	2.00	2.00	2.00	2.00
Std. Deviation		.76301	.78777	.83789	.97315	.99161
Minimum		1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00

Source: Computed

It is seen from the above table 4.5.1 that the highest mean rating is 2.1288 for “Compatible”. That is on average the agreed level of the respondents is between agree and strongly agree. The next highest mean rating is 2.1212 for “Chemical free”. The lowest mean rating is 1.8106 for “Safe to use”. That is on average have their agreed level between strongly disagree and disagree. It is also seen from the table that the ratings of most of the items vary between a minimum of 1 to a maximum of 5. The other factors have neutral level above agree.

CHAPTER V

CHAPTER V

FINDINGS, SUGGESTION AND CONCLUSION

The purpose of this chapter is to summarize the study's findings and to offer conclusions, suggestions, and recommendations based on result.

5.1 FINDINGS:

Percentage Analysis:

- 50.0% of respondents belongs to the age group of 17-20 years.
- 58.3% of respondents are studying under graduate.
- 59.1% of respondents are belongs to rural area.
- 72.7% of respondents are belongs to nuclear family.
- 88.6% of respondents are unmarried.
- 31.1% of respondents belongs to the family income of above Rs.30000.
- 75.8% of respondents are aware of organic cosmetics for two years ago.
- 56.8% of respondents gain source of knowledge through social media.
- 51.5% of respondents feel that less concern for natural approach is the reason for low or nil level of awareness on organic cosmetics.
- 46.2% of respondents feel that less interested is the reason for low or nil level of knowledge on organic cosmetics.
- 39.4% of respondents are using organic cosmetics from less than 1 year.
- 40.9% of respondents are using Mama earth brand of organic cosmetics.
- 37.9% of respondents feel that chemical is the reason to switch over from inorganic to organic cosmetics.
- 45.4% of respondents are using the category of hair care products.
- 52.3% of respondents are preferring to buy organic cosmetics through offline (direct purchasing).
- 47.7% of respondents buy organic cosmetics once in two months.
- 56.1% of respondents spend less than Rs.1000 per month to buy the organic cosmetics.
- 47.7% of respondents are influenced by the factor of chemical free.
- 78.8% of respondents suggested organic cosmetic products to other persons.
- 55.3% of respondents does not have the habit of going to parlour.
- 52.3% of respondents feel that organic cosmetics are used in beauty parlour.
- 58.3% of respondents feel that inorganic cosmetics are used in beauty parlour.

- 56.1% of respondents feel that both organic and inorganic cosmetics are used in beauty parlour.
- 42.4% of respondents feel that all the categories of organic cosmetics are used in beauty parlour.
- 45.5% of respondents feel that organic products gradually help to renovate the natural skin cells while using in beauty parlour.
- 81.1% of respondents feels that the differences between the usage by themselves and parlour.
- 44.7% of respondents feels that to gain awareness about the products is the reason for differences between usage by themselves and at parlour.
- 70.5 % of respondents are stick over to a particular organic cosmetic brand over the period of time.
- 22.7% of respondents feels that the reason to change from one brand to another brand is brand attraction.

Ranking analysis

Based on mean ranking, the respondents find the factor which potentially attracts to purchase is “availability” and hence it is ranked 1. The next major factor being “Eco-friendly” and so it is ranked as 2.

ANOVA

Demographic Factors VS the Level of Agreeability

The ANOVA results shows that there is no significant difference in the mean score of the socio demographic factors and the factors influencing the level of agreeability namely Eye irritation, black shades, pimples, skin allergy, skin irritation, hair loss and other side effects. Hence the null hypothesis is accepted at 5% level of significance.

CHI-SQUARE

Demographic Factors VS Awareness of Organic Products:

According to various factors analyzed, it is found that there are no significant differences between the awareness of organic cosmetics like hair mask, sunscreen, face wash, hair growth oil, foundation, face cream, shampoo and conditioner, and body lotion and creams

and the demographic factor. Here the calculated chi-square value is less than the value at 5% significant level. Hence the null hypothesis is accepted.

Demographic Factors VS Awareness on Categories of Organic Products:

There is no significant difference between the socio demographic factors and categories of organic cosmetics like makeup products, skincare products and hair care products as the calculated chi-square value is lesser than the table value at 5% significant level. Hence the null hypothesis is accepted.

Demographic Factors VS Knowledge of Organic Products:

According to various factors analyzed, it is found that there are no significant differences between the knowledge of organic cosmetics like hair mask, sunscreen, face wash, hair growth oil, foundation, face cream, shampoo and conditioner, and body lotion and creams and demographic factor. Here the calculated chi-square value is less than the value at 5% significant level. Hence the null hypothesis is accepted.

Demographic Factor VS Knowledge on Categories of Organic Products:

There is no significant difference between the socio demographic factors and categories of organic cosmetics like makeup products, skincare products and hair care products as the calculated chi-square value is lesser than the table value at 5% significant level. Hence the null hypothesis is accepted.

DESCRIPTIVE STATISTICS:

Based on the high mean ranking it has been concluded that most of the respondents are more compatible of using organic cosmetics.

5.2 SUGGESTIONS:

The following key suggestions are recommended to organic cosmetic users and manufactures:

- The brand is crucial in helping consumers recognise products and decide whether to buy cosmetics. Hence, it is a necessary to employ the proper strategies that not only enhance the brand but also guarantee the products dependability.
- The analysis indicates the proportions of each element that affected consumers decision to buy. As a result, the study will offer some suggestions to increase the industry's development of female organic cosmetics items.

- In order to encourage additional cosmetic business ventures, it is necessary to strike a balance between the requirement for healthy cosmetics. Making it too loose, will show the poor quality of organic cosmetic products. Thus, there is a necessity to develop the proper mechanism to ensure the quality products and it will definitely position the organic cosmetic industry to a better place.
- Advertising on social media plays an important role in marketing. The manufacturers make use of social media to inform female students about product offers and discounts, and also provide information about organic cosmetic products and their features.
- The study shows that television is the leading source of cosmetics, and consumers trust advertised effects on cosmetics, therefore marketers must take care to disclose the precise material facts and exact of cosmetics to all consumers through print and television media.
- Students should be aware of the products expiration date, packaging, quantity, quality, usage and other information regarding the products side effects.

5.3 CONCLUSION:

According to this study, the majority of respondents are aware of organic cosmetics. The most of consumers believe that cosmetics contain more chemicals, which have a number of negative side effects, and have begun switching to cosmetics made with natural ingredients. As a result, people no longer view cosmetics as a luxury. The cosmetics manufacturer began offering organic based cosmetics as it became clear what the customer needed. According to any responses, manufacturers may reduce the number of chemical combinations in organic cosmetics to encourage consumers to use them more frequently. Women utilise a variety of cosmetic items such as skincare, personal care etc., as a result of their constant concern for their skin and look. The necessity and demand for organic cosmetic products among consumers begin to rise after the Covid-19 pandemic because people are now more concerned about their health. Consumers concur with the idea that organic and inorganic items are distinct from one another and they are not interchangeable. Social media, friends and family are the responders information sources. Therefore, the study can conclude that consumers are aware and supportive of organic cosmetic products, but that manufacturers must do more to increase sales, and that consumers also believe that government must do more to encourage the development of organic cosmetic products. This study gives information to manufacturers about client needs and preferences that they may use to enhance their products.

BIBLIOGRAPHY

BIBLIOGRAPHY:

1. Dr. k. Vijayavenkateswari and A. ManoJana Ranjani(2022) “Consumer Buying Behaviour Towards Organic Cosmetic Products”, Journal of Emerging Technologies and Innovative Research (JETIR), Vol 9, issue 7.
2. Kalyani, Dr.Vishnupriya and Gayathri(2017) “Knowledge, Attitude and Perception Towards Organic Based Cosmetics Formulation in the Multicultural, Civilized Society- A Survey, Research article No:05, Pg: 21-24, ISSN:0976-044x.
3. Dr. V. Seetha and R. Porgeetha Angel (2022) “A Study on Consumer Preference and Satisfaction Towards Marketing Mix Elements of Herbal Beauty Products in Coimbatore City”, Journal of Emerging Technologies and Innovative Research, Vol 9, Issue 10.
4. K. Gokila and M. Banu Rekha (2015) “A Study on Consumer Awareness, Attitude and Preference Towards Herbal Cosmetics Products with Special Reference to Coimbatore City”, International Journal of Interdisciplinary and Multidisciplinary Studies, Vol 2, No 4.
5. Pandey Shivanand and Meshya Nilam(2010) “Herbs Plays an Important Role in the Field of Cosmetics”, International Journal of Pharm Tech Research.
6. Arvind Raghav, Mohd Ovaaid, Anil Kumar and Supriya Maity(2022) “A Review on Herbal Cosmetics Used in Skin Care”, International Journal of Creative Research Thoughts, Vol 10, ISSN:2320-2882.
7. Dr. Jyoti Gangwal and Dr. Vikash Bhatnagar(2019) “Concept of Beauty and Ayurveda Medicine”, International Journal of Research in Medical Sciences and Technology, Vol.No.8.
8. Dr. H. M. Chandrashekar(2014) “Consumer Perception Towards Organic Products”, International Journal of Research in Business Studies and Management, Vol 1, Issue 1.
9. Meenakshi Sharma(2021) “Organic Personal Care Products: Framework for Review of Literature”, International Journal of Management (IJM), Vol 12, Issue 3, ISSN:0976-6510.
10. Shafiq AL-Haddad and Diala Albate(2020) “Factors Affecting Green Cosmetics Purchase Intention”, Research Article, Vol 23, Issue 4.
11. Rachita Kapoor, Anurupa B Singh and Richa Misra(2019) “Green Cosmetics Changing Young Consumer Preferences and Reforming Cosmetic Industry”, International Journal of Recent Technology and Engineering, ISSN:2277-3878, Vol 8, Issue 4.

12. Nora Amberg and Robert Magda(2018) “ Environmental Pollution and Sustainability or the Impact of the Environmentally Conscious Measures of International Cosmetic Companies on Purchase Organic Cosmetics”, *Vise grad Journal on Bioeconomy and Sustainable Development*, Vol 7, No 1.
13. Esiti and Blankson governor(2020) “Personal Values and Purchase Intention of Organic Care Products Among Female Nigerians”, *International Journal of Recent Scientific Research*, Vol 11, Issue 9.
14. Burno Fonseca-Santos and Marcos Antonio Correa and Marlus Chorilli(2015) “Sustainability, Natural and Organic Cosmetics; Consumer, Products, Efficacy, Toxicological and Regulatory Considerations”, *Brazilian Journal of Pharmaceutical Science*, Vol 5, No 1.
15. Neha Rani and Dr. Sunitha Bharatwal(2022) “Awareness and Attitude of Young Female Consumers Towards Green Cosmetic Products: A Study Carried Out in District Bhiwani”, *IJIRT*, Vol 9, Issue 2, ISSN: 2349-6002.
16. Benita and Dr. T. Rita Rebekah(2022) “Impact of Demographic Factors in the Buying Behaviour of Young Women Towards Organic Personal Care Products in Tirunelveli city”, *Journal of Xian Shiyou University, Natural Science Edition*, Vol 18, Issue 8.
17. Sudha Ravishankar and Aditi Dhekle(2021) “To Study the Influence of Indian Organic Beauty Brands on Young Women Via Instagram Marketing”, *A Global Journal of Interdisciplinary Studies*, ISSN:2581-5658.
18. Dardak and Ahmad Zairy Zainal Abidin and Abu Kasim Ali(2009) “Consumers Perceptions, Consumption and Preference on Organic Product: Malaysian Perspective”, *Economic and Technology Management Review*, Vol 4.
19. Dr. K. S. Kavitha and T. Anish Fathima(2017) “A Study on Customer Satisfaction Towards Herbal Products”, *International Journal of Current Research and Modern Education*, Vol 2, Issue 2.
20. Daniela Hiratal and Eliane Rocha(2022) “Natural and Organic Cosmetics: Beneficial Properties for the Environment and Health”, *International Journal of Advanced Engineering Research and Science*, Vol 9.
21. Minakshi Sharma(2021) “Organic Personal Care Products: Framework for Review of Literature” *International Journal of Management* , Vol 12, Issue 3.
22. M. Vasuhi and R. Kavitha Rani(2016) “A Study on Consumer Awareness, Attitude and Preference Towards Herbal Cosmetic Products (with special reference to Udumalpet

- Taluk)", International Journal of Interdisciplinary Research in Arts and Humanities-Impact Factor, ISSN:2456-3145.
23. Azila Jaini(2019) " Antecedents of Green Purchase Behaviour of Cosmetic Products: An Empirical Investigation Among Malaysian Consumers", International Journal of Ethics and Systems.
 24. Irene Dini and Sonia Laneri(2020) " The New Challenge for Green Cosmetics : Natural Food Ingredients for Cosmetic Formulations", Multidisciplinary Digital Publishing Institute.
 25. Sameer A. Virani(2014) "Herbal (Organic) Cosmetics the Way Ahead in Modern India", International Journal of Trade and Commerce, Vol 3,No 1, ISSN: 2277-5811.
 26. Yifeng Lin and Shaohua Yang(2018) "An Exploratory Study of Consumer Attitudes Towards Green Cosmetics in the UK Market," Administrative Sciences.
 27. Rebeka-Anna Pop, Zsuzsa Saplacan and Monika-Anetta Alt(2020) "Social Media Goes Green-The Impact of Social Media on Green Cosmetics Purchase Motivation and Intention".
 28. Ezlika Ghazali, Pat Chen Soon, Dilip S. Mutum and Bang Nguyen(2017) "Health and Cosmetics Investigating Consumers Values for Buying Organic Personal Care Products", Journal of Retailing and Consumer Services, Vol 39.
 29. Mahmood Jasim Al-Samydai and Ihab Ali Qrimea(2020) "The Impact of Social Media on Consumers Health Behaviour Towards Choosing Herbal Cosmetics", Journal of Critical Reviews , Vol 7, Issue 9, ISSN:2394-5125.
 30. Salina Akter and M. Sirajul Islam(2020) "Factors Influencing the Attitude of Women Towards Purchasing Green Products: An Exploratory Case Study of Organic Cosmetics in Sweden", Journal of Consumer Sciences, Vol 48.

APPENDIX

APPENDIX

ATTITUDE OF COLLEGE WOMEN STUDENTS TOWARDS ORGANIC COSMETICS – A STUDY WITH SPECIAL REFERENCE TO COIMBATORE CITY.

I. Personal information:

1. Name:

2. Age:

- a) 17-20years
- b) 21-23years
- c) 24-26years
- d) above 26years

3. Educational qualification:

- a) Under graduate
- b) Post graduate
- c) Ph. D
- d) Others

4. Area of residency:

- a) Rural
- b) Urban
- c) Semi-urban

5. Family type:

- a) Joint family
- b) Nuclear

6. Marital status:

- a) Married
- b) Unmarried

7. Family income:

- a) Less than Rs.20000
- b) Rs.20001-25000
- c) Rs.25001-30000
- d) above Rs.30000

II. Information About Awareness and Knowledge:

8. Are you aware of organic cosmetics for two years ago?

- a) Highly aware
- b) Aware
- c) Not aware

9. How did you know about organic cosmetics?

- a) Through friends
- b) Relatives
- c) Social media
- d) Others

10. Are you aware of the following organic products:

Product	Aware	Not aware
1. Face wash		
2. Body lotion and creams		
3. Shampoo and conditioner		
4. Face serum		
5. Foundation		
6. Hair growth oil		
7. Sunscreen		
8. Hair mask		

11. State the reasons for low level or nil level of awareness among the consumers:

- a) Less concern for natural approach
- b) Not exposed to media
- c) Needs of the consumers are basic

12. State your awareness level about the following:

Organic products	Highly aware	Aware	Not aware
1. Makeup products			
2. Hair care products			
3. Skincare products			

13. Do you know about the following products:

Product	Absolutely known	Known	Not known
1. Face wash			
2. Body lotion and creams			
3. Shampoo and conditioner			
4. Face serum			
5. Foundation			
6. Hair growth oil			
7. Sunscreen			
8. Hair mask			

14. State the reasons for low or nil level of knowledge:

- a) Less interested
- b) No importance to natural products
- c) Lack of dissemination method

15. State your level of knowledge of the following:

Organic products	Highly known	Known	Not known
1. Makeup products			
2. Hair care products			
3. Skin care products			

III. Information About Usage:

16. How long you have been using organic cosmetics?

- a) Less than 1 year
- b) 1-2 years
- c) 2-3 years
- d) more than 3 years

17. Which brand of organic cosmetics you are using?

- a) Mama earth
- b) Biotique
- c) Kama Ayurveda
- d) Khadi Naturals
- e) Patanjali
- f) Plum goodness
- g) Others

18. What was the reason to switch over from inorganic to organic cosmetics?

- a) No side effects
- b) Convenient
- c) Chemical free
- d) Beneficial for long run

19. Which categories of organic cosmetics are you using?

- a) Makeup products
- b) Hair care products
- c) Skincare products

20. Buying mode of organic cosmetics:

- a) Online (social media)
- b) Offline (direct purchasing)
- c) Blended Mode

21. How often do you purchase organic cosmetics?

- a) Once in a month
- b) Twice in a month
- c) Once in Two months

22. How much do you spend approximately per month?

- a) Less than Rs.1000
- b) Rs.1001-1500
- c) Rs.1501-2000
- d) above Rs.2000

23. Which factor influences you to buy organic cosmetics?

- a) To satisfy the needs
- b) Recommended by skin specialist
- c) Quality
- d) Chemical free

24. Indicate how you strongly agree or disagree to the following statements with respect to organic cosmetics:

Factor	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.Safe to use					
2.More effective					
3. Good fragrance					
4.Chemical free					
5.Compatible					

25. Rank the factors given below:

Factor	Rank
1.Quality	
2.Brand	
3.Price	
4.Eco-friendly	
5.Availability	

26. Have you suggested any product to other persons?

- a) Yes
- b) No

27. Indicate your level of satisfaction in the selection of organic cosmetic:

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
1. Design					
2. Ingredients					
3. Quality					
4. Value for money					
5. Safety of the product					

28. Do you have the habit of going to parlour?

- a) Yes
- b) No

29. If yes, which kind of cosmetic products are used by the beauty parlour?

A. Organic product

- a) Yes
- b) No

B. Inorganic product

- a) Yes
- b) No

C. Both

- a) Yes
- b) No

30. If organic products are used by beauty parlour, what kind of product they are using?

- a) Hair care
- b) Body care
- c) Skin care
- d) All the above

31. What kind of changes that happens in your body and skin while using organic products at beauty parlour?

- a) Skin glow naturally without makeup
- b) Gradually helps to renovate the natural skin cells
- c) Increases skin tone

32. Indicate the ratio of usage of organic cosmetics as between beauty parlour and your own maintenance.

i) Own:

- a) 0-25%
- b) 26-50%
- c) 51-75%
- d) 76-100%

ii) At parlour:

- a) 0-25%
- b) 26-50%
- c) 51-75%
- d) 76-100%

33. Do you find any differences between usage by yourself and at parlour?

- a) Yes
- b) No

34. If yes, state the reasons given below:

- a) Professional service
- b) Professional advice
- c) To gain awareness about the products
- d) On special occasions only

IV. Information About Its Impact:

35. Indicate your level of agreement on the positive impact of using organic cosmetics.

Impact	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.Natural glow					
2.Gradual increase in skin tone					
3.Visible reduction in dark circles					
4.Improvement in damaged scalp					
5.Hair growth					
6.Lighten body blemishes					
7.No impact on skin over a period of time					
8.Moisturizes the scalp					

36. Indicate your level of agreement on the Negative impact of using organic cosmetics:

Impact	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.Eye irritation					
2.Block shades					
3. Pimples					
4. Skin allergy					
5.Skin irritation					
6.Hair loss					
7.Other side effects					

37. Do you wish to stick over to a particular organic cosmetic brand over the period of time?

a) Yes

b) No

If yes, state the reason to change from one brand to another?

a) Takes more time in result

b) Expensive

c) Brand attraction

d) New features

38. Any other suggestions:

.....***.....