Chapter 2

Review of the literature

2.0 Introduction

A literature review is termed as an integral theory, which deals with the integration of essential information by well-reputed scholars on a chosen theme or a topic. The literature review generally encompasses a diverse number of theories and findings on a specific matter. The main theory of the literature review includes information from the existing sources and does not plunge into information based on experimentation. The term ‘consumer behaviour’ deals with the behavioural patterns of the consumers purchase a particular product or service. The study revolves around the concept of Consumer behaviourism and critically reviews the impact of consumer buying patterns on the basis of herbal and non-herbal products. It will also revolve around the significance of consumer likes and dislikes on the purchase of the particular product or service. The choices and decisions made the consumers are dependent upon the particular choices made by the individuals.

Herbal and non-herbal cosmetic products has been the recent trend that has been in operation since the launch of Patanjali and other brands known for its inexpensive nature among the major leading makeup brands. Herbal and non-herbal cosmetic products have been the trend due to the natural essence that it seems to offer to the cosmetic lovers. These products are derived by the inculcation of major natural and herbal products that has been extracted by the essential herbs and plants. The literature review has critically reviewed the buying patterns of the consumers in relation of herbal and non-herbal products and the likes and dislikes of the general mass. It has authentically validated the basis of the consumer decisions that influence them in the purchase of specific products and services. The decisions that are in operation for the selection of a particular product or service have been critically evaluated for the selected study.

2.1. Concept of consumers

As opined by Lovelock, (2015) the consumers play a vital role in the operation of the sale of the products and services in an economic market. As stated by Charter, (2017) the
consumers are accountable for the increase in the market targets and the monetary gains of the specific company organization. The consumers are accountable for the increase in the profit margins of a particular market or service provider. As stated by Guest, (2016) every organization or firm that works in unison with the demands and requirement of the consumers witness a raise in their profit margin. As opined by Schütte, (2016) there are a diverse number of theories that are beneficial to get a clear comprehension on the behavioural pattern of consumers. It is essential to grasp a clearer understanding on the dynamics of the consumers to attain a better understanding for proper management. As stated by East, (2016) consumer behaviour theory is termed as the understanding of the dynamics that influence the purchasing power of the customers. With the use of this particular theory the market is able to understand the behaviour of the individuals. Therefore the consumers function according to the provision of services and products. The consumers are able to structure their needs by the portrayal of different goods and services by the market.

As stated by McDonald, (2016) a market that has a high sale of goods and services are usually influenced by the quality and the pricing strategy that is prevalent in the market. Therefore, it is highly important to structure the various needs of the consumers and to sell the appropriate product to the consumer. As stated by Chong, et al., and (2017) a consumer can be influenced by the pricing and the quality of the products that are sold in the market. In order to boost up the market gains of an economy it is highly essential to incorporate better services for the betterment of the respective company. The most integral aspiration of a consumer is to serve the economic aspects of the customers. Therefore, it is essential to integrate better quality services for the integration of a particular service or product. A consumer is influenced by the market strategies that are laid down in the market economy by other buyer. Every consumer is governed by an increase in the demands due to the changing trends and lifestyle of the individuals. Therefore demand is never constant and keeps varying every single day. As opined by Homburg, (2017) in order to work in accordance with the changing trends of the consumer it is highly important to keep in track with the theory of the consumer that works with the dynamics of the market. The consumer theory is also subjected to a number of limitations that boost down the impact of consumer market theory. As stated
by Koschate et al., (2018) it is significant to coherently manage the change in trends and lifestyles of the consumer. This is an essential aspect for the proper management of consumer behaviour.

2.2 Concept of cosmetic products

Cosmetic products have been witnessing a diverse change due to innovation its quality and service. The study will critically review the herbal and non-herbal products and briefly illustrate them below. These herbal cosmetics are integrated with the application of certain

2.2.1 Herbal Products

As stated by Rekha, (2016) herbal cosmetic products are created with the integration of medicinal herbs and plants to increase the medicinal value of the cosmetic products. These cosmetics possess a greater value due to the rise in the demands of the consumers for the better skin care products. As opined by Singh, (2017) the herbal cosmetics are used by a huge number of females who venture into seeking newer and better products. As opined by Bryant, (2015) the application of herbal products has been witnessing a huge profit margin due to the integration of reputed products like Patanjali, Azo Cranberry etc. Due to the growing needs of the consumers these herbal products serve as a basis for better skincare. As opined by Ody, (2017) the herbal products are valued for its medicinal purposes and are categorized in a diverse range of products. These herbal products are applied by a number of females who are influenced by the dynamics of the medicinal cosmetics. These herbal cosmetics are useful for the safe and authentic proper skincare. As there are various types of skin types, the herbal products are categorized according to the various skin shades. These skin shades are benefitted by the authentic choice of herbal products that have an impact on the dynamics of the herbal skincare industry. The herbal products are authentic and safe to use due to the integration of natural herbs that are not degraded by the inclusion of harmful chemicals. As stated by Teng, et al., and (2016) the consumers are influenced by the medicinal and safe value offered by the herbal cosmetic products.
The herbal cosmetic products are preferred by the viable consumers as it tends to be safer and offers a hundred percent value to the female buyers who purchase them for the betterment of their skin. These herbal products are purchased by a wide range of females and offer a hundred percent solution to the ongoing problems that are prevalent in skincare. As stated by McElroy, (2018) herbal products are preferred by a huge number of females due to the medicinal attributes incorporated into it. It yields to the better management of skincare and also establishes an authentic routine for skin care specialists. The birth of herbal products has a huge number of benefits as stated by the reputed skin care specialists. These are naturally processed and aid in the reduction of skin diseases offering a clear flawless skin. It is useful to integrate a proper routine for the skin to aid to the medicinal benefits in the field of skincare. The herbal cosmetic product specializes in the field of medicinal herbs which are not synthetic in nature and does not integrate chemicals. These products are easily available to the consumers who purchase them from medicinal stores and makeup stores. There are a number of franchises in the name of different medicinal brands that offer different stores for the proper integration of products and services. These are beneficial for the herbal product users in the cosmetic market economy.

According to Koshy and Manohar, (2017), the purpose of the study is to know about the factors affecting the decision of the consumer behaviour in purchasing of the products. The cosmetic products used by the people and its desirable result from the product used by them. The main purpose of the study was to know the purchasing behaviour of the customer. The key elements, which attract them to the product, is to be taken into consideration for the future references. It was found that the majority of the customers using the products are females only. It was found that one thing which attracts the customers most is the quality delivered by the brand. A majority of buying decision is influenced by the peers, friends and families. The advertising and promotion techniques used by the organisation even play a major role in the consumer buying decision. The data collected is by through sampling method.

According to Laba, (2017), the key points of marketing and advertising is to attract the customers to use the brand. The satisfaction of the customer is to assess the satisfaction rendered by the product to its consumer. The herbal products are diverse and are believed
to be more effective in use. But there are a few experts who believe that the herbal products are not scientifically approved. They feel that the information rendered is not authentic and have no trust in them. As the authenticity of the products is increasing in the market there is a need of the proper mode of communication to people that the product are scientifically approved by usage. The outcome of the product plays a major role in the consumer perception about the brand. If the outcome is desirable the people adapt more.

According to Ismail and Mokhtar, (2016), it is stated that the herbal products have the organic and natural elements in its composition. Those are a combination of the chemical and the natural extracts. This makes a unique combination which makes the customer attracted towards it. As it was always believed that the natural ingredients are more skin friendly than the synthetic dyes and chemicals used. It makes the skin more healthy and glowing for a longer time. The ingredients such as acacia, oak etc. are ingredients which is more acceptable to the customer for the consumption.

According to Trivedi, (2018), the price of the product is of immense importance to the customer. When the herbal products available in the market are more affordable than the non-herbal products in the market, there is an inclination towards the product of lower price. The customer preference is changed according to its income and purchasing power. The products of particular brand which offers the same product at a lower price, some customer gets attracted to it. The pricing practice of the product is of immense importance while selecting a particular brand. The price is determined by the quality and the service that is offered to the customer in comparison to its competitive brands. When the customer feels that the product delivered to them is at par with the price paid, they are satisfied by the product.

According to Pervinet et al., (2014), brand image is substantial when taking a decision about acquiring the brand product. There is a need of a higher level of trust; preference and loyalty which would make the product appeal more to the customer. When the organisation has made its image in front of customer, it gives an edge towards the development of the image. The better the perception of the consumer about the brand, the better will be the sales and profit margin of the company. When the organisation aim is to satisfy the customer and give the brand a higher value by maintaining the quality; it
improves its image in the economy. With the satisfaction a better strategies can be developed to create a consumer base and enhancing the chances of customer loyalty. According to Singh and Bansal, (2017), there are different factors which influence the purchasing decision of the consumer towards herbal products. It depends upon the demographics and well as dynamics of the consumer. The customer belonging to different culture, background, income and geographical areas have distinct coping mechanism. The pattern of living and mind set are dissimilar. The herbal products are gaining importance in the market and are acceptable to people because of its composition. The agreement with the cosmetic product has its relationship with the education pattern and social values of the customer. There are significant changes in the purchasing pattern with the customer belonging to varied age group and income pattern. When a product is cheaper than the competitors who are delivering the product of the same quality it makes the customer opt for the alternative brand. The competitive brand becomes more appealing and attractive to the customer. According to Chattaraj et al., (2018), it has been found that social media plays a significant role in influencing a consumer decision in purchasing of a particular brand. The promotion techniques used by the organisation to make its brand known to a larger public. The social media is a best way to advertise the company, the brand name coming in people’s eyes is of immense importance. A brand will only earn the goodwill when it is well known to the customer they are catering to the public. The customer will be able to connect with the brand when it is able to know and have information about the brand. The acceptance of the brand will be more when it is able to track the changes and improvement happening in the company. The review of the brand on the social pages make the company becomes a household name. Even the advertising done by a famous celebrity adds value to then brand. The promotion done by a well-known face marks up the value for the product. When the consumer is able to see a famous personality who is advertising the brand, it takes the notch up for the consumer acceptance. The consumer tends to have more trust on the brand and its image to make the consumer have a positive outlook on the brand. According to Desai, (2014), cosmetic product are there to make a person more attractive in others eye. It enhances the features and makes them appealing. There is always a
change in the consumer behaviour with time. The consumer becomes more aware about the product they are using in their daily life. The usage of the products which have the composition of the natural extracts such as alovera, neem, etc. It makes the consumer to be more appreciative of the brands as they are avoiding the chemicals, parabens, etc. in the composition. The non-usage of the ingredients makes the application of the product on skin friendlier. The consumer tends to have a shift and change their brand for it.

According to Sulaiman et al., (2017), it has studied the consumer behaviour when they purchase herbal cosmetic products. The main purchase was to know the influence of the demographics on the purchasing power and decision of consumer. The determinations of factors which add value to the buying decision of the consumer are taken into consideration. It has been found that the purchasing pattern is highly influenced by the television and social media advertising. The information of the product, in reference to the quality is given immense weight age.

According to Bafna et al., (2016), the consumer attitude in reference to cosmetic product is substantial for growth. The main purpose is to know about the attitude of the consumer purchasing behaviour and its impact on the brand image. The goodwill of the company is given weightage, when the customer is making a decision about selecting a particular brand. The consumer takes into account the factors which will make the brand a better name in the customers’ eye. They want the brand promotion to be at its maximum. When the customer attitude about the brand is positive it will make the customer to be optimistic about its product too. The work of the company is to have a customer base which trusts the company and the product to make it profit making.

According to Ahmad et al., (2015), it is not only about trust but even about the psychology of the people. The consumer is interested in the in the history and tradition of the company. When the consumer has the knowledge about the company know how and its history and development, it is able to have a relation with the company. When the information about the product and its usage in the daily life and its effects in the future is described to the customer, an interaction is built. When the communication between the consumer and organisation is strong it has an advantage in both ends. The consumer trust the brand as they are able to make a communication and the company gains as they have a customer base which have interest in the product.
2.2.2 Non-Herbal Products

As stated by Melchart, et al., (2016) non-herbal products are usually adulterated with a number of chemicals that degrade the quality of the product or service. The non-herbal cosmetics products are the integration of a diverse number of chemicals that are usually considered to be dangerous for the cosmetic users. There are a diverse range of cosmetics products that deal in harmful chemicals and can degrade the quality of the skin. These products are usually in the form of cosmetics, shampoos, deodorants soap etc. Therefore, the quality of the products is in question to the pricing strategy initiated by it. It is fundamental to ensure the less application of harmful substances to a product that can be very harmful. As opined by Safford, et al., (2017) the non-herbal products are usually in a synthetic form and tend to be dangerous for the use of young teenagers. These products are used in a high dosage by a number of females without the knowledge on its disadvantages. Although these cosmetics are in the form of glossy and shiny covers they are harmful and can cause harm to the number of users. However, there are a number of factors that can create a havoc on the female customers. The non-herbal cosmetic products have witnessed a downplay due to the integration of harmful chemicals and substances that can alter the type of the products that can have an impact on the type of the product that has been used. These are beneficial for the better use of this service and can also give a key factor for the proper integration of goods and services.

Non-herbal cosmetic products are usually in the form of harmful powders and blushers that can have an impact on the use of the substances. The use of non-herbal shampoos and products can degrade the quality of the skin and hair and lead to diverse number of products and services.

According to Agarwal, (2016), the main aim is to know about the determinants, which influence the customer buying behaviour. The data is collected by the questionnaires and surveys conducted online. It is to determine the relationship between the purchase intentions with the actual purchase of the product. The findings of the survey help the company to take a more informed decision in the economy. The consumers have been using the non-herbal products of the international brands for so long it is difficult to shift. They have the desired results from the brand they have used. The consumer feels that the outcome is more often the same with the herbal and non-herbal products, so they do not
want to shift their choice to any other brand. It can even have a better relation with the new trends happening in the market and capture a greater market share.

According to Ahmad et al., (2015), there always have been positive images about the brands which would render result. When the customer using the product can see the changes on the skin with the usage of the product, they tend to use it in the long run. They do not want to switch to other brand as the result may not remain the same. The customer switch only when they are not satisfied with the result delivered by it. The shift can even happen when the competitive company in the economy is providing the same product with a better quality. It is when the quality provided is at par with the price paid, the customer tend to be satisfied. The products being used on a daily basis by the consumer, they want it to be skin friendly. When the products have a good effect on the skin, the customer accepts the product as its own. The product used be scientifically approved and tested for the best result.

According to Chan and Mansori, (2016), customer awareness and preference toward the product is given significance. It is when the customer is aware about the composition of the product used they take a more informed decision. The ingredients used by the company in the manufacturing of the product which are with the limited use of the toxic chemicals, parabens, etc. When the product has the least amount of these elements is better for the skin of the customer. With the limited exposure to the chemicals and synthetic materials, it will make the product to be of better usage for the consumer. The positive correlation between the consumer and company products, it will make the relation better. When company maintains the quality with the price, it will make the customer choose the brand which offers them that.

According to Wee et al., (2014), many of the buying decision of the consumer is taken with the involvement of a lot of people. There are influencers, users, peers, etc. which contributes in the decision of the consumer. It is the job of the company to do what plays greater importance in the performance of the company and render the customer satisfaction for the same. It is to understand how the customer actually comes to the decision of making the procurement decision. There are a lot of complexities involved in taking the decision. The complexities are social, cultural, personal and psychological factors which are to be systemized and taken care of to overcome the issues. The
purchase involves a lot of steps as choosing the vendor, design and quantity as well as quality to be as per the want of the customer. The customers will only take the purchasing decision when all its wants are coordinated.

According to Ma, (2018), the competition in the economy has increased many folds. When the company has to capture more market share in the economy it will make efforts to make the current customer be satisfied as well as attracting more potential customers from the market. The company has to observe the customers’ behaviour towards the product quality and nature. The customer has a lot of options to choose from so it has to make the changes to cope up with the ever changing environment. As the consumer behaviour differs from person to person, every person has its own set of attitude and demands from the product. The knowledge and beliefs differ which the company has to come up with plans to sustain in the market in the long run. The consumer is a rationale human being who has to make a decision about the specific brand and the product it wants to use. The selection is crucial as if it doesn’t suit the skin tone there might be pigmentation and allergies which are to be considered.

According to Fatima and Lodhi, (2015), the consumers have a preference and attitude toward the product of a brand. It points out the factors and impact of the internet and social media on the decision of the consumer. It has thrown light on the matter that the product design plays a role in the buying behaviour. When the customer finds the bottle or the design to be unique it is attracted to it. It has highlighted the fact that a modification in the style or design of the product makes the product more appealing to the public. With the change the consumer perspective even changes as the newness is seen. The composition may have a minute difference, but the appeal and attraction will be optimum. The quality is of the utmost importance, which cannot be compromised at any cost for the women. It is irrespective of the age group they belong to, they prefer the use of the cosmetic products as it makes them feel good about themselves.

According to Rani, (2014) customers want to select the product which can provide them with the optimum quality. When the expectations of the customer are not fulfilled by the use of the product, they tend to avoid their use. It is when the quality is not up to the mark it tends to not satisfy the consumer. The quality of the product is defined as the characteristics in terms of performance, safety and reliability. The shelf life of the...
product is to be given a lot of significance in the cosmetic range. The price of product is a factor for the customer to select the product. When the pricing is done is a way which is feasible for the customer, the customer tends to pay for it. It is only when they are satisfied with the product range they tend to accept the product. By the satisfaction it adds to the customer loyalty of the product. It influences the choice of the buyer in time of purchase of the cosmetics.

According to Karmarkar et al., (2015), income of the consumers plays a major role in the buying decision of the product. It means that when the income of an individual is high they tend to spend more on sophisticated goods which tends to make the skin glow. They tend to use the products which are expensive and would groom an individual skin. Another thing that adds value to the product is the endorsement done by celebrities about the product. It draws the customer towards the product in the market. When the celebs like Brad Pitt and Angelina Jolie advertise the products that they use in their daily life, it adds a lot to the brand value of the product. They even start using the product as it is represented by their favourite personality.

According to Oliver, (2014), consumer behaviour consists of consumption pattern, preference and motivation. It even takes into notice the process of buying and behaviour pattern of the product being bought by the consumer. The decision about the purchase has to consider the demographics and expectation of the consumer about the product. It the pattern of purchase differs from person to person. No individual have the same mind set and lifestyle while purchasing a skin care product. The consumption pattern differs with the change in the preference of the consumer. The people are tending to be influenced by the fashion and style of the present time. In general the consumer selects the product when they add value to their skin. It should give them a different look compared to others and even enhance their confidence with the use. An attractive personality is important for both the gender in the society. Be it men or women both want to feel and look pretty to others. The quality of service provided by the brand adds value to the customer satisfaction in the economy. Promotion is done by brands to enhance the customer base in the long run.
2.3. History of cosmetic products

2.3.1 Herbal products

As opined by Seeff and et al., (2015), the products that are used for hair and skin care for the reason of enhancing, beautifying and cleansing the features are called cosmetic products. Care of skin is not a contemporary fashion. In piece of evidence, the folks of every civilization used the products of cosmetic to adorn and protect their skins. In modern times, the use of cosmetic product has undergone a lot of change but the basic concept of the use of cosmetics remained the same that is the use of products to beautify the features. Preserving and resurrecting the complexion of youth has been the sacred grail of splendour since the royal queen Cleopatra stridden into the well-known milk bath. The women of German refused to work when Hitler attempted to forbid makeup in Germany. The herbal concoctions with constituents like sage, henna and chamomile were used by all the cultures to dye their hair. Herbal products basically have been a part of all the civilizations. Several mixtures have been prepared by the early peoples by using herbals to make cosmetic products.

According to Hasegawa and et al., (2015), the credit of the discovery of cosmetic products goes to the earlier ladies of Egypt who invented lead based procedures to whiten their skin and for lining the eyes, kohl was used. With a span of over 7000 years, the history of cosmetic products is present in almost every civilization on globe. The earliest form of custom in the culture of humans is the cosmetic body art. Archaeological facts and data of cosmetics surely date from the earliest Greece and Egypt. The major developments of the earlier times include the application of castor smear with oil in Egypt as a skin cream and caring balm. Cosmetics were also used by the ancient Greeks. A well-documented use of cosmetics is depicted by ancient Egypt. Lacewing flies and kohl have their extraction from North Africa. In ancient period different kinds of remedies were used to treat the wrinkles by the use of ingredients like fresh Moringa and frankincense gums. A special ointment made of sycamore juice and kohl was also used to treat burns. For problems like greying hair and baldness, a lotion have been prepared by the ancient Egyptians by combining resin and beeswax. The mixture was also used on dead bodies because of the cultural believe of life after death.
According to Lee and et al., (2015), the Persian Empire also used cosmetics. The kohl was applied by the people to dim the edges of the eyelids which are akin to eyeliner. After the conversion of Persian tribes into Islam, the use of cosmetics restricted to hide or conceal the actual appearance to mislead desires which are not controllable. At that time, no ban was imposed on applying cosmetic products but the product should not be made by harming one’s body. A 24 volume encyclopaedia on medical was written by an ancient teacher Abu-Al Qasim which was fanatical to cosmetics. Cosmetics were considered to be a branch of medicine which dealt with scented aromatics, perfumes and incense. Oily substances like aadhan were also used for beautification and medication. As opined by Pelkonen and Ahokas (2017), from about 3000BCE the people of china also began to tarnish their fingernails with gelatine, gum Arabic and beeswax. The social class were represented by the colour that is silver and gold were wore by the royals whereas red or black were used by the later royals. They had forbidden the people of lower classes to apply bright colours on their nails. In china a significant enhancing role was played by flowers. The ladies of court used to decorate their foreheads with a tiny subtle plum blossom design. This is the legendary source of floral fashion. In Mongolia the women of royal families used to paint red smudge on their cheeks and eyes. Geisha used to wear lipsticks made of petals of the safflower. This was used to shade the boundaries of the eyes and the eyebrows. The back and the face were shaded by the rice powder. To define the nose, contour is applied. To build up a lighter complexion, bird droppings were also combined with geisha. It was the believe of the people of the Middle Ages, that wearing make up by church leaders was immoral and sinful. According to Bakar and et al., (2017), from the period of renaissance to 20th century, the people of the lower classes had to work external in jobs related to agricultural. Due to this reason the skin of the European ladies were dimmed by direct contact to sun. The status of the person determined their skin colour, the higher the class, the brighter their skin colour was. Because of their spare time in indoors, their colour was pale. They used variety of products to lighten their skin. Pink makeup was used by the Spanish to indenture pale skin. Throughout the early 1900’s, the use of makeup was not much popular. The women of that period hardly wore any makeup. The enamelling of face became admired among the rich people with an attempt to look paler. The wealth of the
person was totally associated with the skin colour because this directly means that the person does not work outdoors and can meet the expense of staying indoors. The products of cosmetics were so out of favour that they could not be bought from departmental stores but only from stores of theatrical costumes. According to Scott, (2016), ancient Greek women used to paint their faces with white lead. With lead they even use mulberries by crushing them and then using it as rouge. They even tend to use clays of ochre color with red iron as lipstick. The Egyptians have a fuss about the hygiene and health of the skin. So they used oils and creams to protect the skin against the sun and dry winds of Egypt. They even use to apply galena misdeed which is made of lead and copper ore and malachite which is a bright green paste of minerals of copper. These ingredients add definition and colour to their faces. The Romans used sheep blood and fat to polish their fingernails. In Europe the women used products to lighten their skin tone. They even use to colour their hair blond. It is a mixture of honey, alum and black colour sulphur. They used arsenic in the composition of face powder instead of lead in that. The women of England use to wear egg whites over the face to make the appearance of skin paler. According to Baran and Maibach, (2017) the ancient women used to color the lips using precious jewels, olive oils and crushed insects. But the flaw in this was that the effect it not last for long. In 1884 the first lipstick was manufactured. It was invented by James Bruce Jr of Nashville, Tennessee. It was to be sold in per tubes being wrapped in small pots or silk paper. Another chemist of French invented the kiss proof lipstick in 1927. Then this was followed by the invention of lip gloss exclusively for the Hollywood actresses in 1930. Since that the innovation was done in reference to different colors and textures. They want the lips to be soft and silky after the application of lipstick. According to Barelet al., (2014), in the nineteenth century women used to apply the lampblack for eye shadow. At that time zinc oxide was replaced by white lead for the whitening effect on the skin. In the society the pressure for the middle aged women increased to appear younger than they were. This increased the use of cosmetic in that period. This opened the market for various product and brand in the market. This even increased the popularity of the beauty products and salons in the society; they just want to look younger than their age so the popularity kept on rising. It was only after this period
that the cosmetic industry starts flourishing in the economy. The rise started in 20th century, in that period pale skin was attributed as an asset in the society. It was associated with richness in that time. The ladies do not tend to go more outdoors to maintain the complexion of their skin.

According to Zillich et al., (2015), in the Middle Age the cosmetics became common phenomena in Europe. The appearance of pale skin was seen to be attractive. This led to the application of lead or chalk on their faces. The women made a lot of efforts to keep their skin as pale as possible. In that period the use of rouge on the skin was tend to give women a bad character. It was declared as Satanic in that period. But this was changed by Elizabeth 1. So all women got inspired and started the application of make up their skin. It became widespread and common among women to apply rouge on their skin.

According to Pelkonen and Ahokas (2017), during early 1900s, cosmetics was not too much prevalent. Truth be told, ladies barely wore cosmetics by any stretch of the imagination. Set aside a few minutes was still for the most part the domain of women of the night, those in men's clubs and on the dark and white screen. Face enamelling (applying real paint to the face) ended up well known among the rich as of now trying to look paler. This training was risky because of the primary fixing frequently being arsenic. Fair skin was related with riches since it implied that one was not out working in the sun and could bear to remain inside throughout the day. Beauty care products were unpopular to the point that they couldn't be purchased in retail establishments; they must be purchased at showy ensemble stores. A lady's "cosmetics schedule" regularly just comprised of utilizing papier poudré, a powdered paper/oil blotching sheet, to brighten the nose in the winter and sparkle their cheeks in the late spring. Rouge was viewed as provocative, so was just observed on "ladies of the night." Some ladies utilized consumed matchsticks to obscure eyelashes, and geranium and poppy petals to recolor the lips. Vaseline turned out to be high popular on the grounds that it was utilized on dry lips, as a base for hair tonic, and soap. Toilet waters were presented in the mid-1900s, however just lavender water or refined cologne was allowable for ladies to wear. Restorative Deodrant was concocted in 1888, by an obscure innovator from Philadelphia and was trademarked under the name Mum (Deodorant). Roll on Deodorant was propelled in 1952, and aerosol deodorant in 1965
According to Yang and et al., (2017), the herbalist’s history and the medicine’s history are closely linked with each other from the times of prehistoric to the development of disease of germ theory in the 19th century. Several evidences have been gathered by the use of scientific methods. Treatments of herbal have been reduced by pharmaceutical drugs in modern care of health. Various traditional or alternative methods of medicine making have been employed by the people. Since thousands of years, cosmetics have been in wide use. The manufacture process if not carried out accordingly lead to several deformities, blindness, effects and even death. Some instances are the regular and current use of lead which is of white colour was used to cover the face during the period of renaissance and even the use of mascara lead to blindness during the 19th century.

According to Hu and et al., (2015), several women and men of Egypt have worn makeup to beautify their manifestation. The people of Egyptian were very doting towards application of eye shadow and eyeliners in bright colours which included red, black and blue. The men and women of ancient Sumerians were the first who invented and wore lipstick. Several gemstones were crushed by them for the purpose of decorating their faces, mainly focussing on eyes and lips. The ancient women of the civilization of Indus valley started applying tinted colour lipstick on their lips for the decoration of their face. Red dye was extracted from focus-align by the ancient Egyptians. Some manatees of bromine and around 1% of iodine were used in the making of red dye, but this had been the cause of illness suffered by many people. The effects of shimmer in the lipsticks were made by using a substance, which was found in the scales of fish. According to a source, the major development in the field of cosmetics made during the early periods is as follows-

- Use of kohl by Egyptians to protect their eye
- Use of castor oil as a balm of protective nature
- Use of skin creams made of rose water, olive oil as processed by Romans
- Lanolin and Vaseline in the 19th century

As mentioned in Old Testament, the cosmetics were also used by ancient Greeks as used by Romans. In the Esther’s book several treatments of beauty have been described. Women in China and Japan used the most conventional and popular methods of
preparing Chinese medicines by the use of fuciformis and tremellia. The retention of moisture was increased by the use of fungus on skin and also prevented the degradation of blood vessels which reduced the wrinkles and smoothened the fine lines. Other effects of anti-ageing came from the increased presence of the chemical of superoxide dismutase in the liver and brain. This enzyme operates as an antioxidant in the entire body, mainly on the area of skin. The Chinese medicine tremellia fuciformis is also used for the purpose of nourishment of lungs.

According to Seeff and et al., (2015), in the history of western period, the use of cosmetics was frowned at several points. In the century of 19th, the queen Victoria has declared the use of make up in public as improper, unacceptable and vulgar and can only be used by the actors. The individual qualities of the women who applied and used make-up shaped the requirement of the product amongst the higher classes. In the 19th century, many women were thought as delicate ladies. The comparison of women was done with the fragile flowers and their femininity and delicacy was emphasized by them. They always tried to look interesting and pale. The ladies used sometimes modest rouge on their cheeks and also used the term “belladonna” to decorate their eyes and make it stand out. In general, make ups were glared, especially in the period of 1870s when etiquettes of social nature were rigid. Clergywoman and teachers were not allowed to use cosmetic products.

As opined by Laba, (2017), a high amount of prevalence of poisoning of lead has been found in the 19th century because of the use of white and red lead powder and makeup. This blackened the skin of many people. The heavy use has also resulted in death of many people. In the other phase of nineteenth century, huge proceeds were made in the field of chemistry through which fragrances of chemical nature were enabled in the process of easier production of products of cosmetics. In the 1800s, the society accepted the use of makeup for actors. The two famous beauties of ancient times were Lillie Langtry and Sarah Bernhard. Most of the cosmetic products were accessible either chemically or naturally in the kitchen amongst colourings of food, beetroot and berries. At the time of middle ages, it was natural for the ladies that their faces were whitened and the cheeks were smooth. By the centre of the 20th century, the uses of cosmetics were widespread in all the societies around the globe.
According to Korkina and et al., (2018), in the year of 1968, the feminist Miss America objected, they threw a quantity of products of feminine into a “Freedom Trash Can”. Several cosmetics were included among items of protestors which was called “Female Torture Instruments” and accessories of what they are apparent to implement femininity. Contemporary makeup has been conventionally used by women, a growing figure of men use cosmetics which were usually associated with women to beautify or wrap their own features such as dark circles, blemishes and many others. Several brands were released by cosmetic brands which were customized both for men and women.

As opined by Napper and et al., (2015), in the year of 1920’s the Hollywood movie industry influenced the use of cosmetics. Stars like Theda Bara had a considerable effect on the industry of makeup. Mascara was created by the make-up artist of Bara’s. She made numerous experiments with kohl at the time of creation of mascara. Many of the producers of makeup of present times were established in the year of 1920s and 1930s. One of the most accepted cosmetic of present times was lipstick, which was more used than powder and rouge. In the year of 1915, Maurice levy had discovered the metal box for lipstick which helped in the process of mass production. In the year 1920, the use of eyebrow pencil was popular. The premature commercial mascaras, such as Maybelline, are simple cakes which contain pigments and soaps. A little brush was dipped into warm water by women, rubbed hair on the cake and removed the extra by undulating the brush on some sponge or blotting paper. The founder of L’Oreal Eugene Schueller discovered contemporary hair dye in the year 1907 and the sunscreen was also invented in the year 1936. First patent right of nail polish was approved in the year 1919. Its shade was a very pale pink. It is not much clear about how murky the colour was, but any women or girl whose nails were poured into pink were shadowy than the blush of a baby. Many agricultural employees had spotted tans on their body, while stylish women kept their body as pallid as possible. Number of tan products was discovered to assist both women and men to achieve a look which is sun-kissed.

2.4. Difference between non-herbal and herbal products

There is a wide difference between herbal and non-herbal products, in terms of safety, effectiveness and quality. Arguments have been found to be occurring in many
researches. However, it has been observed that many customers are not communicated about the issues with herbal products.

In terms of legislation, many herbal products are unlicensed and not regulated by the government. Consumers are unaware of the fact that the government has not yet sanctioned the herbal products (Zhang et al., 2015). As they are largely available in the markets, a conception has developed among the customers that are products are safe in nature. When surveys were taken among the customers, it was identified that most of the customers are using herbal products because of its availability in the market and being influenced by the promotion. Many consumers mistakenly take herbal medicines as foods, therefore being unaware of the hidden risk factors associated with the products. Non-herbal products on the other hands are much safer as they are firstly licensed by the government and then sold in the market.

Before being sold in the market the products are being tested in government-licensed laboratory, clinically tested and then commercialized in the market. Every product is labelled with government permitted signs, which provides a proof of the product being sanctioned by the government. Government has taken measures to verify the products and the ingredients while considering the side effects of the products. Special care has been taken by the legislation to focus more on environmental friendly products causing less harm to the society. Food and agricultural department has been entrusted with the responsibility to clinically test all the products like health drinks, fruits and vegetables curing diseases. Non-herbal products are much safer in nature than herbal products as the government for the benefit of the society and improving the health of the individuals regulates them.

Many ingredients have been restricted in UK by the government, which has prevented from the occurrence of many side effects. Customers are made aware of the risks associated with the herbal products communicating with them or with the help of promotion.

### 2.4.1 Quality of the product

It is a general human conception that since the herbal products belongs to the traditional era; the products are safe in nature. Consumers have generated a blind faith for herbal
products without making any kind of judgements. Nobody can give an assurance of the quality of the ingredients used in the herbal products during its manufacturing. Whether the materials are free from contaminants or not is still a question to be researched. As the products are sometimes stored for long period, materials like pesticides can create risk to the health. The marketers or the consumers are not certain of the fact that whether the same plant or herbs as present in the image of the label are used or not (Seeff et al., 2015). The same plant used in the label can be replaced with some other herb not safe in nature. It may also happen that herbal products are created with a mixture of ingredients, where any single ingredients may not be suitable for body organs or creating late side effects. Consumers are influenced with the label attached to the products and generate a concept of the product being safe but is unaware of the ingredients quality used in the product (Ekor, 2014).

Contrarily non-herbal products though have side effects yet before reaching the customers in hand, are clinically tested. If any trace of risks is determined in the laboratory test then the products are banned. If the products after being sold in the market are found to be unsafe then immediate actions are taken by the government through various kinds of promotion creating an alert in the customers. Quality of the non-herbal products are guaranteed as the products passes through numbers of screening before launched in the market.

Research have been conducted that consumers tends to be diverted or attracted with the labels and the images given in the labels. Consumers have a conception that the plants or the herbs as printed in the labels are used in the manufacturing of the products and thus buys the products without giving it a second thought. Contrarily, non-herbal products are identified and purchased by the consumers based on the trademark sign and the amount of ingredients used in the products as mentioned in the label. Consumers get a clear idea of the ingredients used in the products and if they are allergic to it then they can avoid from having any kind of health issues. Qualities of the products have been a major concern for the consumers recently with the emergence of globalization. The non-ethical marketing of some of these non-herbal companies are misleading the consumers which need to be stopped. There should be proper guideline that should be followed by every
cosmetic company. There should be list of full ingredient list in the packaging and no misinformation in marketing of the product.

2.4.2 Purchasing Factor of the products
Herbal products through traditional and natural in concept are costly and sometimes beyond the reach of the customers. Consumers rich in income can afford to have herbal products but consumers having low income rather opt for non-herbal products. Herbal products like Patanjali, Vaadi herbals, Aroma magic available at wide range in the markets but due to its price many customers avoid to purchase these products. Herbal products are not widely available in every market while non-herbal products are widely distributed in the markets. The increasing trends of herbal cosmetic products are now compelling consumers to invest in the herbal products. The market is in demand of new affordable herbal cosmetics therefore many herbal companies are introducing mid-range products for the mid budget consumers so that everyone can take advantage of these products. These techniques are also increasing profitability of the herbal companies. The social media is also increasing the popularity of the herbal products. There are dedicated blogs for herbal and organic cosmetic products. In addition due to the availability of the non-herbal products the herbal products are still not getting the momentum that it deserves yet.

2.4.3 Beauty Products
Herbal products though have an adverse effect on consumes yet it has been beneficial for the cosmetic industry largely. Natural ingredients are considered safe for skin treatment or therapy. Cosmetic industry has seen a remarkable rise in the market due to an increase in the demands for herbal products. Many herbal ingredients like amla, pudina which are good for skin and beauty treatments. However, it cannot be certified that herbal products used in the cosmetic industry are free from chemicals (Maiti et al., 2017). Though there are certain certification methods which are introduced in the cosmetics industry like organic, vegan, and many more. These methods of certification add value to the herbal brand and increases customer trust. By seeing these certification they can be sure of the fact that the product ensures the safety as well it is cruelty free (Monastra, 2017).
Non-herbal products has a negative effect on the skin treatment due to consisting of strong acids which are harmful for the skin. Brands like Patanjali have shown a diversity in the range of products like toothpaste, hair conditioner and oils, lotions for protecting from UV rays and many others. Herbal products have spread their products ranging from body care, hand care, foot care to consumption of medicines for skin therapy or getting rid of skin issues. It is acceptable that mixtures of herbal ingredients are helpful for many treatments but are not void of chemicals. It has been observed that many after usage of herbal products have to make a visit to the practitioner or clinic due to occurrence of some allergies or something unnatural in the body. Not all herbs suit the skin, thereby creating rashes or allergies to the individuals. Surveys have shown that consumers prefer herbal to non-herbal products for skin treatment. Though the consumers are not certain of the ingredients used in the products yet have developed a blind faith for the herbal products as a gift to cure many skin problems. Cosmetic industry has launched many new herbal products seen a change in the demand of the products in the markets. Brands like Patanjali, Lotus herbal has increased the profit of the cosmetic industry. At international level, products like soaps have been in demand due to the ingredients present in it. UK has developed soaps consisting of turmeric, aloe vera, mint that gives a refreshing feel and cure from allergies occurring in different seasons. In respect to cosmetic industry herbal products have hold a major position in the market globally. Non-herbal products due to having some strong toxic chemicals can be harmful for skin treatment and therefore not purchased by consumers.

Gradually consumers have shown a shift from herbal to non-herbal products, as they are being made aware with the help of education. Education has helped to understand that though there are no chemicals in herbal products but pesticides are used while the plants are growing which can cause harm to the health.

2.4.4 Difference in relation to health

This aspect has been a major concern and contributing factor in differentiating between herbal and non-herbal products. Globally herbal medicines have been considered helpful in curing many diseases like eczema and illness causing from allergies. However, herbal medicines have failed to provide treatment for serious diseases like cancer. When it comes to health herbal products have many disadvantages and uncertain about the safety.
Herbal medicines have certain disadvantages like the dosage amount of herbal medicines are not clearly mentioned in any brand or in the label of the products (Rahimi-Madiseh et al., 2015). Over dosing of any products can be risky enough in many situations (Maiti et al., 2017). Patients with serious illness like suffering from trauma, cancer, heart attack or appendicitis are not curable with herbal medicines (Alsanad et al., 2014). Non-herbal products have been a boon in these specific illnesses though having a long-term treatment. Plants that are taken later as herbs for producing herbal products are not safe in nature. Many are not certain and well aware of the parts of the plants to be harmful or not.

Selection of plants can be wrong as any part of plant can contain poison. For example asparagus used in many herbal products can cause harm to the health of the individual. The berries of asparagus are poisonous in nature, which can risk the health of an individual consuming herbal products comprising of asparagus. Many are unaware of the fact and unknowingly causes harm to themselves. Lemons used in many herbal products for treatment of hair are also poisonous in nature as the acid is spread all over the plant. Identification of the poison or traces of poison in a plant before being taking it as ingredients of herbal products had to make correctly. Non-herbal products unlikely contains less risk of causing harm as the dosage are mentioned in the label or as prescribed by the practitioner along with the side effects. Since the herbal products faces lack of regulation, many consumers can end up buying inferior quality herbs and causing damage or infection to the body parts. Many are curable while some are incurable and develops in the body for life-long. Quality comes in a question again as it may vary depending on the manufacturers, brands and ingredients used.

Recently research have been made that one of the herbs that are used by the athletes to reduce weight has been taken as harmful and unsafe in nature (Bersani et al., 2015). For example the Ephedra or as known as Ma Huang has been lately discovered to be unsafe for consumption. In the pages of history, it had been seen that the concept of herbal products been safe in nature has been an illusion. Socrates too in history died due to consumption of a liquid prepared from herbs.

Are children safe while consuming herbal products? The answer to this question determines the difference between herbal and non-herbal products. When it comes to
children’s, parents are extra cautious about their health and generate a false belief that herbal products safer in nature than non-herbal products. Non-herbal products contain strong doses, which can harm the child, but it has been considered a myth. The efficacy of the herbal products is a question in many parts of the countries including UK. Some herbal medicines have been found to fail to meet the standards of the quality respectively (K, 2018). The dose of medicines has to be clearly mentioned for children, as their body may not be able to take the effects of the ingredients. The quality of herbal products has been lower for children as reported from surveys conducted in UK. From years back, herbal products to be safe in nature and free of chemicals has been a myth (Di et al., 2015). Herbal products have contributed to the cosmetic industry but have failed to acquire equal position in fulfilling other requirements of consumers. Consumers have seen non-herbal medicines to be more beneficial in treatment of major diseases. Government has taken initiative to be particular about the usage of ingredients and dose to be printed in the label. Many consumers have preferred herbal products but lately, as they are educated of the risks and disadvantages of herbal products, a shift has been noticed. Non-herbal products though not containing natural products yet are successful in facing challenges of curing cancer, heart attack and many life-taking diseases. Consumers believe in purchasing non-herbal products as the government has regulated it by making all the pharmaceuticals abide by the laws. The medicines passes through screening test before launched in the market. The overall picture of the research concludes that herbal products are not as natural as it is portrayed. The government has banned many products as they have failed to pass the screening test held by the governmental departments. Education has helped the consumers to be aware of the products consumed by them either non-herbal or herbal products. Research has been concluded that more than 70% of the consumers prefer non-herbal products as the products have been transparent in terms of quality, usage of ingredients and prescribed dosage in the labels. Practitioners too look forward in prescribing non-herbal medicines to patients, as they are safer in nature as compared to herbal products. Herbal products have been preferred only for cosmetic purposes as many herbs are helpful to the skin and less allergic to skin.
The overall picture has been transparent in showing non-herbal products to be safer than herbal products. Even health drinks are made from non-herbal products, which are less organic in nature. Athletes prefer health drinks from non-herbal products as they are less causing harm to their health. Children are prescribed to be given medicines that are not extracted and prepared from herbal products.

2.4.5 Long-term effect
Cosmetic products are used on a regular basis by people. There are certain chemicals found in the non-herbal products which are very harmful for the skin and using them on a daily basis could affect our body in the long run as well. Researches have proved that the long term effect of using harmful cosmetics could cause cancer and other chronic diseases. Studies have proved that certain cosmetics products could lead to infertility and danger to reproductive organs in the long run. The name of some of those harmful chemicals which are commonly found in the non-herbal products are- sodium laurel sulphate, Sodium laureth sulphate, petroleum oil, cyclomethicones, methylparaben, monotaholamine, triclosan (Onuche et al., 2016). Some of these have been proved to damage cells and DNA. There is also a study which says that the too much usage of these cosmetics could lead to early aging of the skin. The herbal products on the other hand being free of harmful chemicals have no side effects but on long term use it could cure skin allergies and redness completely. Sometimes doctors also suggest patients who have skin conditions to use herbal cosmetics to avoid skin irritations. It is proved that herbal cosmetics have therapeutic benefits (Ribeiro et al., 2015)

2.4.6 Cruelty free
Modern consumers are very conscious in terms of their purchasing. In recent times the ethical value of the cosmetic industry has been a talk of the town. The ethical value includes not testing the product on the animals and veganism. Consumers are attracted to cruelty free cosmetic now days (Dhar, 2018). Most of the non-herbal commercial cosmetic brands test their products on animals or have been since the beginning. The herbal products being plant based is always ethically better option than non-herbal products and these products are never tested on the animals. There are also ecological
factors that need to be considered like waste productions. The non-herbal products at times produces harmful chemicals in the making as well after usage stage which goes to sewage and indirectly to our oceans. These wastes are most of the time non biodegradable in manner meaning it will harm our eco system majorly. The eco system of the ocean is being harmed every day by these non-ethical cosmetic companies. There is necessary regulations that needs to be implemented. There are certain certification methods that is followed by the herbal and organic companies which sets them apart in cosmetic market. Some of the herbal company is taking necessary steps to make their company conduct their operations to make zero waste. Zero waste means zero non biodegradable waste will be produced in order to make the cosmetic products which are great initiative and very much appreciated by the customers. This movement is getting momentum very fast.

2.5 Consumers perception towards cosmetic products
According to Bozorgi and Rahimi, (2017), perception is a process that interprets the sensory information and the way an individual responds to the information. Perception is an important component of any business as it directly affects the buying behaviour of the consumer. There are four steps associated with perception. It begins from exposure continued by attention, interpretation and retention. Everything happens inside the mind of the consumers. As a result, perceptions can be distorted or changed. Williamson, (2017) opined, perception is highly subjective and it is interpreted through the five senses- taste, smell, touch, hearing and sight. Different people have different perceptions towards various cosmetic products. There are people who highly prefer herbal products. Another section of people opt for non-herbal products.

Each individual has their own perception towards buying herbal or Non-Herbal products. Herbal cosmetic products are free from any synthetic chemicals that are harmful to the skin. Herbal products are natural cosmetics that are safe to use. Lorenz, (2017) stated, the advantages of herbal products are that it controls acne and wrinkles naturally, maintains the keratin structure and makes the skin healthier. While on the other hand, there are many people who opt for non-herbal cosmetic products as they are unaware of
the significance of herbal products. This study will analyse the consumer’s perception on the herbal and non-herbal products.

2.5.1 Herbal Products
In India, perception and preferences for single brands plays an important role. In the words of Mannucci et al., (2017), the customers often take the opinions of the near and dear ones before buying a product. Thus, in order to survive in the competitive environment, brands need to be positioned in the mind of the people. This is evident with the rise in sales of the herbal cosmetic brands like Patanjali, Lotus, Biotique, Forest Essentials and Himalaya Herbals. Liu et al., (2017) elaborated, a study conducted by WHO (World Health Organization) revealed that 80% of the people in India rely on herbal products now. The herbal product market is estimated to reach $ 5 trillion by 2050. According to Lai et al., (2014), perception can be divided into four categories named as consumer perception, brand perception and price perception. The perception of the consumer is the most important point of advertising and marketing. This helps the companies access what actually a customer perceive about a brand. Accordingly, the marketers formulate strategies to suit the requirements and the preferences of the customers. The perception about herbal products is different. Few consider it to be effective while few regard it to be scientifically unapproved. In the words of Mannucci et al., (2017), self-perception assesses the priority, purchase and the consumption pattern. It describes how an individual develops an opinion about an herbal product based on the stimulus. It affects the buying decision. Price is an important factor that influences the consumers buying decision. The companies thus, formulate price strategies that satisfy the customers keeping in mind to maintain the quality of the product so that the consumers continue buying them in future.

Rekha and Gokila, (2016) opined, with passage of time, consumers are now well aware of the herbal and ayurvedic cosmetic products and do not prefer using expensive cosmetic items. As it is perceived that the chemical and non-herbal products have side effects, the individuals have switched to using herbal cosmetic products irrespective of age, gender and educational qualification. According to Ullah et al., (2017), herbal products are mostly used by the people from rural areas as it is affordable and safe to use.
Both male and females from rural areas have similar perception for ayurvedic cosmetic products. **There is a slight difference between ayurvedic and herbal products.** Herbal cosmetic products are prepared from the plant extracts that contains nutrients to make skin healthier. On the other hand, ayurvedic cosmetic products are prepared from the herbs and heavy metals such as gold, sulphur, mercury, silver etc. (Kishor et al., 2016). Herbal products are completely natural but ayurvedic cosmetic products can contain toxic and harmful levels of metals. The consumers have a positive feeling on the herbal cosmetic products and therefore use it without any doctor’s prescriptions. Not only in the rural areas, have even women from the cities preferred using herbal cosmetic products as it has no side effects. Rekha and Gokila, (2016) said, herbal cosmetics are considered to be a lifestyle rather than a treatment.

Research shows that the perception of people for herbal cosmetics has been positive since quite a long time now. This is evident as the sale of Patanjali products have increased by 35%. According to the data, Patanjali’s revenue figures were estimated to be around **Rs 5000 crore in 2017** and are expected to rise in coming years. People have opined that Patanjali cosmetic products have reduced their hair fall and eliminated skin rashes. The company has grown exponentially die to its marketing and advertising strategies. This also affects the perception of the consumers positively. It is important for the companies to reach out to the customers and inform them about the products, its benefits and the discounts. A good advertisement creates a positive image in the minds of the people. Additionally Patanjali products are now available online which is a boon for the consumers. Chattaraj et al., (2018) said, the perception of the consumers becomes optimistic when they find easy and convenient ways of reaching out to their desired products. Not only Patanjali, other products like Lotus, Himalaya herbals, Khadi are available online now that is beneficial for the customers who find it convenient to buy from online. Also, herbal cosmetic products have the capability and potential to address modern medical needs. Snapdeal has witnessed a 90% increase in sales of the herbal cosmetic products in 2015. Patanjali’s surge in sales has seen an overall growth of the herbal cosmetic industry. Company Lotus will be soon launching a mobile app to make it beneficial for the customers to locate nearby markets that are selling Lotus products and also enhance online selling. However, Assi et al., (2017) said that the main factor that
influences the perception of people is awareness. Most of the business like Flipkart and Grofers are including herbal products to create awareness among the people about herbal cosmetics. Most of the experts believe that the rise in sales of the Patanjali products have created awareness among the consumers as a whole about the advantages of herbal or ayurvedic products.

Carvalho et al., (2016) reported, there is a high competition between herbal and non-herbal products in India. The female population is more inclined to natural products. Thus, this is driving a cut-throat competition among various cosmetic companies that are producing cosmetics to suit the demands of the customers. Two factors that influence the buying pattern of the consumers are the consumer’s income and the consumer’s attitude (Hunter et al., 2016). Loyalty plays an important factor in influencing consumer’s buying decision. If the customer put trust and loyalty on a particular brand, he prefers to use it in future. The image of the company and the popularity of the products are measured by favourability and familiarity. The familiarity analyses the knowledge and the perception of the consumer towards a particular brand and its products. On the other hand favourability understands the assumption and the view points of the customers towards a brand. Experts have opined that familiarity and favourability depends on various factors. It must create a positive image and awareness of the brand. This is evident from Patanjali’s high sales. Most of the people have opinioned that they are familiar with Patanjali products. People are also familiar with herbal cosmetics like Himalaya herbals, Lotus and Body Shop. Added to this, most of the customers are well aware of these products mentioned-above. They have either heard about it and have used it. Thus these products have attained favourability. When people are less familiar with a particular brand, the company must create awareness and gain the attention of more people. This can be done by investing more on awareness building. For example, earlier people were not familiar with Vindhya herbal products. The company then implemented several marketing strategies to make people familiar with Vindhya Herbal Products. If any product is disliked by people, the company must find out the reasons behind it and put effective solutions to improve the quality of the product. A poor brand is well known
to all the people worldwide. As a result, the company should make changes to revive back the reputation and trust of the people.

There is a huge competition among various herbal cosmetic companies. After Patanjali came into the market, companies started implementing innovative strategies to keep pace with the competition. Companies like Dabur and Hul are introducing new herbal products to keep up with the competition in India. Other companies like Himalaya Drug Company (India), Blackmores (Australia), China Herbs Company (U.S.A) are the most prominent leaders in the field of herbal cosmetics, products and brands.

### 2.5.2 Non–Herbal Products

Even though there is a high preference for herbal cosmetic products, people still highly prefer non-herbal products. Many people have opined that they have found no problem using non-herbal products as they are examined clinically before coming into the market. Moreover there are no side effects associated with non-herbal products. Best examples of non-herbal brands are Lakme, Loreal, Maybelline, Face Shop, Innisfree, and Nyx. These brands are highly preferred by people due to its originality. Loh, (2016) describes that there is an interest, motivation and emotional attachment for non-herbal products. Customers are familiar with brands like Lakme, Loreal, and Innisfree due to its popularity and quality. There is a certain kind of attachment and involvement for these brands. The involvement is classified into three parts- situational involvement, enduring involvement and response involvement. Khan and Kazmi, 2016 opined, situational involvement is described as temporary interest of an individual for a particular brand. This is determined by **the price, risk and durability of the particular brand. Enduring involvement** is the long-term interest for a brand that doesn’t fade away with time. The past experiences of these products have been positive. The best example is Lakme that is in the market for a long time period. People all around the world have been Lakme cosmetics because their interest for this product has not faded. Lakme has been able to create a positive image in the minds of the people. Brand perception also varies from one individual to another. While many people have preferred Lakme for a long time, products like Mac and Estee Lauder are highly preferred. Individuals are familiar with these products and they have used it for themselves. Thus, this achieves the concept of
favourability. These products are considered to be loyal and trustworthy. Response involvement is the feedback of the consumers. **This feedback** can be positive as well as negative. It does not necessarily mean that if a particular individual favours or is familiar with a particular brand, the other individual also has the same belief. The other customer can find the same brand to be not worthy and effective. One important factor that influences the perception of an individual for a non-herbal product is packaging. According to Ullah *et al.*, (2017) research shows that women are more inclined towards non-herbal products that have good packaging. Packaging displays the brand and it is the first thing that is noticed by a consumer. For this reason, small companies often invest on packaging to attract the customers. As opposed by Jain and Malviya, (2018), the main factor that influences the perception of the consumers on the non-herbal product is exposure to products that portrays attractive and good looking females. This is associated with emotional brand experience. If a particular product does not make the person look beautiful (which is an individual’s perception), then she is dissatisfied using the product and switches to other products. This analyses the utilitarian and hedonic brand benefits on the person’s satisfaction with particular cosmetic brands.

**Benefits of Non-Herbal Products**

Moreover, non-herbal products use many ingredients that are beneficial to the skin. For example, Zinc Oxide is the only ingredient that protects the skin from the harmful rays of the Sun. Zinc oxide is present in Lakme products that protect the skin from irritation, inflammation and rashes. Retinol is another ingredient that proliferates into the skin and protects it from ageing. Ponds have retinol ingredient in their products. Neutrogena uses Alpha Hydroxy Acids that is present in Neutrogena protects the skin from irritation, eliminates rashes and blackheads. Thus, it is a misconception that only herbal cosmetic products are good for skin and hair.

**Disadvantages of Chemical Non-Herbal Products**

Jain and Malviya, (2018) said, a 2005 study has revealed that new-born babies were found to have 287 harmful chemicals present in their body. It is essential to be careful
about what is applied on the skin because it penetrates into the unborn babies. This is why non-herbal products are highly disliked by many people because of its harmful effects. Non-herbal products contain chemicals like paraben, iazolidinyl urea and DMDM Hydantoin that cause headaches and damage to the eyes. Also, hair products like hair gels, hair sprays contain chemicals that damage the hair. It has been reported that lately many women have complained of shedding hair unbelievably because of hair straightening and smoothening. Fongnzossie et al., (2018) stated, the major harmful effects of non-herbal products are acne, skin allergies, eye infection, infertility, premature ageing, hormonal imbalance, and cancer and skin discoloration. Thus, non-herbal products are not favoured by many people. Additionally, nowadays people are more interested in the herbal products and they are not familiar with the non-herbal products. As people are conscious about their health now, they are aware of these harmful and disastrous effects of cosmetics products. They already perceive that these products will be detrimental for long run. As a result, they refrain from using non-herbal products and stick to natural products. It can be concluded that it totally depends on the perception of the people regarding their choice on use of herbal or non-herbal cosmetic products.

**Marketing of cosmetic products**

In the era of extensive development of science and technology, the research has taken a new turn and proved its importance in everyday life by evidencing about the increasing usage of harmful chemicals. This has made the world more aware and preference of natural product has emerged. Natural product are also chemical compounds, but derived from nature. The natural compounds are extensively researched to gain knowledge about their health-improving potential. Consumers prefer herbal products reconfirming their trust towards nature in keeping them beautiful and healthy. In contrast, non-herbal cosmetics proved to be bane for human beings because of its irreversible harmful effects. For today’s consumer, beauty does not just mean good looks or skin deep; it has widened itself to physical and mental wellbeing of an individual. In the reconciliation of maintaining health with pressurised modern living, consumers need to relax and re-energize their mind and body, which cannot be done with harmful chemicals. There
emerges a need of natural and holistic alternative therapies like aromatherapy, ayurveda and usage of herbal products. They improve the health and mental well-being of an individual without any side effects.

According to Ali *et al.*, (2015), an herbal cosmetic product is an herbal formulation with permissible ingredients to provide cosmetic benefits only. It is used for external application to hair and skin. Nature has given a treasure of cosmetically beneficial ingredients for humankind. The initial usage of herbs as cosmetics began from early age, when women used flowers to decorate their hair. Later, sandalwood soap and “ubtan”, made up of turmeric, lentils, milk and honey; hair rinse from “shikakai” (*Acacia concinna*) and hair oil from “amla” (*Phyllanthus emblica*) and “brahmi” (*Bacopa monnieri*) came into being for cosmetics usage. Herbs are treated as natural healers and are cost-effective than harmful chemicals. They are safe on skin and hair and can be used on a regular basis for maintaining health and beauty. They cannot cause harmful side effects after using in cosmetics. As cited by Barrett (2016), dermatologists recommended the usage of natural ingredient in cosmetics. The chemical antioxidants like Butylated Hydroxyanisole (BHA) and Butylated Hydorxytoluene (BHT) were replaced by natural antioxidant like Vitamin C. In addition, herbs provide therapeutic benefit as well, when used in cosmetics. For example, the compact powder made with sandalwood powder and turmeric powder helps to treat skin problems and clears complexion. Therefore, natural cosmetics have paved their way through the cosmetic industry and getting acceptance worldwide.

Cosmetics are marketed as a product, which is beneficial for the beautiful looking skin and hides imperfection to give a clear complexion. The cosmetics products are of different types according to the body parts it is used for, like for hair – hair oils, serums, conditioner and shampoo, and for skin – soap, cream, gels, lotions, powder, serums, and many more. Recently there are many cosmetics developed for eyes, lips and nails as well. The cosmetic range of beautifying women is not limited, the cosmetics for men has also launched in the market. The popularity of cosmetics is increasing and more people are inclining towards the usage of cosmetics. Women use cosmetics for their make-up and wear them for long hours, henceforth harming their skin to great extent. This harm to skin
and hair by using make up can be avoided and cured by using herbal cosmetics product. By the influence of ayurveda, people entrust herbal products, this concept adopted by herbal cosmetics companies to market the herbal products easily. As quoted by Yang et al., (2017), when a new herbal cosmetic product is launched, women specially, do not fear using them, like they would in case of non-herbal products.

2.5.3 Promotion and advertisement for herbal cosmetics

The herbal cosmetics industry is booming and population is recognising the brands with natural products more easily over chemical based cosmetic brands. The promotions and advertising of herbal cosmetics are done extensively to reach broad mass of people. The promotions and advertisement does not only include the brand name and message but also communicates the usefulness of the product and the benefits of natural ingredients against chemical cosmetic products. The advertisements clearly portray the blend of ingredients used in production with specific uses and benefits of the ingredients. The production companies ensure the proper safety while production and quality of ingredients used in the company. According to Biagi et al., (2016), the products are labelled with the natural ingredients listed first with their percentage of constituents in the product. The usage and importance are mentioned. The product gets green labelled, which constitutes natural ingredients. The brand name of the company often denotes ‘naturals’, ‘herbals’ and many such synonyms. The herbal cosmetic product is differentiated with the brand message while promoting and advertising. The advertisements shows the before and after scenes of using the herbal products, which makes consumers more interested in using the products influenced by the after effects of the products. The herbal cosmetic products often give editorial post in newspaper with pictures and content specifying the use of the product and the natural ingredients. The companies like Lotus, Biotique, Himalaya, VLCC, etc. also pay beauty bloggers to post blog and to post videos regarding the product and product comparison are done with the existing chemical cosmetic products.
2.5.4 Category-wise marketing of herbal cosmetics

The cleansing is very important part of beauty regime, which is not complete with the use of soaps and shampoos. These days, focus has shifted over to the use of body wash and conditioners after shampoo. All these products are used in the daily life and companies have started relating beauty benefits to these products for daily usage. The brands such as Medimix, Santoor, Margo, Hamam, etc produces soap made up of natural ingredients. As mentioned by Ramli (2017), Margo is the leading antibacterial soap with natural ingredients and Medimix is believed to have more than 18 herbs in the soap. On the other hand, the usage of herbs in shampoos and hair masks has also increased. The herbal shampoos like Nyle, Ayush, Dabur, Ayur, Vatika, etc. are ruling the shampoo market. These shampoos are believed to have less cost and even more effective than the chemical shampoos. The herbal shampoo also helps in decreasing hair fall and helps to control and cure dandruff. The hair related issues can be cured and controlled to a level by the continuous usage of herbal shampoo. The shampoos can be used on a regular basis and do not harm hair on a long run like chemical shampoos does.

The next step in the beauty regime opted by any female is moisturising. Moisturising is very important for both hair and skin. For the hair, everybody use hair oils, irrespective of age and gender. On the other hand, Chiu and Chuang (2017) stated that men uses hair creams more than women uses hair serum. The benefits of using hair creams and gels is to set the hair and with the regular usage of chemical hair gels often results in discolouration of hair and hair fall. The natural cosmetic products for hair have made miniaturisation an easy step. For the skin, creams, lotions and gels are used. The creams and lotions were made up of chemicals, which is harmful for skin. The companies such as Himalaya, Oriflame, Biotique, Baidyanath, Emami, etc. have introduced all cosmetics with natural ingredients. They are useful for their cosmetic use, also improve the skin texture, and solve many of the skin related issues.

The makeup products are mostly made up of chemical compounds. However, researchers have developed the makeup usage from natural ingredients as well. Many compounds found in minerals and plant compounds proved to an effective make up remedy for
women. The proper processing of natural ingredients is useful for the formulation of long lasting and stable make up range. The processing requires costly machineries, which makes the herbal make up products a little expensive. For consumers, the expense is not important in front of the herbal and safe nature of makeup products. The herbal make up range are produced by some companies like Keya Seth’s Aromatherapy, Glamour World Ayurvedic, Can Group, etc. Recently, Lakme has launched the aloe-based cosmetic products to counter the ever-growing demand of herbal make up and cosmetic product. The consumer can expect a whole range of makeup products starting from foundation, compact powder, primer, mascara, eyeliner, blushes, lipstick, etc., made up of natural ingredients derived from minerals and plants.

2.5.5 Non-herbal products

2.5.5.1 Marketing non-herbal cosmetics

The chemical-based cosmetics are known as non-herbal products, which does not contain natural ingredients. The constituents of non-herbal products are chemical based and product of chemical reaction. The non-herbal cosmetics have more shelf life than herbal products because of incorporation of high amount of preservatives. The preservatives are also chemical based and contribute more towards the harmful nature of the non-herbal cosmetics. The industry was previously contributing towards the non-herbal cosmetics and previously the market was saturated by chemical products. The consumers were using the products knowing the harm they are causing in long run. All these have affected the usage rate of cosmetics. As mentioned by Bilal et al., (2017), many cases of skin ailments have been reported by the continuous usage of chemical cosmetics. The skin problems like allergy, pigmentation, freckles, skin darkening, to name a few, have been reported by the users of cosmetic products on using non-herbal cosmetics for a longer period. The false claiming of advertisement also affected the social life of many people. All these incidents contributed towards decline in usage of non-herbal cosmetics. The promotions and discounts have failed miserably causing disbelief and brand switching by consumers.
Promotion and advertisement for non-herbal cosmetics

For the successful promotion of non-herbal products, the strategy, which influences the sale, is brand message. The chemical nature of the non-herbal cosmetics is well known by the consumers. Hence, to sale the non-herbal products, company uses methods like introducing brand ambassadors in visual advertisements. This influences the customers as they have belief that the brand is popular among famous personalities and enforces the sense of trust and believe. The print advertisements also capture big images with beautiful models or actors. The tagline is made brand appropriate and a buzz is created to spread the name of the brand. For example, Lux advertises its body soap and washes range with varieties of famous personalities for recognition among target market. The editorial content also contains the useful features of product and the benefits of using them, rather than boosting about the ingredients used. The non-herbal products are sometimes known as drugstore cosmetics because of their availability and recognition in market. The advertisements are made attractive and aired frequently to capture the attention of consumers and create an impact on the consumer’s mind about the brand.

Category-wise marketing of non-herbal cosmetics

The non-herbal cosmetics were widely used by people and were quite popular in every household. However, due to the emergence of herbal products, the usage of non-herbal products got limited. The commonly used soap and shampoos like Lux, Dove, Sunsilk, Pantene, Tresemme, etc. are still used for cleansing hair. These easily available drugstore cosmetics are popular because of the brand image. The companies has positioned itself in a way that consumers belief their promises about the product. The advertisements influence the purchase of these products, which portrays the improvement in skin and hair after using these products. The hair serums and hair gels for managing the frizziest hair is made up of tons of chemicals, which results in hair breakage and hair fall, even ruining the health of hair on a long run. However, as put forward by Despande (2015), consumers are still interested in using these products because herbal hair serums and hair gels are not so effective to hold hair for long time because herbal products are mild in nature.
The maintenance of skin is done by everybody. Due to increase in pollution, the skin should get more attention for protection and repair. The most important skin product widely used is sunscreen. The sunscreens from Lotus, Garnier, VLCC, Ponds, Nivea, etc. are made up of chemicals because natural sunscreen is still under research. The natural sunscreen developed until date is so mild that cannot be used in such polluted environment. The creams and lotions of non-herbal nature are available and endorsed publically. The advertisement and promotion of such products are done extensively to reach large customer base. According to Lapenna et al., (2015), the brands like Dove, Lakme, Nivea, Ponds, Vaseline, etc. are famous among consumers and their usage results are quite impressive. The chemicals used are mild and are helpful for miniaturisation of skin. Due to the stay, time of moisturiser is less, for which it does not harm the skin largely.

The makeup range used by women now days are almost chemical based. The products like compact powder, foundation, primers, blushes, lipsticks, eyeliners, eye shadows, mascaras, and many such cosmetics uses chemical compounds to give that perfect finish and last longing effect for heavy usage. Those products when produced naturally cannot exert such significant results. For developing the make up the compounds are selected and processed according to the usage of that particular product, the colorants, emulsifiers, stabilizers and preservatives used for makeup products are not produced form natural herbs till date. The research is expensive and the natural ingredients would be costlier enough. Oancea et al., (2017) stated that the non-herbal cosmetics from MAC, Lakme, Revlon, Makeup Revolution, etc. are comparatively priced high when high quality ingredients are used which are selected to cause less harm to the skin and hair.

2.6 Satisfaction of consumers from cosmetic products

2.6.1 Non-herbal products

Cosmetics both herbal and non-herbal are substances that are used to enhance the outer beauty of the individual. Shampoos, shaving creams, ayurvedic oils and lotions are some examples of costemics. Customer satisfaction with these products are linked to the effectiveness of the products i.e. by their ability to improve the appearance of the person.
**Concept of customer satisfaction**

Customer satisfaction is said to be one of the most important priorities for the company, as with the help of this, they measure the satisfaction achieved by the customers by using the products of the company and to what extent it meets the requirements of the customers. Herbal cosmetics products have developed to a great extent in recent times and the companies that manufacture such cosmetic products have also risen within a very short span of time. Most of the customers prefer using cosmetic products as these products do not have any added artificial ingredients and they do not cast any harmful effects on the skin texture of the customers. According to the words of Fortina and Cooper, (2015), a business is considered to be successful only if it is able to satisfy its customers completely. A business can only grow if it is able to retain their customers. As a result, they have to provide quality products to the customers, especially in terms of cosmetics because it is related to the skin type of the consumers. In the words of Piercy and Rich, (2015) it has been found out that the number of people using herbal products have increased to a great extent over the past few decades. At the same time, the companies should ensure that the quality of the herbal cosmetic products is up to the expectation of the customers. Due to the growth in the demand of herbal cosmetic products, herbal products usage has also increased in a bigger way. Customers have also grown more attraction towards herbal product or rather herbal skin care cosmetics.

**Herbal products**

According to Macdonald, (2017), people have grown more tilted towards using organic skin care products and therefore, the demand for herbal cosmetic products is increasing at a breakneck speed. This is due to the fact that customers have become more aware of the harmful effects such as skin disease, skin cancer and many more, cause by various cosmetic products and they also want to ensure that they can maintain a healthy skin texture and skin tone. Chemical based products are usually considered to be very harmful for the customers and customers have become aware about it over the past decade. With the growth in popularity of the herbal cosmetic product, cosmetic companies have taken initiative and have incorporated the herbal cosmetic product in their business. These companies also launched herbal skin care products for their customers in order to ensure
that they are able to meet with the demands of the customers and satisfy them at the same
time. Some examples of these herbal cosmetic products companies are Dabur, Himalaya,
Ayur and many more. Ayur has grown and developed to become one of the most famous
Indian companies to manufacture herbal products for the customers.

Skin care is ideally not regarded as a very new trend in the countries. Herbal products are
generally created in order to ensure that customers are able to clean and beautify their
skin easily and in a safe and secure manner. It can be generally classified that the use of
skincare is mainly a primordial need of the customers (Calahan et al., 2016). There are
however, several changes that have been seen in the cosmetic product industry but the
basic concept of these cosmetic products have not changed. People mainly use cosmetic
products in order to ensure that they can have a better skin tone and alongside this, the
customers also wish to keep a skin tone that makes them look young. The concept of
Cleopatra stepping into the legendary bath of milk had taken place around 2000 years ago
and people still consider it to be an epitome of beauty.

The companies can also ensure that the behaviour of the customers is a very positive one
by providing the customers with the appropriate product that they are looking for. In the
words of Foss, (2017) customer behaviour is enhanced with the help of the production of
suitable cosmetic products. It has been noted that the behaviour the customer usually
displays in terms of purchasing or searching the goods also justifies the positive or
negative impact that the consumer behaviour has on the company as a whole. The
behaviour of the consumers also determines the ways in which they will use their
available resources, while purchasing the products from the company. However, the
behaviour of the consumer towards purchasing a cosmetic product might undergo several
changes based on the changing trends in the cosmetic industry.

**Issues faced in the Herbal Cosmetic Industry:**

The field of consumer behaviour is said to be a very complex field for study. With the
help of this study, the companies are able to analyse the different types of behaviour that
are displayed by the consumers in terms of the purchase of the products and the use of
various available resources that the consumers use while the purchase is being made. In
the works of Laba, (2017) it has been observed that most of the issues that develop in this
cosmetic industry is because of the changes in trends and the varying preferences of the consumers. The attitude of the consumers has also seen to have undergone a drastic change and therefore, it gives rise to various issues in the cosmetic industry.

The first and foremost issue that arises in the cosmetic sector is related to the change in technology and trends that are being set by the customers. Due to the increase in the number and types of the cosmetic products, it has been observed that the consumers are usually left in confusion as to which product should be selected by them.

Another important issue that has developed in the cosmetic industry is the varying types of skin that the users possess. The types of skin that the users possess are mainly dry skin, oily skin, sensitive skin and many more. As a result, oily skin and dry skin require maximum care as oily skins are mainly affected by black heads; spots as well as pimples and dry skin are also prone to various problems during winter season mainly. Therefore, compared to normal skin, they require more care and need to be dealt with delicacy. The cosmetic companies manufacture various herbal skin care products that could suit the need of different skin types. However, it is considerably difficult to state as to exactly which product could be best suited for the skin.

Consumer attitude is yet another important issue that exists in the cosmetic industry. According to Koshy and Manohar, (2017) it can be said that it is quite difficult for the companies to identify as to what is going on in the consumer’s mind. The demands and wants of the customer’s vary from time to time. Therefore, the change in the behaviour of the consumer might change according to their changing wants and needs. The consumer can be said to be in a state of constant change according to the nature of the market. As a result, it becomes highly difficult to keep a track of the behavioural change of the consumer.

With the use of herbal products, the customers might derive a great deal of confidence and proud to some extent. In order to look good, consumers take recourse to the use of various herbal skin care products. In fact, the impact of the usage of herbal cosmetic products is considered to be immense on the minds of the consumers. The impact on the consumer’s mind is something that drives them to use herbal products so that they can have a proper skin tone and alongside this the consumers can also ensure that they are not subjugated to any kind of side effects with the usage of skin care cosmetics.
It can be inferred that herbal cosmetics are usually known as natural cosmetics. With the growth of the human civilization, humans developed a tendency of impressing others with the help of their looks. In the olden days, there were no cosmetic fairness creams that could make people look fair instantly. Therefore, people took recourse to using herbal products and it also helped to keep the texture of the skin in a proper way. These herbal cosmetic products were not used as it is. They were processed in such a manner and there were some extra element of beauty that was added to it so that it could also enhance the overall beauty of the people using it. With the passage of time, these herbal products have become really popular so much so that their brands are competing with each other so that they can make a place for themselves in the oligopoly of the world.

2.6.1 Non-herbal products

Advantages of Cosmetics Products:
There are various advantages of cosmetic products. Like, cosmetic products are usually regarded as one of the vital means, with the help of which a person’s look can be enhanced to a great extent. It helps consumers to look good and they can also maintain the texture of their skin. With the help of various skin lotions as well as creams, consumers can clean their skin in a proper and precise manner. These lotions and creams make it easier for the consumers to deep cleanse their skin. There are times, when there are several black spots on the surface of the skin and if in case it gets blocked, may result in acne formation. Therefore, with the use of skin care creams or cosmetics, one can remove these black spots.
There are the presence of various vitamins such as A, D, E and K in various creams. The presences of these vitamins are considered to be very essential for maintaining a proper and healthy skin. Skin moisturizers are said to be essential and it is usually applied after the skin is cleansed. These moisturizers mainly prevent the skin from being dry and alongside this; it helps to maintain a radiant as well as smooth skin tone. Moisturizers also help the consumers to prevent their skin during winter season and it acts as a lubricant for dry skins.
Deodorants and perfumes are also considered to be very useful for the consumers as it helps them to prevent the odour of the body and as a result, one can feel fresh throughout
the day. The consumers can also make use of the sun-protect creams that help them to protect their skin against the harmful UV rays of the sun. With the help of such creams, consumers can minimize their chances of being affected by skin cancer that might be caused by the over-exposure to UV rays.

There are various types of shampoos that are present, which helps people in having a soft and smooth hair. There are medicated shampoos as well that prevents hair fall and at the same time reduces the amount of dandruff in a person’s scalp. If in case a person develops dark spot or pimples on their skin, they can make use of concealers to hide these pimples and dark spot. These cosmetics are often used in the treatment of various skin infections. Females mainly make use of make-ups in order to enhance an attractive look on their face.

There are cosmetic products that are available for aged people as well. Their skin might have various wrinkles and their skin texture might also erode as a result of their age. However, there are certain anti-aging creams that can be used by these people so that they can hide their wrinkled skin.

These are some of the major advantages of cosmetic skin care products that are used by the consumers.

**Beneficial ingredients of herbal product**

There are some common ingredients which are used in the herbal cosmetics which makes the herbal products very effective. Following are some of the very common and effective ingredients and their benefits.

**Aloe Vera:** this is a nutrition rich herb very effective in treating skin conditions. It also soothes irritated skin and cooling sensation. It contains amino acids, and vitamins A, B, C, E and B12. This has antioxidants which makes our skin youthful for longer period of time. It is also helps in improving dry itchy scalp (Fox et al, 2015)

**Neem or Azadirachta indica:** Neem or Azadirachta indica has anti-bacterial effect therefore used to treat severe skin condition like skin ulcer. It is high in vitamin c which helps it curing pigmentation, blackheads and many more skin condition. Neem is very commonly used ingredient in the Ayurveda which is traditional medicine system.
**Amla or Indian gooseberry:** amla or gooseberry is very high in vitamin c which benefits in maintaining great skin and hair. The oil extracted from the seed is very precious and used in hair growth.

**Turmeric:** though very common ingredient turmeric has a long list of benefits. This herb is analgesic, anti-inflammatory, and full of antioxidant which improve the complexion. It is also a great insect repellent.

**Jojoba oil:** this oil controls the sebum production of our skin making very good for oily skin. This is very good for moisturizing the skin. It also treats acne and psoriasis. This oil is used for removing wrinkles in aging skin. This oil is also great for hair and scalp.

**Rose oil:** rose oil is a popular essential oil in the world. It has astringent properties. Rose oil helps in fading scars and stretch marks. It is also very moisturizing in nature therefore very common ingredient in herbal facial moisturizers (Phetcharat *et al.*, 2015).

**Olive oil:** olive oil has antioxidants like vitamin E and polyphenols which protects the skin. Olive oil also does not clog the pores. It is also very good for hair. It is majorly used in creams and body lotions in herbal products (Robin *et al.*, 2016)

**Green tea:** a very common ingredient in the cosmetic products these days; filled with antioxidant and full of other nutrition rich ingredient. Green tea extracts are used for de-puffing skin and soothing irritated skin. This also removes fine lines and wrinkles due to its very high anti-aging property.

**Coconut oil:** it is a great moisturizer for every skin type. It also moisturises our lips and deep conditions our hair. Very common ingredient for hair care product. This also helps in removing makeup.

**Carrot:** carrot is rich in vitamin C which is a very important for achieving great skin. Carrot seed oil has protective quality. It gives natural sun protection for skin. It treats blemishes and scars in our body. It is suitable for dry skin.

**Rosemary:** this protects our skin and helps in regenerating cells for a rejuvenated skin. It is also very good for hair. Rosemary oil is a very common ingredient herbal beauty products for fragrances. It also has astringent properties. Rosemary is very commonly used in acne treatments as well.

**Argan oil:** it is great for dry flaky skin due to its moisturizing properties. It is also used in lotion. It is also good for hair growth and deep conditioning.
**Lemon oil:** lemon is very good for skin for its high vitamin C. It helps in treating acne and relieves in skin irritation. It has aroma therapy benefits. It is also disinfectant and insect repellent.

**Honey:** honey is a deep moisturizer and a great pore cleanser. It also gently exfoliates the skin. Honey also soothes sun burn and helps in removing dark spots and scars. It also helps in fighting pimple and acne.

**Almond oil:** it helps in deep cleansing and preventing acne. It is very good for dry skin. It moisturizes skin deeply and conditions it. It makes the skin flawless and smooth. It removes tan and also treats puffiness and dark circles under eyes.

### 2.7 Gap in literature

There are certain limitations which are faced by the researchers while conducting the research on this literature. The trends changes in the cosmetic industry quite frequently. Due to these frequent changes the researchers have not able to do in depth discussion of the history of the cosmetic industry. Though it is a very relevant topic in this context but it does not create problem in the understanding of the current study. The research has been broadly done in context of the consumer behaviour. The consumer behaviour has also been changing with the different marketing strategies of the companies. The ethical part of the cosmetic industry is also something that has not been touched in broader context which may be seen as short comings. Other than that there aren’t many flaws in the literature review. The subject has been discussed both for advantage and disadvantage which will help in making better decision making. The learner has described both the concept of herbal and non-herbal products bin today’s cosmetics. Learner has also shown the benefits of using the herbal product for long run. The difference between herbal and non-herbal is very distinct which is established through this study. Most of the sources of the data are extracted from analysis of herbal and non-herbal products. All the scopes have been reviewed very thoroughly. Customer satisfaction has been given optimal importance. There were still few more major ingredients which should’ve been mentioned but most of them are discussed in depth. The marketing strategy is also done in depth in this review.