Chapter 6
Conclusion, Suggestions and Findings

6.0 Introduction
The research project provided the researcher with an opportunity to understand the importance of herbal products and the viable role they play in understanding the harmful implications of using non-herbal products. This chapter will contribute in the better understanding of the various aspects that have been identified in the whole project. This project helped in analysing the opinion of 500 customers who are the users of both herbal and non-herbal products. This project also imparted a chance to understand different brands of both herbal and non-herbal products and the reason why people purchase them. The researcher will be further contribute in identifying some important suggestions that will allow in differentiating the changes that are required to be made in the product manufacturing of the brand and how they should showcase the importance of natural and organic ingredients to the customers. This chapter will also address the obstacles that are associated with the project and the ones that the researcher has encountered while performing the research activities. The main purpose of this section is to shed light on what has been achieved in this project so far along with how it will contribute in the future study on similar subject.

6.1 Conclusion
From the above study, it can be concluded that cosmetics play an important role in the lives of the people. Consumer behaviour is an important factor that determines the value of a product. Based on the consumer behaviour, the cosmetic industries understand the needs of the consumers and design products. The research paper has highlighted the factors that are responsible in the buying behaviour of the consumers for herbal and non-herbal products. Research has found out that consumers are more aware and conscious about their health and beauty and are ready to invest on their favourite products. However, skin care is not a recent trend. Cosmetics were used in the early civilizations to protect and adorn the skin. Cosmetics have undergone a lot of transformation and it is
made to suit the demands and the preferences of the consumers. However, the concept and the criteria of using cosmetics is still the same where cosmetics are used to look good and enhance good features. Cosmetics brought revolutionary changes since Cleopatra bathed in the goat milk 2000 years back. When Hitler banned cosmetics in Germany, the women refused to work. In Rome, the Roman women coloured their hair with a mixture of walnuts and leaks. Greece was the first country to introduce cold cream. People all around the world started using herbal products like henna and chamomile for smooth and dark hair. Cosmetics began to be sold in the twentieth century. After the Second World War, cosmetic industry witnessed tremendous rise in sale.

Cosmetics can be divided into several categories. This includes skincare, hair products, makeup, deodorants and oral cosmetics. Skin care products include cleaner, toner, cream, moisturizer that cleanses, purifies and maintains the skin. The skincare segment has grown exponentially and is believed to control and influence the cosmetics market. The skincare market is further categorized into body care, sun care, hand and facial care. Hair care products include shampoos, conditioners, serum, hair straightener, hair curler etc. Hair products also include dyes, hennas, and bleaches. These products maintain the strength and the quality of the hair and controls severe dandruff, hair fall and baldness. Makeup is also referred to as the decorative cosmetic that hides the blemishes and the dark spots of the skin and covers up the imperfections. These products create youthfulness and make the skin appealing and attractive. The various types of makeup cosmetics are foundation, concealer, face powder, lipsticks, mascaras, eyeliners, highlighter and blush. Foundation is used on the skin to even and smoothen the skin. The shade of the face powder and foundation must be selected according to the skin colour and complexion. The eye shadows, mascaras and pencils are used highlight the eyes and make it look attractive. Perfumes are another important part of cosmetics that gives good fragrance. Perfumes are mostly used on the body to enhance a good and a charming smell. Perfumers are not only used on the body but are also used earlobes and scalp hair. Deodorants belong to the Health and Product category that are used to eliminate sweat and underarm odour. The deodorants are of several categories like sprays, gels, roll-ons, squeeze etc. Oral care includes products like toothpaste that cleanses the germs and the teeth. Toothpastes can be of several types like paste, powder, aerosols etc.
The study has reflected on the various aspects of the consumer’s behaviour on herbal and non-herbal products. In ancient times, people only relied on herbal products as it did not have side effects. With passage of life, cosmetics were changed and non-herbal products came into the market. History repeats itself. New skin care concept has evolved and now people are inclined towards herbal products. In India, since the inception of the Patanjali products, the entire trend of herbal cosmetics took a transformation. The study highlighted the behaviour of the consumers like psychological, emotional, mental and cultural for buying herbal and non-herbal products. Consumer behaviour displays the decision of the consumers in buying the products based on their availability of resources like time, money and effort. This is a blend of what products they buy, when they buy it, from where they buy it and how they used it. Consumer behaviour also extends to evaluation of the products, ideas of the future purchases and the disposal of the products.

The study of consumer behaviour is important as it helps to understand the needs and the wants of the consumers. It assists the companies to understand the reaction of the consumers for a newly launched product. The thesis gave a detailed description of the psychological, personal and social factors of the consumer behaviour. Consumers undergo psychological changes while buying cosmetic products. These psychological changes help the marketer to identify the attitude and the perception of the consumers. On the other hand, personal factors help the cosmetic industries to understand the personal views and opinions of the consumers for a particular product. It determines the unique habit of a consumer. Thus, it is important for the marketers to take other factors like age and gender into consideration before making a product. Additionally, before developing a product, considering the social factors are also important. These social factors include the income, lifestyle and interaction with friends and families.

The study has emphasized on the decision-making process of the consumers. There are five steps associated with consumer’s decision-making process. These five steps comprise of need recognition, information speech, evaluation of the products, purchase and post-purchase habits and behaviour. Consumer’s decision on purchasing a product depends on various factors like the type of the product, the buying stage and the financial condition of the consumers. The very first important step is to understand the specific need of a consumer. Need is determined when there is a differentiation between the
actual and the desired result. Consumer’s needs are developed through advertisements and sales promotion. When consumers identify this need, want is created. Based on this, the marketer needs to tailor new products to reach out to the needs of the consumers. After a consumer has developed a need and a want, she now starts with an information search about the alternative products to satisfy the needs. This information search can be internal and external. Internal search is done when a consumer wants to know about a product or the company. External search is done when a consumer gets all the information from various resources like social media or consultation with friends and families. After the consumer finds the information, he or she now evaluates and compares the products based on the size, shape, price and the quality. After going through all these three stages, the consumer finally decides to purchase the product. After the purchase, the consumer now moves to the last stage where he evaluates and analyses the product, whether the product was beneficial or detrimental and accordingly provides the feedback. The study further threw light on the various cosmetic products and brands and its benefits and disadvantages. Brands like Lakme, Maybelline, Loreal, and Patajali have been successful in the market due to its affordable price and quality. However, cosmetics can also have several side effects as it contains chemicals that lead to skin irritation, allergy and skin cancer. The study then focussed on the impact of the herbal and non-herbal products. Herbal products are widely used by millions of consumers because of its natural ingredients, no side effects and low price. Information revealed by World Health Organization (WHO) reflects that the herbal cosmetics products are dominating the market where more than 80% of the population rely on herbal cosmetics globally. Medicinal herbs used in the herbal products are non-toxic and provides a balance between human’s physical and mental well-being. Herbal products are cruelty-free and keep the skin and the hair healthy. Aloe Vera replenishes the skin, eliminates dark spots, recovers cracked lips and reduces hair fall. Jajoba and castor oil soothes the skin and hair and promotes hair growth. The dermatologists have assured that these products contain Vitamin E that is safe to use and keep the skin glowing and healthy. Additionally, herbal medicines are also beneficial as it treats cardiovascular diseases effectively. Turmeric, marshmallow and cinnamon cure digestive problems. Dandelions, Eucalyptus and Horehound controls respiratory issues and skin problems like psoriasis, skin irritation,
acne, burns and rashes. Additionally, herbal products have the ability to treat and cure cancer. However, the research has found out that it is a myth to consider that herbal products have no side effects. Mixture of several herbal products can be incompatible and result into irritation of skin and rashes. Sometimes, herbal products cannot eliminate severe ailments and diseases. On the other hand, non-herbal products do not use natural ingredients. They are expensive and are made from various chemicals. The drawback of using non-herbal product is that it can be allergic to skin and hair with several side-effects.

The thesis also reflected on the concept of the impulse buying behaviour of the consumers. There are two categories of unplanned purchase named as impulse buying and reminder buying. Reminder buying is buying of products that are out of stock at home and is available in the market. On the other hand, impulse buying is unplanned and is determined by an impulse. However, there is a difference between impulse buying and compulsive buying. Compulsive buying is referred to as abnormal and inappropriate form of spending. Impulse buying is not associated with any unsuitable buying behaviour. It is said that compulsive buying is triggered by depression and anxiety and impulse buying is propelled by promotional activities and advertisements. Buying behaviour also depends on the gender. Men and women believe and act differently. The purchasing decision of a woman is different from a man. The attitudes, preferences and needs of a man and a woman are different. There is also a difference between hedonic and utilitarian motivations. Hedonic shopping is done for pleasure to satisfy the demands. On the other hand, utilitarian shopping is done to access a particular product that is a necessity. It is considered that women are mostly inclined towards hedonic shopping. Shopping for many women is an element of fun and leisure time. Women are more fascinated about shopping than men and find it to be positive. Women are considered to be the most powerful consumers and they are one of the reasons that help the marketers to earn revenues.

The study further gives a detailed description about the consumer’s perception on herbal and non-herbal products. Consumer preference is referred to as the ‘subjective taste of a consumer’ that is determined by the degree of satisfaction on a particular product. The research paper gives a broad explanation of various aspects of consumer preferences. It
has been found out that consumer’s preference for herbal products is determined by the trust and the loyalty of the product. For example, Patanjali and Biotique have conquered the market because of its nutritive value and promotional techniques. These brands have successfully promoted the brands with its impeccable positioning of the products and pricing strategies. Moreover, these products have enough detailed information on the labels that help the consumers to have all the additional information of the product before buying them. In the recent economy, the lifestyle and the income of the consumers have changed. With the rise of the employability rate, consumer’s preferences for products have also changed. They are now ready to invest on cosmetics to keep their hair and skin healthy. As a result, their perception for products can be based on the income level. Additionally, they might prefer products that are convincible, provide discounts as well as give long-term benefits. The purchasing decision of the consumer depends on several factors like the brand value of the product, the pricing strategy, goodwill and image of the product and the recommendations of a particular product from family, relative or friends. Another important factor that strongly determines the customer’s preference is the face of the product. It has a great impact on the purchasing decision of the consumers. Research reflects that consumers rely on the products that have established a name and fame in the market and provides desirable results. However, there can be a personal choice for a particular brand. A brand that is not popular in the market or is not promoted extensively can be preferred by an individual as it suits her skin and hair. Thus, these individuals have developed a confidence and a trust for these products as they are beneficial to their body. The study has also differentiated between the use of herbal and non-herbal products. The herbal products use mineral oils and herbs that make the skin shinier and healthier. The demand for the herbal products has risen in the recent years as consumers feel that these products are natural without any harmful effects. On the other hand, non-herbal products contain chemicals and synthetics like parabens and sulphates that are toxic and harmful for the skin. Other toxic ingredients that are present in the makeup products are phthalates, lead, quaternium-15, peg compounds and butylated compounds. These are the reasons for which the consumers have shifted to herbal cosmetics from chemical products. Neem, chandan and turmeric are natural ingredients that protect the
skin and hair from illness and harmful diseases. Herbal cosmetics are made directly from plants, herbs and shrubs that nourishes the hair and skin.

The study also described about the promotional techniques that are initiated by the cosmetic companies to attract millions of consumers. Occasional discounts, compelling advertisements and effective marketing strategies drive the interest of the consumers. A product cannot be sold in the market if the consumers are unaware of it. As a result, cosmetic companies now believe in promoting the products so that consumers are have sufficient knowledge of the product before purchasing it. Thus, customer awareness is an important factor and it is one of the reasons that responsible for generating revenue and profits.

The study has also focussed on the customer choice for cosmetic products. The factors that are responsible in influencing a consumer’s choice for cosmetic products are packaging colour, packaging material, design and innovation. Colour packaging plays a key role in consumer’s choice. Experts opine that consumers are attracted to colours. For this reason, the marketers now use several colours in the packaging to set different mood. For example, black is used to showcase power and authority, blue for peace and trust and green represents fresh and organic. Dark colours are considered to be the symbol of refinement and elegance. On the other hand, products packaged in bright colours denotes “common product” that are affordable and not exclusive. Experts believe that warm colours like orange, blue, green and yellow are symbols of nature and this packaging is highly preferred by consumers who rely on natural products instead of chemical based ingredients. Secondly, packaging material also plays a significant role in consumer’s choice making. Packaging material are affordable and environ-friendly that protects the products consistently. Consumers are believed to have certain perception on the packaging material. The most common packaging material preferred by the consumers is glass, metal, plastic and paper. The purpose of using packaging material is to attract the interest and the trust of the consumers. Interesting and creative designs also convinces the consumers to purchase a product. It has been found out that a well-designed wrapper attracts the interest of the consumers. Consumers mostly are inclined towards original, authentic and innovative designs. Sometimes a text on a wrapper also plays an essential role to attract the demand of the consumers. Consumers prefer informative and
interesting texts on the wrapper that fulfils the advertising and marketing purpose. The texts on the wrappers must comply with the factors like comprehensibility, authenticity, originality and simplicity. Further innovative package also adds value and importance to the product. Products those are recyclable, easy and convenient to carry, use and open, non-breakable and easy to store are mostly preferred by the consumers. Researcher opined that the practicability of a product is essential to capture the interest of the consumers. Practicability is based on factors like shape, size and the quality of the product.

The study has also used several methods and techniques to complete the research paper successfully. The several methods have established the facts, analysed the criterion, found out data and statistics and drew an appropriate conclusion. Primary research has been done in the form of questionnaires, surveys, interviews, group discussions and observations. Primary research was conducted successfully with the help of qualitative and quantitative analysis. Quantitative analysis was done by conducting a survey among 500 participants. There were total 26 questions asked to the participants. The consumers here opined about their choice and preferences on the herbal and the non-herbal products. The questionnaire focussed on the consumer’s buying decision and perception on the cosmetics products. Their opinion on herbal and non-herbal products was taken into consideration to determine the influence of these products on their lives. Additionally, qualitative analysis was done to understand the consumer’s buying behaviour on the herbal and non-herbal products. Qualitative analysis helps to identify the ideas and the thoughts of the consumers. In this thesis paper, qualitative analysis was done based on focus group or group discussion. The total number of participants in the focus group was 12 and a discussion continued among eight participants. It helped to understand their perspectives on the use of herbal and non-herbal products. Some respondents opined that it is the quality and the brand value of the cosmetic products that drive their interest, while other believe that product packaging and pricing plays an important role in attracting consumers. While few rely on herbal products for its natural ingredients, few still stick to non-herbal cosmetics as the treatment of herbal cosmetics is slow and time-consuming. Respondents also agreed that promotional activities and effective marketing strategies are two important components of attracting consumers towards cosmetic
products. However, most of the respondents opined that they are still not aware of the industrial regulations and the license policies of cosmetic products.

6.2 Findings of quantitative and qualitative data analysis

Data collected from quantitative research has taken into account factors like gender, age group and income bands of users of herbal and non-herbal cosmetics to understand buying behaviour. It has been noted that generally people in the age group 22 to 33 yrs., having an income around Rs 35000-45000 tend to spend maximum on buying herbal and non-herbal cosmetics. While people agreed that herbal cosmetics are beneficial for the skin, they opined more strongly that non-herbal products are more preferable for daily usage because of attributes like pricing, variety, advertising, packaging, other relevant choices, and so on.

It has been noted in the quantitative analysis that mostly people tend to use non-herbal products from Lakme, as it is the most reasonably priced brand. Further data analysis has shown that the reasons for using non-herbal products are mostly due to large imports and celebrity endorsements.

Herbal cosmetics like Biotique and Lotus Herbals are most usually preferred by users of herbal products, who prefer these due to their cheaper prices and suitability in all skin types. Patanjali as a new herbal cosmetic range seems to have been welcomed by consumers because the product portfolio of Patanjali, according to the quantitative analysis is seen to be excellent.

More reviews about Patanjali has been obtained from customers who are preferring it in the same manner as they prefer non-herbal cosmetics, maybe the variety in pricing and choices in Patanjali are some factors.

Data collected from qualitative analysis has shown that although people agree herbal cosmetics are safe to use, they are slow in action and do not include variety. In comparison, non-herbal cosmetics have scored well in varieties concerning product design, choices, availability of options and pricing.

People have responded in favour of non-herbal products due to their integration of natural minerals for the skin in brands like Lakme, Loreal and so on. While many people prefer
non-herbal cosmetics for daily use, they are ready to experiment with new herbal ranges
like Patanjali if they have promising endeavours in packaging and product quality.

Grounding on the results obtained through qualitative and quantitative analyses, it can be
inferred that there is scope in the market for well finished cosmetics like Patanjali that
imbibe both the freshness of herbal and the variety of non-herbal in one select range.

6.3. Suggestions

The research was conducted based on a primary data research for gaining an insight on
the consumer behaviourism in relation to herbal and non-herbal cosmetic industry. The
data that was compiled comprised of qualitative methods and quantitative methods. The
qualitative and quantitative method of data control comprised of focus groups and
surveys. There were a number of limitations that prevented the smooth execution of the
research work. These precincts prevented the functioning of the research to procure
authentic results for the project. The drive for herbal cosmetics has seen a boost in the
cosmetic industry. The research was conducted based on surveys and focus groups, which
provided authentic data on the collected information. The issues that were encountered
while conducting the research could be resolved by the viable recommendations to
improve on the dynamics of the research. The method that was employed for the research
included surveys and questionnaires for the general respondents who partook of the
research. The research could also integrate the use of the secondary data to gain a critical
insight on the operation of the research article. The limitations that ruled the research
project were less timeframe, geographical limitations, industrial limitations, statistical
and the diverse number of parameters in the research methodology. With a proper
understanding on the various aspects that hindered some aspects of the research a viable
number of information can be procured. Every research work is subjected to a diverse
number of limitations that has a negative impact on the dynamics of the research. These
negative aspects are not going to exceed the positive achievements done by these
researchers in this study.

The researcher based his research through the medium of surveys and questionnaires to
comprehend the mental setup of the various respondents who were into herbal and non –
herbal products. The survey questionnaire covered different aspects of the cosmetic
industry. This research has also specified the industry standards of the cosmetic industry and also this includes how the purchasing decision is made by the consumers. The different aspects that the consumers verify are also discussed. The survey generated a number of responses that were authentic for the course of the research work. However, the research was subjected to geographical limitations that prevented the research to delve into the general idea of the public. Geographical limitations in a research have a negative impact on the dynamics of the research work, as it tends to operate in its sphere of activity. However, the researcher could resolve the problem of geographical limitation by adopting viable methods that could have a positive impact on the respondents who partake of the project. Researcher could have carry out the research on broader locations to eradicate the problem but the limited time was creating restraints for the research. Therefore, the problem of geographical limitation can be resolved by the adoption of viable techniques for the research work or by adopting social advertisements and advertisements on a global scale. The research was also subjected to less time scope, which was a hinderance in smooth execution of the research. According to the data analysis of the respondents, it was deduced that the respondents preferred the utilisation of herbal products as they tend to be extracted from nature. The researcher was also subjected to time limitations while conducting the research work. In order to resolve the issue of time limitation the researcher should practice effective time management. The researcher should integrate a viable time scope to manage the number of respondents in the focus groups. This could lead to better cooperation and synchronisation between the respondents and the researcher. The better synchronisation will help them achieve better data for the research.

The research was conducted to comprehend the consumer behaviourism of cosmetic users in relation to herbal and non-herbal products. There is also a lot of different advantage and disadvantage of using both herbal and non-herbal products which is described in detailing this study. The research was that was conducted by the researcher was also subjected limitations in the application of research methodology. In order to resolve the inefficient and limited application of research materials it is essential to comprehend the basis of research methodology. The research methodology that was applied in the research project consisted of primary methods of research. However, in
order to garner relevant information it is essential to take into consideration the various appropriate techniques that were employed in the research work. The parameters that could retard the dynamic of the research could be resolved by the proper inculcation of methods and ideas to the research project. This could have a positive impact on the dynamics of the research work which an aim of the researcher. The researcher could also make the effective utilisation of data to broaden the understanding on the concept of consumer behaviourism in the case of herbal and non-herbal products. The proper inclusion of facts figures and statistics could prove to be beneficial for the success of the research project. In order to make the research work more efficient the researcher could make the inclusion of appropriate data that would outline the basis of the research work. The statistics on the number of respondents who rely on the application of herbal or non-herbal products could be authentically derived. During the process of the research, work the area that lacked proper guidance was the less number of data in the process of the research work.

The procedure of the research included a number of industrial limitations that had a negative impact on the dynamics of the research work. The industrial limitations revolved around various competitors who were in competition with the market strategy of herbal and non-herbal products. The research was subjected to limitations from the industries that depicted a contrast between herbal and non-herbal products. However, a broader and in-depth critical understanding on consumer behaviourism in the choice for herbal or non-herbal products the research can develop a broader understanding spectrum. This would increase the significance of the research work conducted by the researcher. The researcher would be able to generate efficient and productive results for the research work. The research work could be enhanced by the authentic inclusion of statistics facts and data for the research project. The data analysis that was conducted by the researcher incorporated the application of a number of questions for the different focus groups. This data analysis has included the focus group to specify the issues properly. The research could further be improved by the integration of viable and authentic research techniques that could foster the growth of the research work. In order to conduct a proper research work it is essential to adopt a proper data collection method and a time scope to implement the techniques of the research work. This would prevent the research from
being limited in its scope. The research method is followed through properly to maintain scope. The research work could benefit with the proper utilisation of its resources. The proper resource management can be done on the basis of these research works. With this research the shortcomings will be easily identified and proper measures can be taken to solve these issues. This could also bring about a significant change in the process of the research work. The problems which the researchers have faced during this study should be analysed to recognise the changes that need to be made for a better research work.

There is another major limitation being a research study of herbal and non-herbal cosmetic the chosen respondents were mainly female. Cosmetic being a very female oriented industry the data was easily collected from customers, in a way this made the research easier to analyse but due to not including the too much respondents of male category this research becomes less divers. This will still not affect the research or the methodology because majority of the consumers in this industry is female but still making the research diverse is a responsibility of the researcher. It also increases the data and makes it discuss in a broader context. However this also makes the study less universal in context.

This research is done by only primary research though secondary research method would have helped the researcher get more detailed information from different sources. The study could have utilised different journals and quality sources of information. The use of qualitative method is also has not been used in this research due to lack of time. The qualitative research would have helped the researchers to narrow down the particular issues which the consumers have faced in detail. The authenticity of the data provided by the respondents cannot be verified either in this case due to the fact these are personal opinions. These limitations which the researchers have identified in the study will definitely try to resolve for better results in future.

With the integration of the primary data for the process of the research work, it is essential to incorporate the application of authentic research methodology. The research should be laden with statistics for better and efficient delivery of the specific information. The researcher can enhance the structure of his research by the practicing efficiency in his scope of work. This would be useful for the research work and lead to better and authentic results for the future operation of a research.
Based on the above data collection and data analysis methods, the following recommendations have been made to conduct a more extensive research on herbal and non-herbal medicines:

- To explore market trends of indigenous herbal cosmetics
- To build on the limited competition between indigenous herbal cosmetics
- Establish substantial regulatory framework and legislations regarding products and ingredient usage in herbal and non-herbal products
- To deal with standardization issues of herbal and non-herbal products more efficiently
- To urgently address the lack of regulatory bodies in herbal and non-herbal cosmetic industries
- Create more pocket-friendly herbal cosmetics like Patanjali, Lotus herbals and so on
- Create more ecofriendly packaging materials that are both adorable and environment safe
- To promote academic research and education in AYUSH, Unani and Herbal medicine system of India for making better herbal cosmetics
- To disseminate regular and authentic information on herbal as well as non-herbal cosmetics so customers are more aware of what they use
- To engage in more knowledge sharing initiatives between industry stakeholders
- To define procedures, timelines and guidelines for licensing of all herbal and non-herbal cosmetic industries
- To arrange for financial assistance for small and medium sized enterprises producing indigenous herbal and non-herbal cosmetics.

6.4 Limitations of the study

The findings of the research have several areas of improvement in order to have a better understanding of factors that influence the consumer decision on the purchase of cosmetic products. The researcher has used primary method for collection of data. The
researcher is fully aware of the limitations in the study; however, it has tried its best to represent opinion of the customer from all over the world. There are even various challenges that were faced by the researcher that can be classified as:

**Time-frame limitation**
In the study, the time allocated for the research was limited. No study can have infinite time to conduct the research, so with a stipulated time research needs to conduct. This has limited the number of participants and made the scope narrow. With the limited time, survey was done for a limited number of people. The research has limited scope as they conducted research in reference to focus group. It was able to get the opinion of a selected group of people as it was conducted in focus groups. As with a limited time the discussion made by them in focus group was even brief. The behaviour of people depend on different scenarios such as, there were some people in the focus group who would easily be annoyed. This would hamper the discussion of the whole group and discussion turns into a fight. The participants need to be comfortable with each other to have a discussion, which becomes an issue for some people. They find it difficult to interact with strangers about the topic. However, in the limited period the researcher tries, its best to get the maximum result out of the participants there tends to be limitation in that.

**Parameters of research methodology**
As in the study primary sources of data collection was conducted, it resulted in taking care of various things which would hamper the success of it. The primary data collected by the researcher makes the data collection to be a lot more cumbersome and complex. All the information collected is authentic but a lot of time and energy is lost in the process. The questionnaires are in reference with the topic. Mostly all the factors were catered but still there were a few flaws and shortcomings in the questionnaire set. It missed few points, which were needed to be realised and met by the researcher. The male cosmetic brand was not given much importance in the research. The researcher was not able to present the fact of a particular non-herbal brand needed to conduct the research. It was not able to give an in depth analysis of the products and brands preferred by male
population. The focus was somehow on women cosmetic products. There were even categories, which were not given the amount of importance it needed, such as soaps and shampoos. Oral care was one, which was not even discussed in the study. The importance is given mainly on the cosmetic products such as make up. The hygiene products that is used by the customer in the order to keep them away from allergies and germs. This was not even discussed in the research. The focus became the beauty enhancing products other than any other product.

**Industrial limitations**

The industry of cosmetic was divided into two broad categories, namely herbal and non-herbal. In the herbal product, the people had the conception that it was better for the skin rather than non-herbals. The herbal product has different range of products and has various brands. There are premium brands in herbal product such as Body shop, Forest essential, etc. Then there are brands such as Biotique, Himalayas, etc., which are referred as herbals as they have few herbal ingredients. There are various brands in the market but customer trusts a few only. Brands such as Body shop and Forest essentials have a brand image, which engage the customer had trust the information rendered by them. The price range is even high, which makes the customer believe in the brand. The other brands such as Himalayas is not that much trusted by the customer as they do not think it has the herbal ingredients it says it has. This makes the customer question the brand. One always cannot be hundred percent sure that the product used by them is good for their skin. Then on herbal products are not that open about the composition of the product. They just give a brief description and make the advertisement more on the affects that can happen. There is even a limitation on the male cosmetic market. It was not taken into consideration, as it should be. Still the focus is on the female society rather than the male. As now the consumers are conscious about the way they look, they want the products to enhance their skin and appearance.

**Statistical Limitation**

The sample size taken in the research was small, so the view provided by them is limited. The view cannot be said to be general as the sample size is limited in its scope. The
participants taken into consideration are for a limited people, which give the study a narrow viewpoint. In order to get broader and general views on the topic, more opinions and perspectives of the public should be collected. As the study is to understand, the factors that would make customers want to buy a particular herbal product or not in the market, a lot of emphasis is given in the composition and brand value. The time limit is even limited, which makes the research to be of limited number of people. In order to have a broader scope, it will need more time and less constraints in the study. The cosmetic industry has limited its area of operations where the focus is on the people only who were reviewed. The mind-set is known of those people only. Even in the literature review, the data was of a certain time. The time period in which the data was collected was relevant at that times. The data cannot be constant; it might have increased or decreased in the following year. Therefore, it was reliable at that time but now the data cannot be stated as credible. The limitations in the statistics are always going to be there. The limitation in the data collected and analysed is authentic will always be in the research. There will be some loopholes and drawbacks in the study conducted.

6.5 Future Scope of the Study

The purpose of this section is to identify the positive aspects associated with the study of this project and how it will turn out to be beneficial for future researchers who are looking forward to conduct a study on the same paper. This thesis will be highly advantageous for potential researchers conducting a study on a similar topic or the ones that have a significant amount of similarity with the project. While conducting the research project, the researcher was able to gain some valuable information regarding the use of herbal products and the things about brands and companies that prompt an individual to become a customer of the company. The data for this thesis was generated with the help of primary research methods and a survey was conducted among 500 consumers who were both users of herbal and non-herbal products. Some of the survey participants were even users of imported products. The data generated in this thesis is true to its nature and reliable which makes it useful for both the companies and other research papers as well.
The present research contributes in the understanding of people’s obsession with both herbal and non-herbal products and how they drive customers for making a purchase. Here, it is being expected that the thesis will contribute other researchers in the discovery of other viable reasons other than quality, marketing and price that contribute in influencing the purchasing choice of the consumer. The project will allow other researchers to identify a much better clear path and ask better questions that will contribute in the idea of gaining reliable answers. There is also a possibility that the publication of this thesis will lead to the discovery of another relatable topic which will be favourable for conducting other research projects for the researcher, based on a familiar topic. In this thesis work, various topics associated with the consumerism and the factors that influence their behaviour were analysed. At the same time, the implication of John Dewey’s theory is also important for any study related with the decision making process of the consumer.

The theories and models that have been used while conducting the research will be beneficial for other researchers when they generate other viable data sources and relate the data with the already available one. The expectation from this procedure is to generate enough relevancies of the data for the accuracy of any research project or thesis. The legal and ethical consideration undertaken in this thesis should help other researchers in the understanding of the values that is necessary while approaching participants for research. Along with that, it is also important that this thesis is able to provide other researchers with the concepts of observation, accessibility and the ability to encourage communication with officials of importance. It is also important that other researchers are able to consider the reliability and the use of various tools and techniques for the analysis, which has the potential to enhance the future scope of the work.