Chapter 1

Introduction

1.1 Background of the topic

Introduction to consumer behavior

Consumer behaviour is said to be one of the most important criterion in the process of purchase of goods and services from any company. It is known in fact that consumer behaviour mainly depends on various aspects of the individuals. These factors are usually mental, psychological, cultural, emotional, behavioural responses of the customers. Based on the quality of the products or services they are purchasing, they decide to spend their resources such as time, effort and money on the purchase. It is known in fact that customer behaviour usually developed in the year somewhere by 1940-50. It was considered as a very essential discipline in the area that was concerned with marketing. It can also be said that consumer behaviour is usually considered a study of social science that is considered inter-disciplinary. This study usually blends the various elements of psychology, social anthropology, economics, marketing and most importantly behavioural economics. Therefore, it can be said that with the proper study of consumer behaviour, it can be found out that, what are the exact factors that have an impact on the behaviour of the customers while purchasing. Various factors are included in the consumer behaviour study that can be easily understood with the help of the study. Some of the most important factors included in the customer’s behaviour are lifestyle of the customers’ alongside their personality as well as demography.

The study of consumer behaviour also helps the researcher to understand the various needs and wants of the customers. Therefore, it can also be said that it is important for the companies to understand the behaviour of the customers. It is also known as a matter of fact that, with the help of the study of consumer behaviour, it can be understood as to what are ways and means by which consumers usually decide about buying the products or services that are being offered by the company. The most important function of the study of consumer behaviour is that it identifies the ways in which a customer will respond to newly developed product and service that the company has launched. With
the help of customer behaviour, the companies can identify all the various opportunities that they have not dealt with.

In a recent study, it has discovered that customers have a changing taste for the types of cosmetic that they are using. The types can be said to be the use of herbal or non-herbal products. Many consumers are used to using herbal products in terms of the cosmetics that they use. However, on the other hand, various consumers are habituated with using non-herbal cosmetic products. This dissertation is mainly based on the identification of various customers’ behaviour towards the use of either herbal or non-herbal products. With the help of this dissertation, the researcher will have a clear idea about the various contradictions that exist in the recent market of cosmetic product usage. However, various factors are included in the consumer behaviour. They are psychological factors, personal factors and social factors. The discussions of these factors have been done in a detailed manner:

**Psychological Factors:**

There are issues that affect the thought process of the customers largely. These problems and issues are usually considered one of the major drivers that are responsible for the various psychological changes that the consumer’s undergo in the process of their purchase of the services and products that are being offered by the company. Various factors are included in the psychological aspects such as the consumers’ perception of a particular situation or need. It also includes their ability to understand or learn information. It can also be said that it helps in the identification of the attitude of a certain individual. The reaction of a certain individual to any marketing message will depend on their own attitude and perception of things. As a result, it can be said that psychological factors are considered very important for the development of a certain product or service. Therefore, it can be said that the marketers should take these psychological factors in to consideration, while they develop a certain product or service to be launched in the market.
**Personal Factors:**

These factors are however, completely different from personal factors. It can be said in fact that these personal factors are ideally related to an individual person that may have any personal issues that are related to the purchase of a certain service or product. These personal factors are not related to any group as a whole. Most of the things that are included in these personal factors are the ways and means by which a person makes decision of buying a product. It also highlights the unique habit of the person because of which, the person has developed various personal issues. It can also be said in fact that the opinions and interests of persons are also identified because of this. The age, gender and many more factors are to be considered by the company while they analyse these personal issues. An example can be cited in this regards. A person that is aged may like something that a youngster might not approve and vice-versa. Therefore, the company has to keep these factors in mind while they develop a certain product or service.

**Social Factors:**

It can be said in fact that social factors are considerably the most influential factors in developing the different behaviour that the consumer portrays, while deciding on the purchase of a certain product. The social factors are usually initiated by the various interactions that a person has on a daily basis. They could include families, friends, school or work place. It can also include various groups of people that the person might interact with on a regular basis. Therefore, it can be said that the social factors may develop from many things. As a result, it is of utmost important for the companies to keep these factors under control. Social factors may also develop because of the level of education that a person possesses. Their income, living style and many more also determines the development of these factors. It can also be said in fact that these social factors are considered very diverse and therefore, it is very difficult to analyse these factors before developing products or services of the company. It is however, very essential for the companies to ensure that they deal with these social factors as they are responsible for the consumer behaviour for the consumer’s purchase decision.
Consumer decision-making process

It can be said that the consumer decision-making process is a highly complex process as it includes everything that is related to the purchase decision of the consumers. There are various needs of the consumers on a regular basis and it can be said that because of the needs they make various decisions related to the purchase of the products or services that are being offered by the company. It is also known as a matter of fact that the decisions made by the consumers can be highly complex at times as they usually depend on the opinion a consumer has about a certain product (Zhang et al., 2014). Therefore, it is important for the companies to understand the main issue that may have an impact on the decision making process of the consumers. With the help of this, the companies can get rid of the various issues and problems and as a result of this, they will be able to monitor the decision making process of the customers. There are various ways and means by which it can be monitored. These methods have been discussed in a detailed manner below:

Recognition of need or problem:

It is considered the first and foremost step of the entire model. With the help of this step that the companies are able to measure the problems and issues that persist, with the development of products and services of the company. Because of this, the company can recognize the actual issue that may have an impact on the decision making of the customers. The companies here can identify the main difference between the desired and actual state of affairs. It can also be said that with the help of the recognition of the need or problem, the company can develop various purchasing ideas of the customers. However, the consumer need can be easily categorized into two main parts such as psychological as well as functional needs. It is also known in fact that the psychological needs of the people are usually the outcome of their emotions towards the purchase of a certain product (Vohs et al., 2014). However, functional needs can be said to be the actual need of the consumer towards a certain product or services of the company.
It is known in fact that there is no limit to the need of individual and therefore, the recognition of need or problems can be said to be repetitive. It is never practically possible to satisfy humans based on their needs. Therefore, it can be said in fact that if in case a need of an individual is addressed then another need might develop besides the preceding one. Therefore, the companies should focus on eradicating the problems that may affect the consumers’ decision making towards purchasing a product.

**Information Search:**

This is considered the next model that has to be taken into consideration, while the company analyses the issues that are related to the consumer decision-making process. Once the company has finished the recognition of various problems or needs, the customers have a tendency to gather more and more information related to the product of the company before they can make any payment for the purchase of the same. It can also be said in fact that information search can be ideally classified into two categories. These are internal search as well as external search. Internal search is done by the customers, when they want to know about a certain product or service from the company itself (Betsch, 2014). However, external search is done, when a customer finds out information of a product or service of any company, with the help of various resources such as social media and many more. It is also known in fact that, with the help of the internet, people are also able to gather information about the products and services of the company as a whole. However, important source of information can be said to be the friends and families of the customers that are willing to buy the products and services of the company. The consumers often take the advice of their families and friends in order to known their opinion about a service or product that they are purchasing.

**Alternative’s Evaluation:**

This is ideally the third type of model in this series. With the help of this model, the available alternatives can be easily identified by the consumers. The customers, after gathering all the information related to the products or services, make a suitable analysis of all the available choices so that they are able to make the right decision in terms of the purchase of the products. The customer analyses this information based on all the
different types of needs or wants that the customers have. It can also be said in fact that the brand name, size, shape and price of the product are usually considered at this stage of the model. As a result of this, this stage is ideally considered the most vital step of the entire process of the decision making of the customers (Frederiks et al., 2015).

However, it can also be said as a matter of fact that the process of evaluation of alternatives can be really difficult and as a result, it can cast immense pressure on the customers. This is because the customers find it really difficult to get a product that can completely satisfy the needs of the customers. Therefore, various aspects need to be considered by the customers in order to make a precise decision-making process.

**Purchase Decision:**

This is usually considered to be the penultimate process of the entire decision making process of the customers. After the customer has completed all the process of the model, then the customer should make sure that they make the right decision in terms of the purchase that they are about to conduct. The customers is said to make a final decision as it can be said that the customer has to decide, whether they will purchase the product or not. This stage of the purchase can be classified into three main categories. They are planned purchase, impulse purchase as well as partially purchase. However, various factors may affect the process of purchase. It can happen at times that the product that the customers have demanded might not be available at stock with the companies. Therefore, the customer may not get the product as a result; it leaves a negative impression on the customers’ mind (Maniatis, 2016). It can also be said that because of this, there is a huge delay in the process of purchase and therefore, the customers might start looking for various online stores in order to get the desired product.

**Post-Purchase Evaluation:**

This stage is known as the final or the ultimate stage in the process of purchase decision made by the customers. Most of the companies are used to ignoring this stage as this particular process takes place after the entire process of transaction has been completed. It can however, be said that the stage can be important for the entire process. As a result
of this, the future decision of the customers is based on; the purchase ideally depends on this particular factor. Therefore, with the help of this stage, the experience of the customers can be analysed by the companies. The experience that is gained by the customers is said to be very important as with the help of this, the decision of the customers towards purchasing in the future can be identified (Rezaei, 2015).

Therefore, it can be said that the entire decision making process of the customers is very essential for the development of the company as a whole.

**An introduction to the cosmetics products**

Cosmetics is defined as any substance or commodity that is applied by individuals, especially females over their face as well as other portions of their body such as hands, legs, hair, etc. These products applied by the people over their body in order to rejuvenate and transform the looks of their face as well as other body parts. The cosmetics products are aimed at beautifying the skin of the individuals. There are several reasons of making use of cosmetics products by the people. People possess different shades of their body complexion in the different countries. Some possess face complexion according to their communities. Most of the people in the world desirous of getting a fair and light complexioned body that makes them look lure and charming so that everyone admires them considering them as beautiful and glamorous.

However, since the world comprises of different countries and communities, people do not possess complexion similar to each other. Some possess light skin, some possess, tan and dark skin, while some possess fair skin. Hence, people having tanned or dark skin is not satisfied with their complexion. This emerges the desire in them to get a fair and light skin that increases the glow of their body skin and makes them look attractive and glamorous. Hence, individuals apply different cosmetics products over their skin in order to make sine they consider that those products can transform the texture and colour of their skin and make them look beautiful and attractive. The cosmetics products comprises of different makeup products as well as some products that are used prior to applying the makeup of the face and other body portions. The makeup products consist of ample of commodities that beautifies people ‘s skin such as liquid foundation, compact face
powder, eyeliner eyelashes, lipsticks, nail colour, different hair styling products and many more make up items.

The alternative products used before makeup naturally cleans and increases the skin quality. Those products comprise of face wash, facial kit, face pack and many more commodities. These products do not beautify the skin but enhances the quality of the skin and makes them flawless, smooth. In order to let people living in the different countries, have flawless as well as glamorous and beautiful skin; several companies have incorporated to supply cosmetics products to serve the customers using cosmetics products with premium quality cosmetic products that comprises of the utility of transforming the skin of the individuals and gives them glorious skin. There are several companies earning a high amount of revenue by selling different effective and high quality cosmetics products to the consumers in order to provide them with gorgeous skin. Nowadays, the companies, at the apex position of cosmetic market are Lakme, Patanjali, Maybelline New York, L’Oreal, and many more brands. People these brands because their products are very effective, popular and are available at a reasonable price. Lakme is considered as one of the most successful cosmetic brands, since it provides a wide variety of all types of cosmetic products. It is every popular amongst the customers by the help of effective promotion of its cosmetics products through organizing and sponsoring different fashion shows and promoting its products to the targeted consumers in order to attract them towards it. L’Oreal, a Paris based company is also very trustworthy cosmetic brand but charges bit higher price from customers since, it provides premium quality cosmetic commodities. There are different types of cosmetic products used by the makeup users. The explanation to the different types of cosmetic products is as follows:

**Lipstick**

Lipstick refers to the cosmetic product that is applied by people over their lips in order to get it attractive. Lipstick comes in different colours such as red, pink, and different shades. In order to get attractive look people put lipstick on their lips. People desirous of getting bold looks use red coloured lipstick over their lips, whereas, people desirous of getting a sweet look put often put pink colour lipstick on their lips. Lipstick comes in
different forms such as glossy lipstick, matte lipstick, and many more. It is produced by different brands. Lipstick is made up of wax, pigments, oils, and different ingredients. Lipstick rejuvenates the lip condition of the users. It makes lips look charming. Several brands cost very high price for its lipsticks. Lips are considered as a very sensitive part of the people’s face; hence, before applying any type of lipstick, people should consult medical professionals in order to avoid lips damage.

**Compact powder**

Compact powder is defined as the cosmetic product that is used by the cosmetic users on their cheeks and over entire face. People apply it over their face for getting a beautiful complexion of their skin. Some people possess an uneven skin tone that makes them feel vary unattractive. Hence, cosmetic companies make compact powder in order to provide the facility to the users of getting an even skin tone that make them look charming. Compact powder is available in different shades and is applied by its users that match their skin tone. Compact powder is generally is made up of several ingredients. It is available indifferent forms such as mousse, powder, cream or liquid. The compact powder is applied on the face by the help of a brush or sponge contained in the box of the powder. People apply it on their face in order to get glamorous and flawless skin. The compact powder is makes skin pimple as well as pigmentation free as well as removes the dark patches under eyes. Nowadays, several brands are producing two in one compact powder i.e. compact powder also containing features off liquid foundation such as Lakme. Lakme’s liquid plus foundation compact powder is demanded by many consumers, since it is having some distinctive features.

**Mascara**

Mascara is considered as a very effective cosmetic brand since it transforms and beautifies the lower and upper eyelashes of the users. Application of mascara over the eyelashes gives a very attractive look to the people using it. It is used to lighten, darken as well as thicken the eyelashes to give a lure look. The mascara is sold in tubes. Once applied, the mascara beautifies the eye portion and makes the person applying it very noticeable among others. Since, eyes regarded as the most beautiful as well as sensitive
part of the face, users should apply it are very carefully on the eyelashes. The consumers, of the cosmetic products having sensitive skin should consult doctors before applying mascara over their eye area.

**Eyeliner**

The eyeliner refers to the cosmetic product that is applied by the users in order to get bold eyes. This cosmetic product is very appropriate for those who have small eyes and are desirous of getting big-sized eyes. In the views of Anderson, (2017) consumers apply this over their upper eyelids in order to get bigger and more attractive eyes since eyes are considered as very attractive and beautiful eyes of the people. Eyeliner is available in several different shades such as blue, white, black and many more colours. Nevertheless, black colour is most demanded since, it provides a classic look to the user of cosmetic products. Since, eyes regarded as the most beautiful as well as sensitive part of the face, users should apply it are very carefully on the eyelids. The consumers, of the cosmetic products having sensitive skin should consult doctors before applying eyeliner over their eye area.

**Eye shadow**

Eye shadow refers to the cosmetic or makeup product that is used to enhance the beauty of the eyes. It makes the eyes look vibrant. Generally, eye shadows are quite expensive. The eye shadow is available in different forms such as mousse, pencil, powder and sometimes in form of creams. It contains matte and shiny powder that is applied by the consumers over their eyelids in order to get their eyes more attractive. The eye shadow is available in ample of shades and it is very convenient for the users to put shades of eye shadow according to the dress worn by them. The box of eye shadow contains a brush or sponge that is used to put the eye shadow on the eyes. Since, eyes regarded as the most beautiful as well as sensitive part of the face, users should apply it are very carefully on the eyelids. The consumers, of the cosmetic products having sensitive skin should consult doctors prior to the application of eye shadow over their eye area.

**Blush**
The blush is defined as the cosmetic product that is applied by its users by the help of brush or a clean sponge in order to enhance the beauty of their cheeks bones and cheeks in order to highlight the cheeks and give it an attractive look. As stated by the Hermann, (2017) the blush is available in different shades such as pink, light and many other colours shades brown and is used by the consumers according to their skin colour. This product beautifies the cheeks and cheekbones of the face. The blush is gives more highlighted look when people smile.

Kohl

Kohl, commonly known as Kajal, is a cosmetic product that is very commonly used by the people going to the jobs, several occasions and other places. The kohl is applied over the under eyelids of the consumers to get a bold and attractive look. This product makes people eyes look bigger and vibrant. In increases the beauty of the eyes. It is believed that kohl is useful in preventing people from evil eyesight. Kohl is available in different shades such as black, blue, white, and many more. However, the black colour is most demanded since, it provides a classic look to the users. The kohl is found in different forms such as pencil, small boxes, etc. Since, eyes regarded as the most beautiful as well as sensitive part of the face, users should apply it are very carefully on the eyelids. The consumers, of the cosmetic products having sensitive skin should consult doctors prior to the application of eye kohl over their eye area. The kohl once applied, makes accentuates the eye area and makes people noticeable to others.

Merits and Demerits of cosmetic products

There are several advantages as well as disadvantages of the cosmetic products, as follows:

Advantages

Creation of favourable impression

It is said that first impression is the last impression. Hence, the individuals apply cosmetic products over their skin in order to form a favourable initial impression on the person he she wants to meet. Make up helps the people to a considerable extent to make a
positive impression on the person. In the views of Edgar et al., (2015) generally, people apply make up at the time of going for job interviews, meeting someone special, since they believe that make up will help them to look beautiful and attractive create a positive impression on the person. Applying makeup will transform and beautify the skin of the people and help them to achieve success in their life.

**Increase in self-confidence**

Cosmetic products help its users to look beautiful and charming. Possessing beautiful and charming, makes people feel happy and hence, enhances the self-confidence of individuals. This makes them generate positive thinking and innovative ideas achieve success in future. In order to attain success in future, self-confidence is very important for people. People having an attractive appearance beautiful skin assists them in getting compliments from others. Getting positive compliments increases people’s self-esteem that is a very significant advantage.

**Disadvantages**

Along with having the different advantages, cosmetic products also comprise of drawbacks over those who use it frequently.

**Expensive**

One of the disadvantages is cost incurrence related to the cosmetic products. As stated by the Maeng, (2017) the consumers, who are in a frequent usage of cosmetic products including spend a lot of money in them in order to get a beautiful as well as glamorous skin. This might create an adverse impact on the financial condition of the cosmetic users. Instead of spending a lot of money over cosmetic products, people can use the money over other important things.

**Time Consuming**

Time consuming is also an important drawback that creates an adverse impact on the users. In the views of Hossain, (2015) people, in order to get a flawless and beautiful skin spend a lot time in availing the services of the cosmetic products. People spend a lot of time in the beauty parlours in order to get their skin rejuvenated by the help of cosmetic products, which can create a significant impact on the personal as well as professional life of the people.
Since these cosmetics products are useful but provides a timely benefit to the users hence, it is recommended that the consumers should not make the use it excessively in order to prevent their skin quality as well as their health. They should not be over addicted to the cosmetic products.

**Side Effects**
This is the most considerable disadvantage that creates an adverse impact on the health as well as skin of the people. There are different harmful chemicals contained in the cosmetic products, can harm the skin of the users of cosmetic products. Everyone possesses different skin quality. Some have sensitive skin, some have smooth, some possess oily skin and some possess dry skin. Hence, it is not appropriate for everyone to use all type of cosmetic products because people having different skin quality comprise of different type of cosmetic products that is suitable for their skin. As state by the Ouyang *et al.*, (2017) especially, people having sensitive skin quality should be very conscious and should not use all types of products for on their skin. Only selective products are suitable for the sensitive skin holders. There are several harmful chemicals contained in the cosmetic products, which can harm the different types of skin leading to arise of pimple, pigmentations, dark patches, allergies and many more infections. This leads to fever and other health issues, which negatively affect the health conditions of the cosmetic users. Skin damage because of the side effects of the usage of cosmetic products can also affect the mental and psychological health of the users such as depression, severe anxiety and many more issues.

Owing the significant advantages mentioned above it is advised to the cosmetic users to avoid excessive usage of the cosmetic products. The users should spend less money and time over makeup products since they provide beauty to its users for a particular period and not forever. The users should be into immediate medical treatment in case of any side effects faced by them over their skin. Additionally, it is recommended to the users of cosmetic products, having any exceptional skin quality, to take medical advice from any health care provider, especially dermatologist before applying any cosmetic product on their skin. This can prevent them against severe skin damage due to several side effects.

**Herbal and Non-Herbal Products and its Impact**
**Herbal Products:**

The herbal word is derived from mediaeval Latin ‘*liber herbalis*’ which means book of herbs. The herbal products are affordable, non-toxic and with less side effects. They are used for treatment and supplements. The herbal products can be purchased as over the counter medicines by anybody and its application is easy (Seeff *et al*., 2015).

**Overview of Herbal Products:**

Herbal products constitute mainly of plant products and are free from chemicals. The plant parts such as leaves, fruits, flowers, roots are used to derive their natural constitutes used in therapy.

**History of Herbal Products:**

The herbs are used from the ancient days for cure and ailment. The history of herbs began 4000 years ago when the Sumerians came out with the medicinal uses of plants and herbs. Chinese wrote books on herbal remedies in 2700 BC and recognized plants are sources to treat diseases (Yang *et al*., 2015). The different cultures of world – Chinese, Greeks, Roman and Asians started using mint, garlic and opium as medicines and Japanese used herbs for post naval recovery, blood purification and increasing strength and vigour. The initiation of chemical drugs started from 17th century and therefore the usage of herbal products got lesser (Lee *et al*., 2015).

**Global Herbal Market:**

The global market product ranges from wide variety of over the counter medicines, food supplements, cosmetics, etc. The global market for herbal products are increasing at large rate and growth is booming with rate of about 15-20% annually. It is estimated that the herbal market will grow to about $ 5 Trillion by the end of 2050. The World Health Organization (WHO) estimates that the 80% of world’s total population use herbal medicines for some of treatment (Uchiyama, Kikura-Hanajiri & Hakamatsuka, 2015).

**Types of Herbal Products**

- Infusion: The dried or fresh aerial parts of plants are boiled in medium such as water and steeped to produce an infusion.
Decoction: The harder plant plants are boiled for more time than infusions to obtain decoction.

Syrups: The plant parts are incorporated into thick sweetened liquid to obtain syrup.

Poultices: The plant parts are kept moistened while placing it in cloth to get poultices. It is used for topical healing.

Lotions or Creams: They are usually infusions or decoctions incorporated into oily or water based base for application.

Compresses: Soft cloth immersed in cold or hold infusion and decoction are used as compress for affected area.

Oil: Infusion or decoction is dissolved in oil with emulsification to obtain oil infusion.

Ointments: Oil infusion of plant products in cream base is ointment.

Tinctures: The infusions in alcohol with plant parts are called tinctures.

Powders: The dry powered form of plant parts which are edible or applied locally.

Juices: The plant infusion is added with flavor and diluted to form juices.

**Benefits of herbal products over non-herbal products**

The herbal products have their traditional uses, which are backed up by modern scientific research, and innovative technology has made the uses of herbal products more versatile and easy (Ekor, 2014). The herbal products are suitable for people of any age including infants. There are many merits of herbal products such as following:

- Herbal products are naturally obtained and non-toxic in nature.
- Herbal products are easily metabolized by the human body and it heals the person physically and mentally, improving the spiritual well-being.
- Herbal products are safe to use. They are gentle towards the body but are powerful and effective in treatment.
- The natural products innate synergy in human and balance the mental well-being.
- The therapies from herbal products are cost-effective and efficient for almost every chronic disease.
There are no side effects from the herbal products and herbal products are widely available.

Medicinal herbs have a lot of application into body for treatment in variety of ways.

**Remedies from Herbal Products**

*Cardiovascular Diseases*: The diseases related to heart and cardiovascular diseases can be treated effectively with the help of herbal products and medicines (John & Shantakumari, 2015). The herbal products from the following plant treat cardiovascular disorders effectively:

- Garlic can lower blood pressure and cholesterol. Garlic and ginger are anti-inflammatory in nature and has a power to heal blood vessels and heart tissues.
- Kelp and alfalfa reduces heart arrhythmia and treats stroke.
- Cinnamon lowers blood sugar and in turn lowers the failure of heart.
- Capsaicin from capsicum and cilantro can lower cardiovascular risk by increasing flow of blood to heart (Williamson *et al.*, 2015).

*Digestive Problems*: The medicinal herbs are quite efficient in treating digestion related issues such as ulcers, diarrhoea, constipation, indigestion, etc. (Maiti, Nagori & Singh, 2017). The herbal products from plants used to treat digestive problems are as follows:

- Marshmallow is an herb, which sooth the gut wall and moistened the stool.
- Turmeric controls digestive inflammation and used to reduce stomach pain.
- Licorice root guards the mucus membrane of inner lining of stomach and helps in stomach ulcers.
- Cinnamon increases digestive capacity and helps to improve digestion.

*Respiratory Problems*: There is varieties of respiratory problems, which can be treated by different herbs like asthma, bronchitis, cough, etc. in following ways:

- Ginkgo treats respiratory disorders like asthma and helps recover patient from chronic disease.
- Horehound and thyme treats coughs by mild expectorant action.
- Bronchitis like chronic disease can be treated by application of dandelion (Asgari, 2014).
• Eucalyptus loosens the phlegm and helps patients to breathe more freely.

Skin Problems: The herbal products are the best option to treat skin problems, particularly for those who have sensitive skin (Smith et al., 2017). The problems such as psoriasis, suntan, ache, idiopathic vitiligo, burns, rashes, etc. are effectively treated with the help of aloe vera, basil leaves, mint extracts, and turmeric. The essential oil of lemon, orange, and lavender are also useful.

Cancer: There are many herbal products, which have proved their effectiveness in reducing the risk of cancer and in the treatment of cancer and tumour.

• Dandelion, garlic, turmeric, ginger, black pepper, cayenne pepper and oregano are effective in cancer prevention.
• Astragalus (Huang Qi), Berberis Family (Podophyllum peltaum), Bloodroot (Sanguinaria canadensis), Butchers Broom (Ruscus aculeatus) and Cat’s claw (Uncaria tormentosa) are used for treatment of cancer (Haque & Maheswari, 2015).

Drawbacks of using herbal products
Herbal products are generally good for treatment because they are nature-derived and non-toxic, however there are still some drawbacks associated with using herbal products:

• Allergy: Herbs can cause allergic reaction on individual susceptible to incompatibility with herbal products. Some herbs when taken together react with each other and cause reaction in body.
• Improper Regulation: According to Chattaraj, Mazumdar & Lahiri (2018), the herbal products are not FDA (Food & Drug Administration) approved for medical pharmaceutical treatment. They are considered dietary supplementary under DSHEA (U.S. Dietary Supplement Health and Education Act).
• Administration with Drugs: Herbal products are not compatible with certain medical drugs and can cause reactions.
• Contraindication: The herbal drugs are contraindicated for some therapies or diseases already prevailing in spite of the disease to be treated.
• **Not suitable for serious ailments:** Herbal products are not much effective against serious conditions like broken bones, fracture, excess bleeding, serious intoxication, etc. (Trivedi, 2018).

• **Longer treatment:** The herbal products require a long time to heal and cure, for which herbal medicines requires longer treatment period.

• **Dosage:** Herbs are mild in nature and therefore their dosage is not fixed or regulated. This is the reaction behind many harmful side effects.

• **Poisoning:** The wild herbs are sometimes poisonous. The proper identification and processing of herbal products is necessary for the efficacy of treatment or else it might turn poisonous.

**Non-herbal products:**

They are exactly opposite to herbal products, they constitute high amount of chemical derivatives and are produced by chemical reaction between raw materials. They are costly in treatment. Their production is costly and heavy machineries are used for the production. They include various chemicals like chlorine, caustic soda, soda ash, acids, bases, salt derivative, etc. The medicines derived from non-herbal products are toxic in nature and often causes various side effects and adverse reaction while administering. Although they do not require much time for completing the treatment but their accumulation in body results in organ dysfunction and health hazards (Jalili *et al.*, 2015).

**Drawbacks of non-herbal products with respect to herbal products:**

• Chemical products are well known for their side effects in human body. The non-herbal products produce adverse reaction in human body.

• Non-herbal products induce external allergens to treat conditions, which can initiate other reactions and can hinder treatment.

**Consumer Perception about Herbal Products:**

For any product to be used widely is based on the perception of users or consumers. Moreover, the consumer perception towards herbal products is diverse – some argues it is effective while others believe it is not effective (Biagi *et al.*, 2016). The herbal products are not scientifically regulated and the authentic use of reliability and information of
herbal products are not circulated. The consumer preference on herbal products influences the subsequent usage of non-herbal products. The priority, purchasing, and consumption patterns varies greatly with the consumer preference. It is often observed that the herbal products are influenced by the brand loyalty of consumers. The perception of a brand is related to emotional experience of consumer and the higher trust level and loyalty is achieved by subsequent and large usage of the herbal products produced by that brand. The price of the herbal products is very affordable and appropriate. The herbal products producing brands often prefer to market their product with price penetration strategy and position the brand as the value for money. The consumer preference to a brand increases when the value added is more in comparison to other brands providing similar services.

The herbal products are high in their nutritive value and often vegetarian in nature. The consumer perception depends upon the nutritive value of products and customer disregards the products with artificially acclaimed high level of nutrition and consider as unhealthy. The herbal products often display and label their value and constituents clearly which makes them closer to consumers. The customers acquire information before purchase, comparing every product with the nutritive value of others and thus proving to be an effective remedy to treat health conditions (Seeff et al., 2015).

The economy is growing at large rate and the socio-cultural status is changing largely. The people are more educated and concerned about the health and environment. The employment rate has increased and increased the exposure to high-class life style and fashion trends. The large population makes use of their disposable income, which leads to change in purchasing power (Lee et al., 2015). In case of health and treatment, every person is concerned and does not invest in low quality products. The herbal products are cost effective yet beneficial in treatment with lesser side effects, which makes them popular in treating common ailments and as health supplements.

The buying pattern of consumer for herbal products depends upon the status of income, need of purchase, promotions regarding the herbal products and history with the related products. The consumer also follows the selective perception about products and often
tries to select the most convincible product amongst market. Consumers buy the herbal products for common ailments and treating acute diseases. The herbal products treat the disease from the root cause and according to the type of body. Sometimes, herbs prove effective to treat more than one diseased condition, which is quite useful (Sekhri, Bhanwra & Nandha, 2017).

The customer preference also depends upon gender. It is evident that women use more herbal products than men do. The usage of cosmetics has increased in past years and the brands are focusing on herbal products as cosmetics. The herbal products can treat skin and hair problems. The dual usage of treating health condition of skin and hair and providing cosmetic benefit is quite beneficial for women. The herbal cosmetic are safe to use on skin and does react with sensitive skin (Owens, Baergen & Puckett, 2014). The cosmetics from herbs are also cruelty free. They are free from mineral oil and alcohol.

**Future prospects of Herbal Products:**

In the face of increase in usage of herbal products, the world is turning towards green at high pace. Both developing and under-developing countries are increasing the usage of herbal products and derivatives. The herbal products are adopted by brands for a green label and offering a safe product to the society. The herbal products are developing as green marketing initiative for companies and helping them to restore their prestige (Agbabiaka et al., 2016). The population is inclining towards the herbal products and companies are investing huge funds towards the research and development regarding the more inventions of herbs and derive more products related to natural treatment of nay disease. The plantation and cultivation of medicinal plants have seen tremendous growth and technical advancement, which ensures that the plants are grown and cultivated in environmental condition where the amount of active constituents are optimum in amount and can become potent substance in treatment. Quality control of active ingredient and chemical constituents of medical plants are done for proper extraction of the constituents (Curro et al., 2017). The extraction of active ingredient is done with natural process and the extraction procedure requires no additional chemical to the herbs.
The present scenario shows that there will be increase in the use of herbal products and healthcare professions will incorporate the extensive use of these natural drugs (Pferschy-Wenzig & Bauer, 2015). The herbal medicines based Traditional Medicine (TM) practices and Complementary and Alternative Medicine (CAM) are increasing rapidly in countries worldwide. This trend of herbal practices and treating conditions with herbal products are increasing and will continue to increase day by day with more and more scientific evidence of quality, efficacy, and safety reports on herbal products (Du et al., 2014).

1.2. Significance of the topic

This study provides some new insights to research towards organized Herbal and non-herbal products markets.

The herbal and non-herbal market in the economy is huge. There are many brands available in both the sector. The herbal market is comparatively new and small as compared to the non-herbal product market. The herbal product market tends to have a positive impact in the mind-set of the people, as they are organic and environment friendly.

The brand of the product makes a difference in the customer buying decision. As the aim of the brand is to attract as many customers it can and to make them loyal toward the brand. For the loyalty, it must provide customer with the utmost satisfaction (David et al., 2015). Only when the customer is satisfied with the product available to them, they will be able capture a bigger share in the market. To satisfy the customer it has to take various steps in the process. A customer can only be satisfied when the product available to them carter to their needs. As every customer has their own set of needs that they want to fulfil by the use of a particular product. It has to be fulfilled which would make the customer to refer it to other about the effective use.

The herbal products are making a huge impact in the market because of the use of the natural ingredients used in the process. The organized herbal market in the economy makes the incline toward the use of products, which will make the skin be healthy and
glowing in the long terms. The market captured by the herbal product is increasing as the consumers feel that the natural products will have a better effect on the skin than the non-herbal products.

For the non-herbal products which have been available in the market from a long time. It has made its impact in the life of the people. The ingredients and composition a huge demand because of its tremendous effect on the skin. The quick result in the skin has made the customer more dependent on the brand (Pan et al., 2014). The non-herbal market attracts many customers as they have set their brand value and trust in the customer mind. They are even loyal to the brand they use as it was endorsed by celebrities. It creates a better impact on the customer mind set.

The most important part of the study was to know the consumer behaviour towards the purchase of the product. The knowledge of what makes the customer incline or move away from a particular brand or product available in the market. The brand preference of the customer depends on the families and friends as well as the marketability and availability in the market. The purchasing decision of the customer depends on the brand value and the goodwill of the product (Kudu and Gupta, 2017). If the reviews about the product are good and the friends and families too recommend the brand, the customer tends to have trust in the brand. It makes a huge difference in the purchasing decision of the brand.

The customers tend to have trust when they are able to connect with the brand. They are able to know her aims and objectives it wants to cater. It helps the customer to build a relationship with the brand for the long run. Through the research in the market about the products, it is made easier to know about the customer preferences and the changes the brand has to indulge in. When there is benchmark set by the competitors, the brands are able to make better decisions and be competitive in the market. By that, they tend to work more hard to achieve the objective and are able to utilize the resources in a better way.

The techniques to promote the brand of both herbal and non-herbal products have made its brand known to a major portion of the population. The face of the product make a huge difference in the market as it influences the customer’s choice in the purchasing of
the product. The insights of how the customer behave in the market makes the organization cater to them in a more efficient and effective way. The new insights provided by the research are that the customer buys when they think the brand will give them the desirable result. They have the confidence in the brand value of the product. The discounts and offers provided by the brand for the promotions are beneficial for them. Even the promotion in the social media makes a change in the competitive market.

**Buyer’s preferences are shifting towards Herbal products so this study highlights the comparison between the herbal and non-herbal products.**

The preferences of the customer are changing in the market, as there is a choice to make among many brands. It has to select which product is to be used by them for better and long-term results. The buyers have become more concerned about the composition and ingredients used in the product.

Herbal products are defined as the product, which has a composition of natural ingredients and is better for the skin for long usage. The components used in the formulation of the product are different in the herbal as well as non-herbal products. The rising concerns of the consumer about the components used in the products have made the organisation conscious about the manufacturing of such (Patel, 2018.). It has made them to be able to cater the consumers demand to use the natural ingredients which will be beneficial for their skin in the end. Such demand from the customer made the company to make efforts on the improvement of the product making. The consumers’ awareness about the composition and side effects of the same is becoming prominent. This has made the consumer to be able to use products, which will make have a better effect in the skin.

The consumers concern about the product is rising due to the diseases happening because of the products. Allergies due to the use of certain product have made the consumer to select the product with lot of concern. As the consumer have different skin tone and type, it is not possible that ach product is suitable for everyone (Thao et al., 2016). For this, there is segmentation in the market according to the skin type of the customer. There are products for oily, normal and dry skin. Therefore, every skin type there is a change in the
composition to be suitable for it. All this has been possible because of the research in the field.

The research has been made for both, the herbal and the non-herbal products. For the herbal products, the research about the natural ingredients to be used and the composition for the same is made. To reduce the use of toxic and harmful components in the product is much needed to make it sustainable in its use. It is always accepted that the herbal products are less harmful to the skin than the non-herbal products. The herbal products are even used as it improves the health of the skin. As the ingredients used, boosts the collagen growth and balance the keratin structure in the skin. It makes the product to be friendlier with the skin (Oliver, 2014). Instead of the chemical and synthetic product, the usage of herbal plants gives skin a balance. The mineral oils used in the herbal products are of supreme quality and gives a better affect making the skin more radiant. The natural ingredients such as aloe-vera gel and coconut oil make the skin glow and keep it healthy for long. With the natural ingredients there is less chances of allergies and itchiness. It keeps the balance and has the oxidants which are needed in the skin such as Vitamin

The ingredients in the herbal products make the consumer trust the brand a little more and gets inclined towards it. It is even more affordable according to the other non-herbal products available in the market. The research about the market of the herbal product gives the view of the customers’ preference. It is made possible to know the opinions of the customer about the varied products. The market of the herbal products is on demand. The products are friendlier and natural for the skin.

The research on the non-herbal products has shown that the composition of them is synthetic and chemical oriented which tends to give result quickly but only until the time it is used. This is one of the flaws in the product. The cure is not there as it only reduces the affect for a short time (Yang and Lee, 2016). The non-herbal products tend to be tested on the animals to know the effects. The lab testing on the animals to know the danger or effect on the skin is tested. It is to be known the reaction on the skin and to know is it even fit for the application. It has the ingredients such as synthetic colours,
parabens, sulphates, etc. which are toxic for the skin. The composition of these plays a great role, as with even a minor change there can be problem in the application.

The customers becoming aware of the effects of these toxics, they tend to avoid the products, which have the composition of that. They tend to make the choice of the products, which have the ingredients such as fatty acids, vitamins, and minerals, which are needed, to the skin. The organic products have the composition of salt, water and organically available ingredients. These products tend to have a better and long term effect on the skin. It makes the result to last for long as they are made up of natural products. In reference to these differences, the customers have an inclination towards the herbal products.

**This study find out the attributes responsible for such revolutionary trends of Herbal and non-herbal products.**

The trends of the cosmetic industry keep on updating with the change in the market. It tends to change with the customer buying behaviour pattern and customer need about a product. The customer intended to know their need from the desirable product. They know what is to be accepted from them and the quality that is to be rendered by them. The knowledge about the customer preference and demand, have made the company know about the results and assumptions to be made.

With the customer, being aware of what is good for them and what is not has made the company be on the edge. They know that the customer satisfaction will only be achieved when it is able to render what the customer want. Only when the customer gets its desirable result, it will have a positive outlook toward the brand (Hodge et al., 2015). The customer being aware of the ingredients used in the product makes them to know about the product. It tends to make them more aware of the systematic approach to be done for the satisfaction. With the increase in awareness of the customer, they tend to take informed decision about the product.

For the herbal products, the customer tends to trust more nowadays as because of its component. They have a knowhow of the product, which enhances the chances of
acceptance. The product that is healthier and have long term effect on the skin will have more acceptance from the public. They are more concerned about the health of the skin and have the skin that is radiant and glowing. Therefore, for that they want the products, which are less harmful for the skin. So they tend to avoid product that will harm the skin. The products with the composition of the chemical and synthetic products are avoided by them.

The promotion technique used by the brand even plays a role in determining the consumer inclination towards a brand. With the optimum brand promotion in the market, the customer is aware of the product and its use. The market is captured only when the customer is well aware of the product and its usage, so to make it happen the company should have the marketing strategies. The marketing strategies should be such, which would make the customer, take interest in the purchasing of the product. It should be influential and profit making (Parsons et al., 2017). The main aim of the company is to earn profit and render the customer the desired product. The segmentation of the product according to the customer need will make the selection easier. It will know the product for their skin type and colour. These are important points that the company needs to take care of when they are promoting the product. They need of promotion is to attract the target audience. Only when the right people are captured at the right time, the marketing will be beneficial for the company (Simanjuntak et al., 2017).

The promotion with the offers such as gift coupons and discounts attracts the customer. It gives them a better offer for the amount they pay. As they feel that by paying less, they are able to get a better deal. It makes them satisfied and happy about the inclination towards it (Chun, 2016). One reason can be that with a discount, the product is purchased and it gives the result desirable. So they tend to use the product because of the benefits derived by it.

The trends of the herbal and non-herbal products make the customer aware and the use of the direct marketing techniques such as having the sales representative who can demonstrate the product in an efficient way. It makes the product more appealing and attractive in customer’s eyes.
The promotion and advertising being done on the social media even attracts many customers. It is cheaper and affordable way of advertising and creating a brand value for a product. It can be done in a way to create an impact in the customers’ minds (Herman et al., 2016). The reviews about the products and its application and effects shown create a clear picture in the customer mind about the product. They feel more connected and even mesmerizes by the result it shows. The inclination toward the herbal product is due to the highlight of the natural and organic products used in its manufacturing. It creates a positive image and sense of safer usage.

1.3. Research Aim
The research is aimed towards developing an effective idea about the different factors that have been affecting the buying behaviour of the consumers particularly in case of the herbal and the non-herbal cosmetic products.

1.4. Research objectives
The main objectives of the research are as follow

• To develop an effective idea about the factors that have been affecting the customer buying behaviour
• To acquire an in-depth idea about the different herbal as well as the non-herbal cosmetic products that are available in the market
• To determine the reason as to why the consumers are preferring one particular product over the other
• To investigate the different post purchase decisions of the consumer
• To do case study of Patanjali products

1.5. Research Questions
What do you mean by buying behaviour?
What are the factors that have been affecting the customer purchase behaviour of the individuals?
What are the different types of cosmetic products that are available in the market?
What are the herbal products and what are the limitations of using these herbal products in the market?