



# A Study On Customer Satisfaction And Brand Preference Of Working Women Towards Herbal Cosmetic Products In Vadakara Taluk

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## Abstract

This paper conducts an empirical examination of customer satisfaction and brand preference among working women regarding herbal cosmetic products in Vadakara taluk. The research revealed a significant correlation between the age and monthly income of respondents and their satisfaction levels concerning the unique selling propositions of herbal cosmetics. It has been found that nearly every demographic factor affects their purchasing decisions regarding cosmetics. The study indicates that respondents are unlikely to recommend their products to others, as this is contingent upon their skin tone and hair type. The main reasons driving respondents to transition from herbal cosmetics to conventional products include quality, price, promotional sales, packaging, and warranty. According to the survey, a majority of consumers express satisfaction with herbal cosmetic products. Most women prefer cosmetics that incorporate more herbal ingredients and do not harm their skin.

**Keywords:** Herbal, Cosmetics, Women, Brand Preference, Customers

## Introduction

The global cosmetic industry is facing a significant increase in demand and difficulties in delivering reliable quality. Globalization, technological advancements, and rising consumer demand have made people more aware of hygiene and appearance, which has contributed significantly to the cosmetics industry's explosive expansion. Cosmetics are said to be a potent technique that can change a woman's appearance from unattractive to appealing. Over the past 20 years, the Indian cosmetics sector has grown rapidly as its rivals have started producing goods to suit the increasing demands of both the local and global markets. Since being attractive and appealing is the main objective of every female in society, women's behaviour is extremely complex and dynamic. Consumer buying power and fashion awareness have been the primary drivers of the cosmetic industry in recent years. (Edakkotte Shaji, 2020)

The Indian cosmetics market is expanding quickly, serving a wide range of consumers from the impoverished to the wealthy, children to seniors, and individuals from every sphere of life. With an increasing number of products being produced and commercialised, it is evident that the sector is going through a particularly exciting moment. Businesses are devoting a significant amount of resources and time to comprehending the various psychographics and demographics of the Indian populace in order to capitalize on the enormous potential of the cosmetics business (Edakkotte Shaji, 2020). Multinational corporations operating in the worldwide cosmetic sector have their sights set on India, the nation with the second largest population in the globe with over a billion inhabitants.

The biggest players in the global cosmetics industry are refocusing their efforts on innovations in plant-based cosmetics rather than those derived from animals in order to support the growth of the market. However, the majority of consumers today seem to favour skincare, makeup, hair care, and other beauty and cosmetic products. Rather than using artificial beauty products, the majority of people in India use herbal cosmetics. This represents the growing percentage of people using herbal cosmetic products. Every manufacturer of herbal cosmetics concentrates on the negative effects of synthetic beauty on the end user. These days, the herbal industry is developed outside of India as well. However, we also observe a large number of Indian consumers of herbal cosmetics. This industry has a very broad market segmentation. In an effort to support the expanding market, the major players in the global cosmetics industry are shifting their focus away from animal-derived cosmetics and toward innovations in plant-based cosmetics.

India was a major adopter of the ayurvedic system if we go back more than 250 years. But it seems like skincare, makeup, hair care, and other beauty and cosmetic products are preferred by the majority of consumers these days. The majority of people in India use herbal cosmetics instead of synthetic beauty products. This is an indicator of the rising number of consumers utilizing herbal cosmetics. The detrimental impacts of artificial beauty on the consumer are the primary focus of all herbal cosmetics producers. The herbal industry is being developed these days not just in India. Still, we note that a significant portion of Indians use herbal cosmetics. Market segmentation in this industry is quite broad.

Because of the immense development potential of its consumer base, the global cosmetics sector is a very strong and dynamic business. One of the main factors propelling the industry is its potential. Geographically speaking, the cosmetics market is split into numerous key areas, including the United States, the European Union, the Asia-Pacific region, and Latin America. Several large companies dominate the global market for herbal cosmetics. Among the well-known brands throughout the world are Louts Herbal Pvt. Limited, Himalaya Herbals, Surya Brazil organic beauty products, and Amway Corporation. Between 2019 and 2023, the market for herbal cosmetics is projected to expand by USD 33.07 billion. Products for skin, hair, and body care are extensively accessible in this market. In this industry, many providers are well-known, including Emami Ltd., Patanjali Ayurveda Ltd., and L'Oreal Ltd. Growing public awareness of the negative impacts of synthetic materials incorporated into high-end products indicates that demand for domestically produced goods is rising. Additionally, outstanding organizations have added personalized brands and natural beauty to their portfolio in order to reach a wider audience that is consistently passionate about clean, eco-friendly, and domestically produced items. Herbal beauty products are made without the use of chemicals using natural components including aloe Vera, almonds, avocados, carrots, castor, earth, cocoa, oil from coconuts, corn meal, cucumbers, and more.

Kerala is one of the states that is urbanizing the fastest in the nation. Consumer preferences and tastes have changed as a result of market exposure, acceptability, and accessibility to contemporary amenities. Keralites' socio-economic circumstances have unexpectedly changed as a result of migration to the Gulf and European nations. Women's entry into a variety of professions and their drive to appear stunning have given the cosmetic industry a boost. Kerala has a high rate of literacy and is rapidly becoming more urbanized. This has caused women's employment to grow quickly, which has increased demand for cosmetics in Kerala. Against this background current study focuses on the female customer preferences who purchase and use cosmetics in herbal product with special reference to Vada kara taluk

### **Need for the Study**

In today's world like changing lifestyles, rising disposable money, rising status, population movement, need for greater quality, changed consumer preferences, and increased advertising, women's cosmetic purchasing and usage has undergone a paradigm shift in the contemporary circumstances. The rise in the number of women joining the labour over the previous 10 years has improved the spending power of the women's community. The women started to focus more time and effort on how they looked. These days, it's thought that having a beautiful body, hair, and mind are more important characteristics of beauty than merely having a pretty face. Studies on women consumers' awareness and perceptions of cosmetic brands are necessary, even though the market for these brands is showing positive trends. In order to share useful information in the highly competitive market and shed light on quality brands and product availability, it is also possible to identify any subpar or duplicate products that have been investigated on the market. A variety of skin care product options are currently offered on the market. Price, quality, offers, smell, and other factors vary among these products. Due to their effectiveness and lower risk to the skin, people these days prefer to use organic products.

The current markets are characterized as being overcrowded with a large number of products and their quick entry and exit into the market, given the highly dynamic and competitive business environment of this era. Customers can access thousands of voices and images through a range of media, including newspapers, magazines, television, radio, and the internet. Higher-quality products are becoming more affordable for more people, particularly young adults who wish to utilise high-end cosmetics to look gorgeous. In addition, buyers consider a number of other considerations while making purchases.

Brand loyalty is one of the key components that establishes a product's recognition and eventually affects consumers' decision-making (Aaker, 1991). Product name, marketing, place and store ambiance, product quality, and pricing are some of the factors that could affect consumers' brand loyalty (Khraim, 2010). Put another way, a number of variables, including brand name, promotion, store atmosphere, pricing, and product quality, affect how consumers make decisions. According to Kim et al. (2011), brand preference has an impact on attitudes and takes precedence over consumer loyalty and behavioural faithfulness (Tolba and Hassan, 2009). The major foreign herbal cosmetic industries attract the Indian herbal cosmetic industry, and vice versa. Indian businesses are drawn to foreign markets in order to expand and outpace the country's own market growth. Within the competitive market, the herbal cosmetics industry is a major player. When providing numerous after-sale services, understanding client requirements is crucial. The majority of the metrics used to gauge a company's performance come from customer feedback.

### Objectives of the Study

- To analyse the demographic profile of the selected customers
- To determine the reasons and brand preference of respondents for preferring the herbal cosmetic product
- To ascertain the issues that consumers encountered when using herbal cosmetics.

### Hypotheses

H0: There is no significant association between the age, occupation, monthly income and customer satisfaction using the herbal cosmetic products

H0 : There is no significant association between consumer preferences and brand loyalty

### Review of Literature

David et al. (2020) found that age, gender, occupation, and monthly income have an impact on how satisfied customers are with herbal items. Because they believe cosmetics include too many chemicals that may have adverse consequences, most customers these days do not consider cosmetics to be a luxury. Rather, they are starting to transition to herbal-based cosmetics. To encourage consumers to use their herbal cosmetic items more regularly, manufacturers should reduce the number of chemicals in their products. Kavitha (2017) asserts that herbal items play a critical role in maintaining people's health by protecting against a range of illnesses. The degree of customer satisfaction with herbal goods is significantly correlated with age, gender, family type, and educational achievement, according to the results. Gurmeet Kaur (2016) indicated that the majority of participants are satisfied with the cost and caliber of herbal cosmetics. Additionally, the respondents are happy with their initial use, subsequent

purchases, and utilization experiences. According to Varun et al. (2022), stated that Customers' brand loyalty to cosmetic items is strongly influenced by the attributes of the product, the quality of the services provided, and the brand name of the company. Fang (2019) has examined important factors that influence users' intent to stick with the app and their brand loyalty. Five branded app affordances are linked to value in use, which either directly or indirectly, through brand competence or brand warmth, leads to the two loyalty-related outcomes.

## Methodology

A Research Design is simply a structural framework of various research methods as well as techniques that are utilized by a researcher. It includes mode of data to be collected, sample to be selected and the analysis part of research. Vadakara is a Municipality city situated in Vadakara taluk of Kozhikode district. Data required for the study were collected from primary and secondary sources. The primary survey was conducted among the respondents through a pre-structured interview schedule during the month of August 2025. Secondary data were collected from websites, government reports, and publications. A total of 120 female respondents is employed in various filed were selected from Vatakara city, using a random sampling method. In addition to averages and percentages, statistical tools such as mean, regression, two tailed tests were utilized. The quantitative data analysis was executed using SPSS software.

## Findings of the study

The socio-demographic variables, such as marital status, age, gender, education, employment, and monthly income, were measured. The respondent socio-economic profile is compiled in the table 1.

**Table-1**  
**Socio-Economic Profile of the Respondents**

	Particulars	Frequency	Percentage
Age	Less than 25 years	31	25.8
	25-35 years	65	54.2
	Above 35 years	24	20.0
Qualification	SSLC	19	15.8
	Higher secondary	36	30.0
	Degree UG	48	40.0
	PG	17	17.2
Marital status	Married	67	55.9
	Unmarried	33	27.5
	Separated	16	13.3
	Widowed	4	3.3
Occupation	Employed	55	45.8

	Self employed	28	23.4
	Others	37	30.8
Monthly Income	Less than Rs 15,000	51	42.5
	Rs1 5,000-20,000	47	39.2
	More than Rs 20,000	22	18.3
Total		120	100.0

Source: Field Survey, 2025

Out of the total respondents, 26 percent of the respondents were less than 25 years, 54 percent were between the 25-to-35 years age groups, and the remaining 20 percent were above 35 years age group category. This shows that the maximum number of women respondents who consume the herbal cosmetic products was between the age group of 25 to 35 years. Age is not the constraint to consume the cosmetics product among women.

The educational qualification of the selected women respondents 16 percent were SSLC, 30 percent were higher secondary, 40 percent were graduate and the remaining 14 percent were post graduate. Around 56 percent of the women respondents were married, meanwhile 28 percent of them were unmarried, 13 percent of them are separated from their family and 3 percent of them were widowed.

Majority of working women (46 percent) belongs to employed in any organization or reputed institutions like teachers, banks, accountants, 23 percent of the women were self-employed like beautician, tailor, boutique and fancy stalls and 31 percent of them belong to other employment category. Approximately 43 percent of the participants reported an income below Rs. 15,000, 39 percent fell between the income bracket of Rs. 15,000 to Rs. 20,000, and 18 percent were in the above Rs. 20,000 income group.

**Table 2**  
**Reasons For Buying Herbal Cosmetic Products**

Statements	Mean	Ranks
It helps to maintain good skin	3.53	4
Products are safe and good	3.45	6
It made up of natural ingredients	3.32	7
No side effects on skins	3.91	1
Value for money	3.14	9
Quality	3.67	3
Long usage of products	2.92	11
Chemicals free	3.48	5
Environment friendly	3.06	10
Reasonable prices and offers	3.29	8

Brand image and reputations	3.76	2
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Source: Field Survey,2025

From the above table it was observed —no side effects on skin (1<sup>st</sup> rank), Brand image and reputations (2<sup>nd</sup> rank), quality (3<sup>rd</sup> rank), It helps to maintain good skin (4<sup>th</sup> rank), Chemicals free (5<sup>th</sup> rank), Products are safe and good (6<sup>th</sup> rank), It made up of natural ingredients (7<sup>th</sup> rank), Reasonable prices and offers (8<sup>th</sup> rank) value for money (9<sup>th</sup>rank ) Environment friendly (10<sup>th</sup> rank) and long usage of products 11<sup>th</sup> rank. These are the various reasons stated by the consumers for buying herbal cosmetic products.

**Table -3**

**Consumptions Behaviour of the Respondents**

Statements		Frequency	Percentage
Usage of herbal products	Himalaya	42	35.0
	Lotus	37	30.8
	Just herbs	19	15.8
	Biotique	16	13.4
	Jovees	6	5.0
Mode of Shopping	Online shopping	61	50.8
	Cosmetics shops	26	21.7
	Super markets	33	27.5
Duration of usage of product	Less than 6 months	31	25.8
	6 months to one year	53	44.2
	More than one year	36	30.0
Reasons for shifting herbal products	Price	35	29.2
	Quality	49	40.8
	Sales promotion	21	17.5
	Packaging and warranty	15	12.5
Availability of products nearby store	Yes	41	34.2
	No	79	65.8
<b>Total</b>		<b>120</b>	<b>100</b>

Source: Field Survey,2025

It can be seen from the above table that 35 percent of respondents utilise goods from Himalaya, followed by lotus (31 percent), Just Herbs (16percent), Biotique (13percent), and Jovees (5 percent) Additionally, it was shown that 51 percent of the respondents buy herbal items from internet retailers based on their preferences, with super markets following suit. These retailers sell the products to customers who buy them every month when they shop for groceries and cosmetics. it was noted that 44 percent of the respondents had used herbal cosmetics within the previous six months to a year, indicating that 30 percent of them had also been relatively aware of these goods for the previous year. Nearly 41 percent of the respondents stated that reasons for shifting herbal cosmetics products is quality followed by price, sales promotion, packaging and warranty. Meanwhile 66 percent of the respondents stated that Availability of their cosmetics products nearby store is rarely available according to their brand and 34 percent of the respondents stated that their products available nearby outlet itself.

**Table 4**

**Problems Faced Availing Herbal Cosmetic Products**

<b>Problems</b>	<b>Frequency</b>	<b>Percentage</b>
Allergic reactions	44	36.7
Adulteration in ingredients	22	18.3
Atmosphere humidity	14	11.7
False promotion	21	17.5
Harmful and have side effects	19	15.8
<b>Total</b>	<b>120</b>	<b>100</b>

source: field survey,2025

From the above table it depicts that 37 percent of the respondents stated that allergic reactions were the main problems faced by the herbal cosmetic products, meanwhile 18 percent of them reported it have adulteration in ingredients using duplicate products, 18 percent of them report false promotion and 16 percent of them have harmful and have side effects during using the products. Only 11 percent of them stated it have atmosphere humidity.

**Factors Affecting the Demand of Herbal Cosmetic Products**

Consumer purchasing decisions are influenced by a wide range of internal and external elements, including perception, self-concept, social and cultural background, age, family dynamics, attitudes, beliefs, values, motivation, personality, and social class (Kotler and Keller, 2009). Regression analysis was utilized to determine the parameters influencing the respondents' desire for herbal cosmetics products from the chosen sample. The current study postulates that the income and age of the chosen respondents have an impact on customer satisfaction.

H<sub>0</sub>: There is no significant association between the age, monthly income and customer satisfaction using the herbal cosmetic products

H<sub>a</sub>: There is a significant association between the age, monthly income and customer satisfaction using the herbal cosmetic products

**Table 5**  
**Factors Affecting the Demand of Herbal Cosmetic Products**

Model Summary <sup>b</sup>					
	R	R <sup>2</sup>	Adjusted R Square	F Ratio	Sig
Age	<b>.875<sup>a</sup></b>	<b>.766</b>	<b>.769</b>	<b>19.376</b>	<b>.000</b>
Income				<b>14.927</b>	<b>.000</b>

Source: Field Survey,2025

The R<sup>2</sup> value measures of goodness of fit (76 percent). The f ratio was significant at age and income significant at one percent level so  $P < 0.05$  thus we reject the null hypothesis and accept the alternate hypothesis. The satisfied customer has a higher chance of becoming a repeat purchaser (Zeithmal et al., 1996), and repeat purchases lead to brand loyalty. So there is a connection between age and income of the consumer for buying the herbal cosmetics product.

### **Relationship Between Consumer Preferences and Brand Loyalty**

According to Bart et al. (2005), a brand serves as a guarantee for a certain brand of product or activity and a trust sign for all intrinsic credibility. Brand loyalty, which is described as a friendly disposition and dedication to a specific brand, is based on customer pleasure and results in ongoing upkeep and brand purchases (Ballantyne et al., 2006). Hamza Salim Khraim (2011) examined the ways in which a consumer's purchasing behaviour is influenced by elements related to brand devotion towards cosmetic products. When it comes to cosmetics brand loyalty, there is a strong and positive correlation between the following factors: brand name, product quality, pricing, design, promotion, service quality, and store environment.

H<sub>0</sub>: There is no significant relationship between consumer preferences and brand loyalty.

H<sub>a</sub>: There is a significant relationship between consumer preferences and brand loyalty.

This hypothesis investigated the relationship between brand loyalty and consumer preferences in order to comprehend the relationship between consumers' perceptions of the product. The Bivariate Pearson correlation test in SPSS was utilized to test this hypothesis because it assesses the strength and direction of the association between the two variables. Brand loyalty served as the dependent variable and consumer preferences served as the independent variable in this test.

**Table 6**  
**Bivariate Pearson Correlation Table**

<b>Correlations</b>			
		<b>Customer Preferences</b>	<b>Brand Loyalty</b>
Customer Preferences	Pearson Correlation	1	.723
	Sig. (2-tailed)		.000
	N	120	120
Brand Loyalty	Pearson Correlation	.723	1
	Sig. (2-tailed)	.000	
	N	120	120

Source: Field Survey,2025

Customers preferences and brand loyalty are strongly correlated; this is demonstrated by the fact that, with 91 samples for each variable, a person correlation coefficient of  $r = .723$  and a P value of .000, we are able to conclude that this hypothesis is significant at the significance level of 0.05 and reject the null hypothesis. Choi and Lee (2019) have claimed that consumers who possess sophisticated brand loyalty may place an extra emphasis on social norms. This might be interpreted as a sign of community thankfulness and harmony among fellow humans, rather than a fair reflection of the cosmetics industry's purported security value. In addition, other researchers (Pribadi, Adiwijaya and Herjanto, 2019) studied brand loyalty for cosmetic products. To develop brand loyalty, businesses must undoubtedly direct their brand's behaviour along with target customers who exhibit similar behaviour, as well as work to strengthen customer brand trust.

## Conclusion

The survey also shows a strong association between the respondents age and monthly income and their level of satisfaction with the special selling points of herbal cosmetics. It has been discovered that nearly every client demographic aspect influences their decision to buy cosmetics. Additionally, it was discovered that monthly income positively correlated with both Age and the component indicating how content people are with the accessibility of things nearby. The client preferences and brand loyalty of both factors are highly correlated. According to the study, respondents won't recommend their product to anyone because it depends on their skin tone and hair type. The primary factors influencing respondents to switch from herbal cosmetics to conventional goods are quality, price, sales promotion, packaging, and warranty. The majority of consumers are happy with herbal cosmetic goods, according to the survey. Most ladies would rather use more herbal components in cosmetics that don't damage their skin. Shopping behaviour and brand selection attitudes are shifting as result of various companies marketing initiatives.

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