

A Study On Consumer Attitude And Brand Loyalty Towards Organic Cosmetic Products

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1. ABSTRACT

This research study focuses on consumer attitude and brand loyalty on organic cosmetic products, which is grasping more attention from the consumers nowadays. This topic is specifically studied because users of skincare and cosmetics products are not shielded from adverse effects, the literature confirms the urgent need to evaluate consumer attitude on organic cosmetics. The objective of the study is to find the factors that contributes to increase the Brand loyalty among the consumers and the factors that makes the consumers to buy organic cosmetic products. This study was done with the well-structured questionnaire and filled by 50 respondents. The statistical tools that I have used in the study is factor analysis, cron bach alpha, KMO bartlette test. As this research study concludes that, the consumer attitude and brand loyalty are important for analysing the quality, transparency and sustainability of the product.

Keywords: Organic products, Cosmetics, Brand Loyalty, Chemical free, Natural ingredients, Cruelty free.

2. INTRODUCTION

In order to build Green Brand Faith in the cosmetics sector, cosmetic companies have begun to recognize the value of "green" for their brands and have integrated it into their branding. In light of these facts, the goal of this study is to examine the "green brand faith" that impacts consumer perception and subsequently fosters loyalty in the cosmetics industry. Given that users of skincare and cosmetics products are not shielded from adverse effects, the literature confirms the urgent need to evaluate organic cosmetics and their brand loyalty in consumers. Therefore, this study looked at the variables that impacted consumers' use on organic cosmetics and their brand loyalty.

Promoting the use and consumption of green products is urgently needed, as the idea of maintaining one's health and environmental consciousness has grown to be a critical imperative to protect humanity. One of the industries that has accelerated development and demonstrated long-term advancement in the Indian context is the cosmetics business. Because of this situation, the popularity of green cosmetics lags farther behind the ideal one for consumer and environmental security. The market is seeing a new trend where people are switching from buying chemical-based cosmetics to organic cosmetics because of its many health and environmental advantages.

3. RESEARCH QUESTIONS AND OBJECTIVES OF THE STUDY:

This research is to find the factor that impact the consumer for the use of organic cosmetic products and their brand loyalty on organic cosmetic products. This study will give the research questions and objectives.

1. What are factors that influence the consumers to buy the organic cosmetic products?
2. What are the factors that are contributed to gain loyalty from consumers?
3. For which organic cosmetic brand consumer buys the most?

The objectives are:

- To study the demographic profile of the study to know the consumer attitude on the use of organic cosmetic products.
- To know the factors that influence the consumer to buy organic cosmetic products.
- To analyse the factors that contribute to increase the brand loyalty among the consumers.

4. RESEARCH METHODOLOGY

This study is done to know the consumer attitude and their brand loyalty on organic cosmetic products with the relationship considering with beauty and health consciousness. The research study is done with the original facts. It uses convenient sampling, and the respondents for the study were 50. The influence and efficacy of consumer factors regarding organic cosmetics were studied with the help of structured questionnaire. This study is done with the help of primary data and secondary data. The response of the study were evaluated through SPSS software. The statistical analyses used in the study were factor analyses, cronbach alpha, KMO & Barlett were used in this study.

5. REVIEW OF LITERATURE

Yee and Mansori (2016), studied on brand loyalty on cosmetic products, they have said that its and high competitive market, and the brand loyalty is one of the very essential factor to increase the market for the products. And this study was done in Malaysia. This is a descriptive study, and for data collection they have prepared questionnaires and as of analysis SPSS is used in the study.

Iqbal and et al. (2023), have studied on the consumer loyalty on organic cosmetics after covid outbreak in 2019. They said that after covid mostly consumers have jumped into green cosmetic industry. As an objective they have studied on consumer behaviour on green cosmetics. As of findings, they have a positive impact in customer loyalty in organic cosmetic products.

Vittayavarakorn and Sornsarut (2024), analysed on the organic cosmetics industry in Thailand, especially they studied on the marketing mix, perceived quality, customer satisfaction. As of total respondents, for the study 453 and as of sampling method they have used systematic random sampling. They have done the, Structural Equation Model for brand attitude and it was in and perfect reliable of 0.94. They have concluded, with some strategies for all the manufactures and also some decision-making ideas.

6. DATA ANALYSIS

TABLE 6.1:

DEMOGRAPHIC PROFILE OF THE STUDY

| DATA | NO. OF RESPONDENTS | PERCENTAGE |
|----------------------|--------------------|------------|
| AGE: | | |
| 18 – 24 years | 26 | 52% |
| 25 – 34 years | 15 | 30% |
| 35 – 44 years | 7 | 14% |
| 45 – 54 years | 2 | 4% |
| Above 55 years | 0 | 0% |
| GENDER: | | |
| MALE | 47 | 94% |
| FEMALE | 3 | 6% |
| OCCUPATION: | | |
| STUDENT | 24 | 48% |
| WORKING PROFESSIONAL | 18 | 36% |
| HOMEMAKER | 7 | 14% |
| RETIRED | 1 | 2% |
| TOTAL | 50 | 100% |

CHART6. 1:

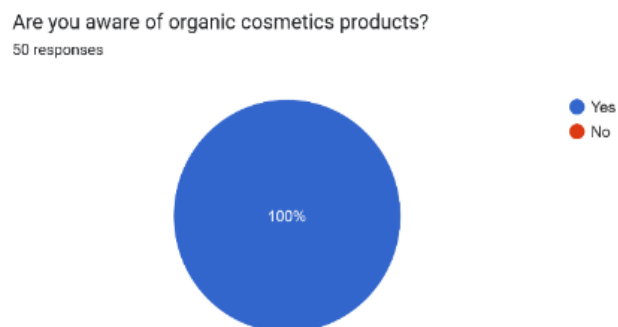


CHART6. 2:

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .963 | 10 |

Have you ever used organic cosmetic products?
50 responses

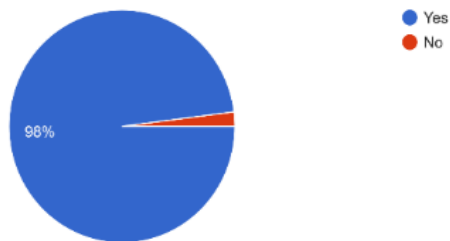


TABLE6. 3

Item-Total Statistics

| | Scale Mean if the Item Deleted | Scale Variance if the Item Deleted | Corrected Item and Total Correlation | Cronbach's Alpha if the Item Deleted |
|-----|--------------------------------|------------------------------------|--------------------------------------|--------------------------------------|
| F1 | 14.08 | 45.585 | .773 | .962 |
| F2 | 13.92 | 44.687 | .764 | .962 |
| F3 | 13.86 | 43.837 | .842 | .959 |
| F4 | 13.62 | 41.628 | .866 | .958 |
| F5 | 13.62 | 42.485 | .921 | .956 |
| F6 | 13.50 | 41.235 | .858 | .959 |
| F7 | 13.60 | 42.898 | .751 | .963 |
| F8 | 13.60 | 42.041 | .909 | .956 |
| F9 | 13.66 | 41.658 | .858 | .959 |
| F10 | 13.70 | 43.357 | .850 | .959 |

INTERPRETATION: Cronbach alpha which gives the reliability. And the reliability score is 0.963 which is greater than the actual reliability scale. So its assumed that it is an perfect fit and the questionnaire is an reliable one.

TABLE6. 4: ANOVA

Have you used organic cosmetic products? * what type of organic(Green) cosmetics product have you used?

| | | Sum of Squares | df | Mean Square | F | Sig. |
|------------------|----------------|----------------|----|-------------|--------|------|
| Skin care | Between Groups | .940 | 1 | .940 | 46.080 | .000 |
| | Within Groups | .980 | 48 | .020 | | |
| | Total | 1.920 | 49 | | | |
| Hair care | Between Groups | .686 | 1 | .686 | 4.920 | .031 |
| | Within Groups | 6.694 | 48 | .139 | | |
| | Total | 7.380 | 49 | | | |
| Make up products | Between Groups | .104 | 1 | .104 | .465 | .498 |
| | Within Groups | 10.776 | 48 | .224 | | |
| | Total | 10.880 | 49 | | | |
| Fragrances | Between Groups | .092 | 1 | .092 | .424 | .518 |
| | Within Groups | 10.408 | 48 | .217 | | |
| | Total | 10.500 | 49 | | | |
| Baby care | Between Groups | .118 | 1 | .118 | .510 | .479 |
| | Within Groups | 11.102 | 48 | .231 | | |
| | Total | 11.220 | 49 | | | |
| Face serums | Between Groups | .298 | 1 | .298 | 1.178 | .283 |
| | Within Groups | 12.122 | 48 | .253 | | |
| | Total | 12.420 | 49 | | | |
| Body lotions | Between Groups | .216 | 1 | .216 | .849 | .361 |
| | Within Groups | 12.204 | 48 | .254 | | |
| | Total | 12.420 | 49 | | | |

| | | | | | | |
|-------|----------------|-------|----|------|-------|------|
| Herba | Between Groups | .755 | 1 | .755 | 6.880 | .012 |
| 1 | Within Groups | 5.265 | 48 | .110 | | |
| powd | | | | | | |
| ers | Total | 6.020 | 49 | | | |

INTERPRETATION: From the above ANOVA Table as the significance level is below 0.05 for the Skin care which is 0.000, Hair care 0.031, Herbal powders 0.012 so it is said that there is relationship among the have people used organic cosmetic products and what kind of cosmetics does consumer use.

TABLE 6.5: KMO and Bartlett's Test

| | |
|--|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .871 |
| Approx. Chi-Square | 598.350 |
| Bartlett's Test of Sphericity | 45 |
| Sig. | .000 |

INTERPRETATION: The KMO gives the sampling adequacy. The KMO value is .871 which is greater than 0.05 which is acceptable and perfect to do the data reduction.

The Barlett's test which tells that whether the factor analysis can be done further in the research study. As the significance level is less than 0.001 as it says that it has and very high correlation among the variables.

TABLE 6.6: Communalities

| | Initial | Extraction |
|-----------------------------|---------|------------|
| Natural ingredients | 1.000 | .673 |
| Health benefits | 1.000 | .660 |
| Chemical free | 1.000 | .769 |
| Brand reputation | 1.000 | .797 |
| Enviroinment sustainability | 1.000 | .874 |
| Fewer side effects | 1.000 | .778 |
| More effectiveness | 1.000 | .632 |
| Reduce allergens | 1.000 | .858 |
| Natural nutrients | 1.000 | .784 |

| | | |
|--------------|-------|------|
| Cruelty free | 1.000 | .784 |
|--------------|-------|------|

INTERPRETATION: In this, every item have 100% variance initially. So, every item have 1.000 which says that 100 % variance it has. The values are ranging from 0.632 to 0.874. Where the minimum range value is 63.2% and the maximum range value is 87.4%.

TABLE6. 7: Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 7.609 | 76.091 | 76.091 | 7.609 | 76.091 | 76.091 |
| 2 | .760 | 7.598 | 83.688 | | | |
| 3 | .452 | 4.520 | 88.208 | | | |
| 4 | .343 | 3.435 | 91.643 | | | |
| 5 | .291 | 2.913 | 94.556 | | | |
| 6 | .203 | 2.026 | 96.581 | | | |
| 7 | .156 | 1.555 | 98.136 | | | |
| 8 | .093 | .931 | 99.067 | | | |
| 9 | .056 | .561 | 99.628 | | | |
| 10 | .037 | .372 | 100.000 | | | |

INTERPRETATION: Total variance for the first item is 76.091 for 2nd item is 7.598 , 3rd item is 4.520 4th item is 3.435, 5th item is 2.913, 6th item is 2.026, 7th item is 1.555, 8th item is .931 9th item is .561, 10th item is .372. There is 1 factor for that the Eigen value is greater than 1 which is 76.091.

TABLE6. 8: Component Matrix^a

| | Component |
|-----------------------------|-----------|
| | 1 |
| Enviroinment sustainability | .935 |
| Reduce allergens | .926 |
| Brand reputation | .893 |
| Natural nutrients | .885 |
| Cruelty free | .885 |
| Fewer side effects | .882 |
| Chemical free | .877 |
| Natural ingredients | .821 |
| Health benefits | .813 |
| More effectiveness | .795 |

7. RECOMMENDATIONS:

1. It helps to Increase Targeted Marketing Strategies: The results can be used by organic cosmetics companies to formulate targeted marketing campaigns that highlight product quality, sustainability, and transparency.
2. It helps to Improve Customer Engagement: By using workshops, instructional materials, and community involvement, brands may concentrate on creating enduring bonds with their consumers.
3. Manufacturers have to Invest in Sustainable Practices: To draw in and keep devoted clients, businesses should give priority to environmentally friendly procedures including ethical sourcing and zero-waste packaging.
4. Have to know the Customer Experiences: To promote loyalty and retention, brands can use data analytics to provide individualised product recommendations and experiences.
5. Have to know the feedback of the consumers: To pinpoint areas for development and enhance product offers, gather and examine customer input on a regular basis.

8. CONCLUSION:

The study on consumer attitude and brand loyalty to organic cosmetics products emphasises how crucial product quality, sustainability, and transparency are to creating enduring brand bonds. According to key findings, people are more likely to remain loyal to firms that offer high-quality products, prioritise eco-friendly operations, and clearly disclose the sourcing of their ingredients. Understanding these elements can help organic cosmetics companies create strategies that will draw in and keep devoted consumers, which will eventually propel business expansion and success in the cutthroat organic cosmetics industry.

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