



Consumer Buying Behaviour towards Online Ayurvedic Cosmetic Brands: A Case of Bangalore City

Saranya B Sasi^{1*}, Dr. G. Karunanithi²

¹Ph.D., Research Scholar (Part-Time), Department of Commerce, Annamalai University, Annamalai Nagar- 608 002, Tamil Nadu. India. (Assistant Professor University Institute of Management, University of Kerala, Adoor, Pathanamthitta-691 554, Kerala)

²Assistant Professor and Research Supervisor, PG Department of Commerce, Government Arts and Science College, Sivakasi – 626 124, Tamil Nadu(Deputed from Annamalai University, Annamalai Nagar) India.

***Corresponding Author:** Saranya B Sasi

*Ph.D., Research Scholar (Part-Time) , Department of Commerce, Annamalai University, Annamalai Nagar- 608 002, Tamil Nadu. India. (Assistant Professor University Institute of Management, University of Kerala, Adoor, Pathanamthitta-691 554, Kerala)

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ABSTRACT

The Asia-Pacific area has a high demand for online cosmetics items due to the growing number of Smartphone users and widespread internet access. A rising country, such as India, is seeing an increase in demand for online cosmetic items as the e-commerce ecosystem grows and the number of online customers increases. Furthermore, the improved standard of living owing to urbanization and the increasing number of working women push the demand for online cosmetic products. Beauty products made from Ayurvedic, herbal, and vegan ingredients have recorded a high adoption rate in recent years and are becoming increasingly popular in Asian countries. Additionally, numerous online businesses specialize in ayurvedic cosmetics, providing a more diverse range of both private label and international brands. This study investigates the factors that impact customer purchasing decisions for ayurvedic cosmetics online. This study examines how respondents' income level affects their purchasing behaviour for Ayurvedic cosmetic brands.

Keywords: Consumer Behaviour, Cosmetic Brands, Ayurvedic, Online cosmetic brands.

Introduction

Understanding consumers' behaviour leads to the success of business organizations. Business personnel are constantly analyzing the changing patterns of taste and preferences of consumers and purchase decisions to predict future trends in demand. Consumer behaviour can be explained as the analysis of how, when, what, and why people buy. With the rise of digital platforms and e-commerce, the Ayurvedic beauty sector has seen a huge shift in how customers are involved with and select goods. As the globe turns towards a more holistic and natural approach to skincare, online consumer behaviour around Ayurvedic cosmetic products has become an exciting subject of research. The preference of Indian online consumers has shifted from functional products to more advanced and specialized cosmetic items. This transition is not limited to product preferences but also includes a deeper investigation of values, trust, and the changing connection between customers and companies in the digital environment. In this context, knowing the finer details of online consumer behaviour is critical for Ayurvedic cosmetic companies to efficiently respond to the virtual marketplace and respond to the changing demands of a digitally connected audience. This investigation focuses on the factors that drive online customer behaviour in the Ayurvedic cosmetics business, giving light to the details that influence buying decisions in the digital age.

Literature Review

ParulOberoi and PrernaOberoi(2018)¹This study investigate the factors determining the demand for cosmetic products, categorized into social, cultural, and psychological aspects. The research reveals that more consumers are entering the cosmetics industry due to their benefits such as glowing skin, no marks or

antimarks, stylish appearance, and updated fashion. Information, influences, and prior experiences are the primary motivators that drive customer behaviour towards acquiring cosmetic items. To expand the industry, it is crucial to improve knowledge about cosmetic products and their benefits, and potentially change mindsets. The changing lifestyles and purchasing habits of the generation gap and changing shopping habits are driving a large number of buyers and sellers across demographics.

A,H.HemantKumar,S.Franklin John, S.Senith(2014)²The study revealed that income levels and other factors impact consumer purchasing behaviour, with only slight variations between groups. Post hoc analysis shows that dependent views change among classes, probably due to the judgments of younger people. Consumer behaviour is heavily impacted by their diverse roles in everyday life, professional life, and social life, each having a distinct social standing. Understanding these elements can assist marketers in increasing sales. In addition, the study evaluates the symbolic methods employed by celebrities and peers to impact audiences, lending credence to the visual expression model. Advertisers employ celebrities of all genders, ages, and areas of competence in advertising promote certain products and cultural values.

ShirinAliyar& Clara Mutambala (2015)³ ,The study finds that online purchase intention is positively correlated with trust, satisfaction from purchasing, and site design quality. The most important independent variable is trust, which is ranked second in importance after shopping enjoyment. The quality of the site's design is the least important independent variable. This indicates that, when it comes to cosmetic items, the largest correlation between shopping enjoyment and online purchase intention is found when shopping for pleasure. The third most important aspect is site design excellence, followed by trust. These results emphasize how crucial it is to take site design quality into account when attempting to attract customers and encourage online purchase.

Objectives of the study

- To study different factors influencing consumer buying behaviour when purchasing ayurvedic cosmetic products online.
- To analyse the influence of the income level of the respondents on the consumer buying behaviour of Ayurvedic cosmetic brands.

Research methodology

To understand consumer buying behaviour towards online ayurvedic cosmetic brands, a descriptive research design has been used in this study. In this study, the population refers to the people who purchase ayurvedic cosmetic products online in Bangalore city. The sample size taken for this study is 50. A well-structured questionnaire was framed to collect the primary data from the respondents based on the objectives framed. The secondary data used in this study were collected from various journals, newspapers, and the internet. A simple random sampling method was used in this study to collect the primary data.

Result and Discussion

TABLE – 1 SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF RESPONDENTS

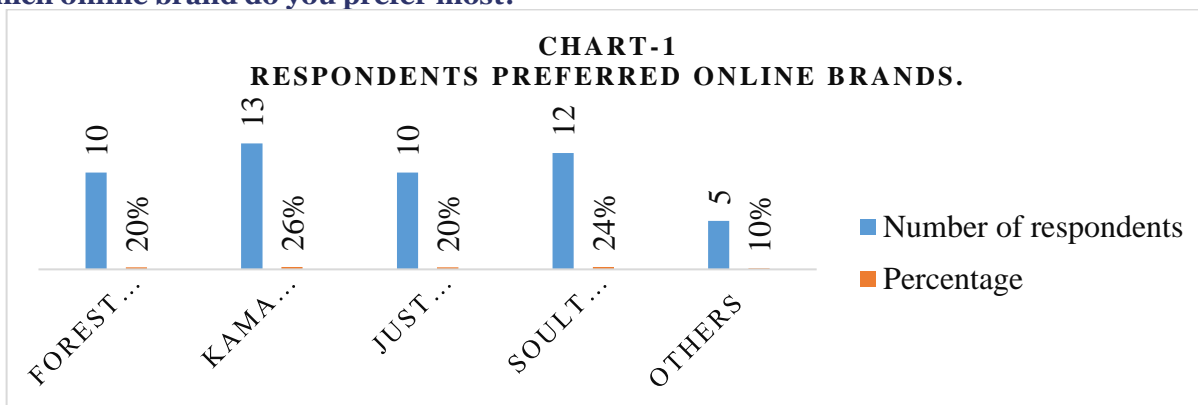
Sl No	Variables	Category	Frequency	Percentage
1	Gender	Male	22	44
		Female	28	56
2	Age	Under 18 Years	1	2
		18-24	14	28
		25-34	27	54
		35-44	6	12
		45-54	1	2
		55-64	1	2
		65 above	0	0
3	Marital Status	Married	31	62
		Single	19	38
4	Educational Qualification	SSLC	3	6
		Graduate	21	42
		Post graduate	25	50
		Doctoral Degree	1	2
5	Occupation	Government Employee	3	6
		Private Employee	25	50
		Retired	1	2

6	Income Level	Self Employed	10	20
		Non Employed	8	16
		Others	3	6
		BelowRs.20,000 per month	9	18
		Rs.20,000-30000 per month	11	22
		Rs.30,000-50000 per month	16	32
		Rs.50,000-100000 per month	10	20
Above Rs.100,000 per month	4	8		

Source: Primary data

The data points in the table above provide information in to the respondents' socioeconomic and demographic characteristics. Results show that 44 percent of respondents identified as men and 56 percent as women. The majority of the sampled individuals are between the ages of 18 and 34, suggesting a primarily youthful population. Notably, the largest age group, 25-34, accounts for 54% of all replies, indicating that the vast majority of participants are of working age. In terms of marital status, 62 percent of respondents reported being married, with 38 percent identifying as single. The participants' educational backgrounds are diverse, with many holding PhD degrees or above. Postgraduates account for half of the total, suggesting a well-educated population. Regarding employment, the private sector comes as a large contributor, accounting for half of the population. Additionally, 20% of respondents claimed being self-employed. Regarding income, most of the sample was middle-income, with 32% reporting monthly incomes between Rs 30,000 and Rs 50,000 per month.

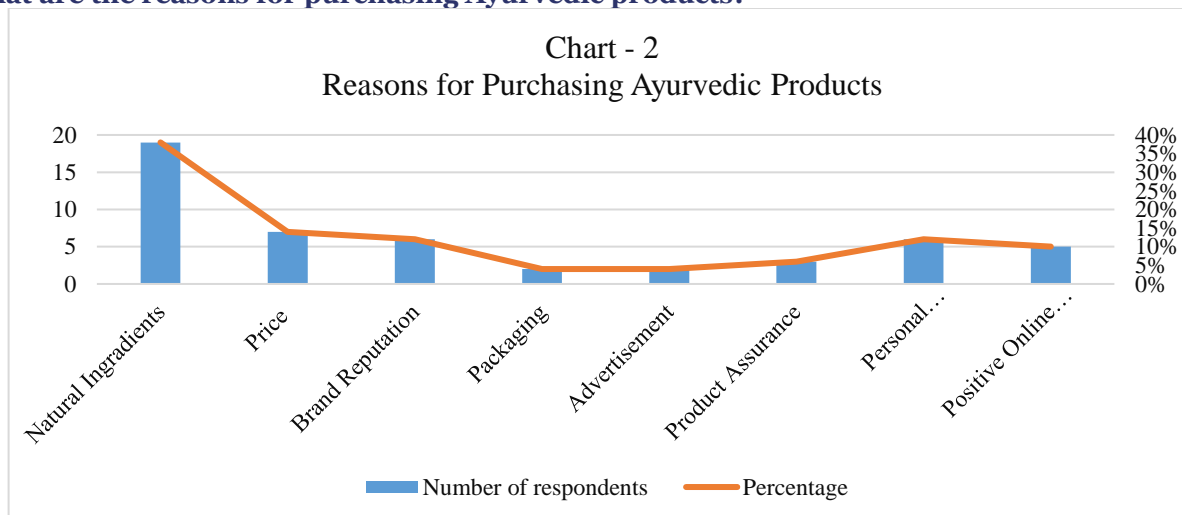
Which online brand do you prefer most?



Source: Primary data

According to the survey findings, the most prominent ayurvedic cosmetic brand is Kama Ayurveda, with 26% of respondents opting for it as their preferred skincare or cosmetics brand. Soultree is the second-prevalent brand among respondents, being preferred by 24% of those surveyed. Twenty percent of the respondents said Forest Essential was their preferred skincare or beauty brand. Just herbs, like Forest Essential, were preferred by 20% of the study's respondents. Ten percent of respondents indicated a preference for brands in this unclear category.

What are the reasons for purchasing Ayurvedic products?



Source: Primary data

According to the report, 38 percent of respondents believe natural ingredients to be an important element in their purchasing decisions, showing a preference for healthier products. Price was recognised as an important element, with 14 percent emphasising affordability. Brand reputation was seen as an important aspect, with 12 percent acknowledging brand credibility. Packaging was noticed as a minor issue, with 4 percent considering it a crucial aspect. Advertising was regarded as having a minor position, with 4 percent reporting a low impact. Product assurance was recognised as a significant consideration by 6 percent. Personal recommendations were identified as having a key impact by 12 percent. Positive online feedback was identified as another key factor in purchasing Ayurvedic products by 10 percent of the respondents.

TABLE – 2FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARD ONLINE AYURVEDIC COSMETIC BRAND

Factors	Component									
	1	2	3	4	5	6	7	8	9	10
Online Reviews	0.37	0.06	0.2	-0.31	0.73	-0.05	-0.03	-0.21	-0.07	-0.38
Brand Loyalty	0.49	-0.03	0.32	0.54	-0.28	-0.03	0.07	0.06	-0.31	-0.42
Influence of Promotions/Discounts	0.62	-0.13	0.46	0.2	0.2	-0.09	-0.21	0.33	0.3	0.09
Customer Service	0.71	0.01	0.02	0.19	0.26	0.28	0.15	-0.17	-0.18	0.29
Post-Purchase Review or feedback	0.76	-0.03	-0.05	-0.11	-0.14	0.26	-0.32	-0.06	-0.05	0.03
Affordability and Budget Allocation	0.49	-0.03	0.6	-0.32	-0.15	-0.09	0.29	-0.09	0	0.27
Brand Perception	0.7	-0.1	-0.33	-0.06	-0.13	-0.29	-0.14	-0.47	-0.14	0.12
Income level and Purchase Decision	0.4	0.03	-0.43	0.48	0.39	-0.12	0.13	0.19	0.01	0.19
Product Quality	0.47	-0.08	-0.3	-0.49	0	-0.03	0.07	0.59	-0.27	-0.05
Brand Loyalty	0.71	-0.09	-0.35	-0.06	-0.14	0.1	0.24	-0.12	0.41	-0.31
Influence of Promotion/Discount	0.89	0.3	-0.01	-0.05	-0.25	-0.08	-0.06	0.12	0.1	0

Source: Primary data

The factor analysis identifies a number of important variables that affect consumers' decisions to buy Ayurvedic cosmetics. Brand loyalty, the impact of promotions or discounts, customer service, product affordability, and the association of higher-priced brands with better quality or effectiveness. The factor analysis reveals that the probability of buying Ayurvedic cosmetics from a certain brand is highly influenced by brand loyalty. Furthermore, the communalities indicate that customers do take online reviews into account before making purchases, indicating that online reviews are a factor in consumers' decision-making process. The factor loadings show that discounts and promotions play a significant role in influencing people's decisions to buy Ayurvedic cosmetics online. These findings underline the importance of brand loyalty, online reviews, promotions, and affordability of ayurvedic products influencing purchase decisions, and they offer insightful information on customer behaviour and preferences within the Ayurvedic cosmetic products sector.

TABLE – 3 Income level and frequency of online shopping

Correlations		Income Level of the respondent	Frequency of online shopping
Income Level of the respondent	Pearson Correlation	1.00	0.05
	Sig. (2- tailed)		.710
Frequency of online shopping	Pearson Correlation	0.05	1.00
	Sig. (2- tailed)	.710	
		N	50
			50

Source: Primary data

The above table reveals that income and frequency of purchasing ayurvedic products online show a very slight positive correlation, and the correlation coefficient is 0.05. Furthermore, there is no statistical significance to the relationship between two variables, as suggested by the p-value of 0.710. As a whole, this indicates that the frequency of online purchasing in this population appears to have little to no link with income.

TABLE – 4 Income level and brand loyalty to specific Ayurvedic cosmetic brands

Correlations	Income Level of the respondent		My income leve laffects my loyalty to specific Ayurvedic cosmetic brands
Income Level of the respondent	Pearson Correlation Sig. (2- tailed) N	1.00 50	-0.11 .430 50
My income leve laffects my loyalty to specific Ayurvedic cosmetic brands	Pearson Correlation Sig. (2- tailed) N	-0.11 .430 50	1.00 50

Source: Primary data

The above table shows the correlation between the income level of respondents and brand loyalty for Ayurvedic cosmetic brands. The study showed a weak negative correlation between income level and brand loyalty for Ayurvedic cosmetic brands, with a correlation coefficient of -0.11, showing a weak relationship among the variables. The p-value of 0.430 indicates that this association is not statistically significant, making it impossible to conclude that people with a higher income are more loyal to Ayurvedic cosmetic products.

TABLE – 5 Income level and influence of Promotions and Discounts

Correlations		Income Level of the respondent	Influence of promotions and discounts when purchasing Ayurvedic cosmetic products.
Income Level of the respondent	Pearson Correlation Sig. (2- tailed) N	1.00 50	-0.01 .927 50
Influence of promotions and discounts when purchasing Ayurvedic cosmetic products.	Pearson Correlation Sig. (2- tailed) N	-0.01 .927 50	1.00 50

Source: Primary data

The table shows the correlations between income level and the influence of promotions or discounts when purchasing Ayurvedic cosmetic products. The study revealed a modest negative relationship between income and the possibility of being affected by promotions or discounts while purchasing Ayurvedic cosmetic goods. The correlation coefficient is -0.01, which indicates a weak negative association. The correlation coefficient's p-value is 0.927, showing that there is no significant evidence to support a link between income and the chance of being influenced by promotions or discounts.

TABLE – 6 Income level and overall satisfaction with Ayurvedic cosmetic purchases

Correlations		Income Level of the respondent	Overall Satisfaction with Ayurvedic Cosmetic Purchases
Income Level of the respondent	Pearson Correlation Sig. (2- tailed) N	1.00 50	-0.06 .697 50
Overall Satisfaction with Ayurvedic Cosmetic Purchases	Pearson Correlation Sig. (2- tailed) N	-0.06 .697 50	1.00 50

Source: Primary data

The researchers discovered a modest negative association between income and overall satisfaction with Ayurvedic cosmetic purchasing. The correlation value of -0.06 indicated a slight negative association. The p-value for this relationship was 0.697, this reveals that the relationship between income and overall satisfaction with Ayurvedic cosmetic purchases is not statistically significant. The findings indicate that there is no significant relationship between income and overall satisfaction with Ayurvedic cosmetics purchases.

Conclusion

In conclusion, the study findings indicate that Kama Ayurveda is the most popular ayurvedic cosmetic brand. Natural ingredients, pricing, brand reputation, packaging, promotion, product guarantee, personal referrals, and favourable online reviews are all factors that influence Ayurvedic product purchases. Brand loyalty, promotions, customer service, product affordability, and the perception that more-priced brands are of superior quality or efficacy are all factors that influence consumer purchases. There was a moderate negative relations discovered between income level and brand loyalty, as well as a slight negative association between income and satisfaction with Ayurvedic cosmetic purchases.

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