

A STUDY ON CONSUMER PERCEPTION TOWARDS ORGANIC COSMETIC BRANDS

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ABSTRACT

The study examines how consumers view and respond to organic cosmetic products. With increasing awareness about health, environmental protection, and the harmful effects of chemical-based cosmetics, many consumers are shifting toward organic and natural beauty products. This study aims to understand consumer awareness, preferences, and factors influencing the purchase of organic cosmetic brands. Primary data was collected through a structured questionnaire from 100 respondents. The study analyses various factors such as brand preference, product quality, price, ingredients, and the influence of social media and online reviews on purchasing decisions. The results indicate that most consumers prefer organic cosmetics due to their natural ingredients, skin safety, and environmental benefits. Social media and peer recommendations also play an important role in shaping consumer perception. The study concludes that consumer perception toward organic cosmetic brands is generally positive, and increasing awareness and marketing efforts can further promote the growth of organic cosmetic products in the market.

Keywords: Consumer perception, Organic cosmetics, Natural ingredients, Brand preference, Purchase behaviour.

INTRODUCTION

The Cosmetic industry has grown rapidly due to changing lifestyles, increasing awareness of personal care, and concerns about health and environmental sustainability. Chemical-based cosmetics have raised issues related to skin safety and long-term effects. This has led to a shift in consumer preference towards organic cosmetic products. These products are made from natural ingredients and are considered safer and eco-friendly. They are also suitable for regular use, especially for sensitive skin.

Consumer perception plays an important role in the success of organic cosmetic brands. Factors such as price, product effectiveness, ingredient transparency, and brand image influence buying decisions. Social media and online reviews also shape consumer opinions. While some consumers are willing to pay more for organic products, others find them expensive. Therefore, understanding consumer perception is essential for market growth.

STATEMENT OF THE PROBLEM

1. Despite the increasing popularity of organic cosmetic products, many consumers still lack proper awareness about their actual benefits and usage. This inadequate understanding creates confusion between organic and conventional cosmetic products. As a result, consumers may not develop a strong preference for organic cosmetic brands.
2. Many organic cosmetic brands use terms such as “natural” and “herbal” without clear explanation, which misleads consumers. The absence of transparent and standardized labeling makes it difficult for consumers to identify genuine organic products. This negatively affects consumer trust and perception towards organic cosmetic brands.
3. Organic cosmetic products are usually priced higher when compared to conventional cosmetics. Price sensitivity among consumers plays a significant role in influencing their buying behaviour. This higher pricing often limits the purchase intention of a large segment of consumers.
4. Ingredients are a key factor in shaping consumer perception towards cosmetic brands. Consumers vary in their knowledge and trust regarding organic ingredients and certifications. This variation directly influences their attitude and purchase decisions towards organic cosmetic brands.
5. Social media platforms and online reviews strongly influence consumer awareness and purchase decisions. Excessive promotions and biased influencer marketing may create unrealistic expectations

among consumers. This can affect consumer trust and long-term perception towards organic cosmetic brands.

OBJECTIVES

- ❖ To study the level of awareness among consumers about organic cosmetic products.
- ❖ To analyze the factors influencing consumers' purchase decision towards organic cosmetics.
- ❖ To study the impact of price on consumers' buying behaviour towards organic cosmetics.
- ❖ To analyze the role of ingredients in shaping consumers' perception towards organic cosmetic brands.
- ❖ To study the influence of social media and online reviews on consumers' purchase decision of organic cosmetics.

SCOPE OF THE STUDY

The study focuses on understanding consumer perception towards organic cosmetic brands. It examines factors such as consumer awareness, price, ingredients, and purchase behaviour. The research is confined to a specific geographical area and is based on data collected from selected respondents. Consumers from different age groups, genders, educational backgrounds, and occupations are included in the study. The influence of ingredients and social media on purchase decisions is also analyzed. The findings reflect consumer perception only during the period of data collection.

RESEARCH METHODOLOGY

DATA COLLECTION:

PRIMARY DATA

Primary data is collected directly from 100 consumers in Tirupur city using structured questionnaires. The questions focus on awareness, preferences, buying behaviour, and perception of organic cosmetic brands.

SECONDARY DATA

Secondary data is gathered from books, journals, articles, reports, and reliable online sources related to organic cosmetics and consumer behaviour. This data supports and validates the findings of the primary research.

SAMPLE DESIGN

The study follows a non-probability convenience sampling method. Respondents were selected based on their availability and willingness to participate. The sample consists of consumers who use or are aware of organic cosmetic products. This method helps in collecting relevant data within limited time and resources. It provides a practical approach to understand consumer perception towards organic cosmetic brands.

SAMPLE SIZE

Sample was collected from 100 selected respondents around different colleges and organizations.

TOOLS FOR ANALYSIS

- Percentage Analysis
- Ranking Analysis

LIMITATIONS OF THE STUDY

- ❖ The study is confined to Tirupur City; therefore, the findings may not be applicable to consumers in other cities or regions.
- ❖ The study is based on primary data collected through questionnaires, and the accuracy of the results depends on the honesty and understanding of the respondents.
- ❖ The sample size is limited, which may not fully represent the perception of the entire consumer population in Tirupur City.
- ❖ Consumer perception towards organic cosmetic brands may change over time due to market trends, promotional activities, and the introduction of new products; hence, the findings reflect opinions only during the period of data collection.

REVIEW OF LITERATURE

Krishnamoorthi and Dr. P. Mohanraj (2025)¹ The study explores factors affecting organic cosmetic preference in Erode District. Social, psychological, and economic factors impact purchase behavior. Consumers are aware of health benefits and product safety. Brand credibility and authenticity influence selection. Sustainability-focused brands gain more acceptance. Ethical marketing strengthens long-term trust. Advertising that emphasizes environmental responsibility encourages repeat purchases.

Dhanya B. and Saikrishnan S. (2024)² The study examines awareness and perception of organic skincare among college students in Coimbatore. Students show strong interest in chemical-free and eco-friendly products. Health consciousness is a major motivator. Media exposure supports awareness but needs strengthening. Brand knowledge among students is moderate. Targeted marketing can improve understanding. Combining online campaigns with educational workshops increases trust.

M. Radha and S. Rekha (2024)³ The research highlights the influence of promotions and advertising on organic cosmetic purchases among youth in Tamil Nadu. Social media platforms dominate in shaping awareness and interest. Influencer marketing strongly impacts purchase intention. Brand trust grows with transparency in product claims. Youth-oriented promotions increase brand visibility. Consistent communication strengthens loyalty. Interactive campaigns such as contests and demos enhance engagement.

DATA ANALYSIS & INTERPRETATION

PERCENTAGE ANALYSIS

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE%
1	HERBAL EXTRACTS	27	27%
2	ESSENTIAL OILS	32	32%
3	CHEMICAL-FREE FORMULA	28	28%
4	AYURVEDA-BASED INGREDIENTS	13	13%
	TOTAL	100	100%

INTERPRETATION

The Table shows that most respondents prefer essential oils, followed by chemical-free formulas, herbal extracts, and Ayurveda-based ingredients in organic cosmetic products.

RANK ANALYSIS

S.NO	FACTORS	5	4	3	2	1	TOTAL	RANK
1	SHAMPOO	275	80	45	8	6	414	I
2	CONDITIONER	35	132	90	16	22	295	III
3	HAIR OILS	85	88	87	26	19	305	II
4	HAIR MASKS	65	56	33	42	41	237	V
5	HAIR SERUM	85	76	30	34	37	262	IV

INTERPRETATION

The table shows that shampoo ranks first among organic haircare products, followed by hair oils, conditioner, hair serum, and hair masks based on their scores.

FINDINGS

- The majority (32%) prefer essential oil-based ingredients, which shows consumer interest in natural components.
- Among the organic haircare products, shampoo secures the I rank, indicating that it is the most preferred product among respondents, followed by hair oil , conditioner , hair serum ,and hair mask .

SUGGESTIONS

- Companies should maintain reasonable prices for organic cosmetic products. Affordable pricing will attract more consumers and increase sales.
- Ingredient details should be clearly provided on product packaging. This helps consumers understand the product and increases transparency.
- Brands should clearly mention the natural ingredients and their benefits on product labels. This will increase consumer trust and help them make better purchase decisions.

CONCLUSION

The Study shows that consumers have a positive perception towards organic cosmetic brands. The demand for natural and chemical-free products is increasing due to better health awareness. Social media and online reviews play an important role in influencing buying decisions. Consumers prefer good quality products at reasonable prices.