

Consumer Preference and Satisfaction towards Organic Personal Care Brands in Chennai

By

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Abstract

These days, people are much more concerned about their health, and they have started adopting natural and eco-friendly items in their daily lives. A large market is occupied by organic personal care products, which are quickly gaining popularity. This study aims to determine the preferences and satisfaction levels of customers in Chennai, Tamil Nadu, for organic personal care brands. Analytical methods were used in the investigation. People who purchase organic personal care products in Chennai city make up the study's target audience. In this study, 100 customers made up the sample size. To get information from the consumers, judgement sampling was used. Both primary and secondary sources of data were used to gather the data. The questionnaire had three components: the consumers' socioeconomic characteristics; their choice for organic personal care brands; and their satisfaction with those brands. A Likert scale with five options was used to create the questionnaire. The secondary data were gathered from relevant books, journals, theses, books, newspapers, and other sources, including the internet. Reliability, descriptive statistics, chi-square, correlation, and the Friedman test were among the statistical techniques utilised to assess the data. A substantial and favourable association between consumer preference and satisfaction for organic personal care products in Chennai city was discovered by the study.

Key words: *Consumer Preference, Consumer Satisfaction, Organic Personal Care Brands.*

Introduction

Eco-friendliness and organic products are a modern marketing strategy developed for the worldwide market that has become crucial ideas in India for drawing in a broad client base and encouraging sustainable growth. Being "green" today is not just a simple need, but also an incentive for businesses and customers. Customers are buying more organic goods and practising ecologically friendly behaviour, especially when it comes to personal care products. It was thought that the cosmetics sector was a very important one that underwent a big change in the twenty-first century. Price was the main selling point in the past because customers were aware of the negative effects of using artificial cosmetics. The Indian cosmetics sector has shown significant development throughout time in terms of product creation and marketing for things that are ecologically friendly, consumers are willing to spend more. The purpose of this study is to determine consumer preference for and satisfaction with brands of organic personal care products.

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Statement of the Problem

Customers are increasingly concerned with their health and cognizant of maintaining their youth, beauty, and appearance. They are prepared to spend more money to keep their physical well-being intact while still supporting their motherland. They have changed their purchasing habits to favour green cosmetics because they want cosmetics that maximise their happiness and protect their health (Kumar, 2014). Younger consumers now favour sustainable living due to the advantages of green products and their increased health consciousness (Research, 2017). However, the benefits provided by an organic personal care brand as well as its quality, cost, and smell all have a significant impact on the consumer's decision. In order to ascertain the elements impacting customer preferences for and satisfaction with organic personal care brands, the study has been selected.

Literature Review

Kapoor, R., Anurupa B., Singh, and R. Misra (2019)

looked into what drives people to buy eco-friendly cosmetics. The study used a 150-respondent structured survey that covered Delhi and the National Capital Region (NCR), which includes Ghaziabad, Noida, and Faridabad (India). It also pointed out the many difficulty's customers encounter while switching from conventional to eco-friendly cosmetics. According to the survey, improvements must be made by marketers in order to segment, target, and motivate the large and diverse client group. The most important component for marketers to change how consumers behave toward green cosmetics, according to the study, is health consciousness.

Dr. Kaboor, A., and Poornima, S. (2017)

conducted an analysis of prior research to determine the association between respondents' brand choices and educational attainment in the Coimbatore district. According to the study, preferences for shampoo products and educational background are significantly correlated. The study concluded that managing the brand loyalty process is the best strategy to increase brand loyalty. This entails analysing the factors that influence brand loyalty, choosing high-impact loyalty development projects, and implementing them as soon as possible.

Sreedevi, R., and Dr. Sivakumar, K.P. (2018)

studied the college students in Nagercoil's brand preferences for face cream. According to the survey, marketers that have a strong understanding of their target market and provide high-quality items that meet their needs can be successful in their industry and satisfy their customer base. The non-buyers of natural products and their expectations for green marketing were studied by Senthil Nathan, C., and Malar Mathi, M. (2013) in Chennai and Trichy. The study discovered that among demographic factors, income has a significant impact on consumers who choose not to buy if a natural brand is presented as an environmentally friendly alternative to the brands they typically buy. Additionally, it was discovered that only one product category—face wash purchases—are influenced by age.

Objectives Of The Study

- To study the socio-economic factors of the respondents.
- To determine the factors affecting consumers' preference towards organic personal care brands.

- To identify the level of preference and satisfaction of consumers towards organic personal care brands.
- To find out the relationship between preference and satisfaction towards organic personal care brands.
- To offer suggestions and conclusions to enhance the preference of consumer towards organic personal care products.

Research Methodology

This study examines the preferences and satisfaction of Chennai city customers with regard to organic personal care brands. The study has an analytical bent. Consumers of organic personal care brands in Chennai city make up the study's target population. There are 100 consumers in the study's sample. The technique of judgement sampling has been utilised to gather customer data. Primary and secondary data sources are used to gather the data. The questionnaire had three components: the socioeconomic status of the respondents, their preference for brands of organic personal care products, and their satisfaction with those brands. A five point Likert scale was used to create the questionnaire. The secondary data are gathered from relevant books, newspapers, articles, journals, theses, and other sources, including the internet. Statistical measurements like reliability, descriptive statistics, chi-square, correlation, and the Friedman test are used to assess the data.

Hypotheses

Development On the basis of theoretical perspective and objectives of the study, the following hypotheses are developed for the study: -

H11: There is an association between consumers' socio-economic factors and their preference and satisfaction towards organic personal care brands.

H12: There is a significant relationship between consumers' preference and satisfaction towards organic personal care brands.

H13: There is a significant difference in the mean rank of factors affecting consumer preferences towards organic personal care brands.

Data Analysis and Interpretation

a. Reliability Test

The researcher used Cronbach's Alpha Reliability to examine the internal consistency of variables in the construct. Cronbach's Alpha states that reliability less than 0.60 are considered to be poor, while those in the 0.70 range are acceptable and those over 0.80 are considered good (George, D., and Mallery, P., 2003 and Kline, P., 2000).

Table 8.1

Sl. No.	Scale	No. of Items	Cronbach's Alpha (α)
1.	Consumers' Preference on Organic Personal care Brands	10	0.946
2.	Consumers' Satisfaction on Organic Personal care Brands	10	0.951

[Source: Primary data]

From the above table, it is learnt that Cronbach's Alpha reliability for all the factors were above 80% which means that the variables produce consistent results if measurements are made repeatedly.

b. Descriptive Statistics

Table 8.2

Sl. No.	Scale	No. of Items	Cronbach's Alpha (α)
1.	Consumers' Preference on Organic Personal care Brands	3.11	1.07
2.	Consumers' Satisfaction on Organic Personal care Brands	3.06	1.52

[Source: Primary data]

From the above table, the mean value of consumer preference (3.31) and satisfaction (3.27) towards organic personal care brands are at average level. As a result it is visibly revealed that consumers are moderately preferred to buy organic personal care brands and they are not that much satisfied with it.

c. Chi-Square

This test is administered to ascertain the association between consumers' socio-economic factors and their preference and satisfaction towards organic personal care brands. H01: There is no association between consumers' socio-economic factors and their preference and satisfaction towards organic personal care brands. H11: There is an association between consumers' socio-economic factors and their preference and satisfaction towards organic personal care brands.

Table 8.3: Socio-Economic Factors and Consumers' Preference and Satisfaction on Organic Personal care Brands

Socio-Economic Factors	Chi-Square Value	P value	Conclusion
Gender	6.680	0.001**	Accepted at 1% level
Age	12.147	0.003**	Accepted at 1% level
Educational qualification	12.258	0.006**	Accepted at 1% level
Occupation	11.486	0.008**	Accepted at 1% level
Income	11.170	0.008**	Accepted at 1% level
Marital status	6.422	0.001**	Rejected at 1% level

[Source: Primary data] Note: ** Denotes significant at 1% level.

Since P value is less than 0.01, the alternate hypothesis is accepted at 1 percent level of significance. Hence, it is concluded that there is an association between consumers' socioeconomic factors and their preference and satisfaction towards organic personal care brands.

d. Correlation

In order to find the significant relationship between consumers' preference and satisfaction towards organic personal care brands, correlation is used.

H02: There is no significant relationship between consumers' preference and satisfaction towards organic personal care brands.

H12: There is a significant relationship between consumers' preference and satisfaction towards organic personal care brands.

Table 8.4: Consumer Preference and Satisfaction on Organic Personal care Brands

Variables	Consumer Preference on Organic Personal care Brands	Consumer Satisfaction on Organic Personal care Brands
Consumer Preference on Organic Personal care Brands	1	0.944**
Consumer Satisfaction on Organic Personal care Brands	0.944**	1

[Source: Primary data] Note: ** Denotes correlation is significant at 1% level.

Since the P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence, it is concluded that there is a significant and positive relationship between consumers' preference and satisfaction towards organic personal care brands i.e., if the preference of the consumer towards organic personal care brands increases; their satisfaction towards it also increases.

e. Friedman Test

In order to study the factors affecting consumer preferences towards organic personal care brands, Friedman test is applied. Based on mean rank, the most influencing factor which affects the preference of customers towards organic personal care brands is identified.

H03: There is no significant difference in the mean rank of factors affecting consumer preferences towards organic personal care brands.

H13: There is a significant difference in the mean rank of factors affecting consumer preferences towards organic personal care brands.

Table 8.4: Factors Influencing Consumer Preferences towards Organic Personal care Brands

Factors	Mean Rank	Chi-square value	P value
Price	1.90		
Quality	2.59		
Quantity	8.40		
Good results	3.69		
No side effects	6.15	53.269	0.001**
Advertisement	9.91		
Eco-friendliness	4.42		
100% Natural	5.46		
Fragrance	7.18		
Packaging	10.34		

Source: Primary data

Note: ** Denotes significant at 1% level. Since P value is less than 0.010, the null hypothesis is rejected at 1 percent level of significance. Hence, it is concluded that there is a significant difference in the mean rank of factors affecting consumer preferences towards organic personal care brands. Based on mean rank, the most significant factor that attracts the consumer to prefer organic personal care brand is Price (1.90), followed by Quality (2.59), Good results (3.69), Eco-friendliness (4.42), 100% natural (5.46), No side effects (6.15), Fragrance (7.18), Quantity (8.40), Advertisement (9.91) and Packaging (10.34).

Findings

Based on the analysis, the study found that consumers are moderately preferred to buy organic personal care brands and they are not that much satisfied with it. From the correlation analysis, it is proven that there is a significant and positive relationship between consumers' preference and satisfaction towards organic personal care brands. It is identified from the Friedman test that most significant factor that attracts the consumer to prefer organic personal care brand is price, followed by quality, good results, eco-friendliness, 100% natural, no side effects, fragrance, quantity, advertisement and packaging.

Suggestions

Today, environmental concerns have led to the emergence of a new type of consumer which indicates the importance of environment in decision making to buy different products. Concerning the results of testing research hypotheses, the consumer preferences and satisfaction towards organic personal care brands were said to be moderate. Hence, it is advised for the organic personal care companies to take extra effort in providing competitive prices with good quality, effective marketing strategies and natural ingredients with good results to enhance the preference of customers towards organic personal care products. It is also found that there is a positive impact of consumer preference and satisfaction on organic personal care brands. Therefore, it is advised to make effective and attractive advertisement to increase the preference of the consumers at wide range. It is also recommended to the companies to change the modify the product attributes to differentiate it from other products which in turn aids in enhancing positive attitude and strong preference towards organic personal care brands. From the analysis, it is also found that price and quality are the factors majorly influence the consumers to prefer organic personal care brands. Hence, it is suggested for the companies to offer affordable price with high quality personal care products to gain loyal customers.

Conclusion

In the modern era, it is the responsibility for each and every industry to protect our environment from pollution and energy depletion, global warming, hazardous waste disposal and water pollution. In most of the countries government is concerned about the environmental problems and insisting the industries to produce environmentally friendly products to keep the consumers as well as our natural environment safe. Thus, organic products are one of the strategies a firm can adopt to produce eco-friendly products using natural ingredients. This study found that there is a positive impact of consumer preference and satisfaction on organic personal care brands. Therefore, it is mandatory for the organizations to increase the knowledge of consumers towards organic products.

Limitations of the Study

1. The study is limited to consumer preference and satisfaction towards organic personal care brands at Chennai city.
2. The number of respondents is limited to 100 consumers.

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