

CUSTOMER ATTITUDE TOWARD ORGANIC PERSONAL CARE PRODUCTS

Project Report

Submitted By

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In partial fulfilment of the requirements for the award of the degree of
Bachelor of Management Studies (International Business)



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

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CERTIFICATE

This is to certify that the project entitled “CUSTOMER ATTITUDE TOWARDS ORGANIC PERSONAL CARE PRODUCTS”, has been successfully completed by Ms. Anakha Baburaj, Reg. No. SB20BMS007, in partial fulfilment of the requirements for the award of the degree of Bachelor of Management Studies in International Business, under my guidance during the academic year 2020-2023.

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DECLARATION

I, Anakha baburaj, Reg. No. SB20BMS007, hereby declare that this project work entitled the study “Customer attitude towards organic personal care products” is my original work. I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Date: 19 | 04 | 2023


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EXECUTIVE SUMMARY

The global organic personal care and cosmetic products market is expected to witness a significant surge in the demand owing to the rise in awareness regarding the benefits of organic products and the rise in adoption of the e-commerce channels. Manufacturers are heavily investing in the development of digital sales channels, focusing on social media marketing owing to the presence of a huge youth customer base on different social media platforms. Moreover, the rapidly growing urban population across the globe, rise in disposable income, rise in health consciousness, and shift towards sustainability are several crucial factors behind the burgeoning demand for organic personal care and cosmetic products. The constant use of chemical-based cosmetics and personal care products has resulted in ill effects on the skin, significantly influencing consumers' preferences toward organic products.

This study offered insights into a deeper understanding of the consumer's attitude toward organic personal care products. the correlation helped in understanding that health consciousness and environmental consciousness have a positive influence on framing customer attitudes toward organic personal care products, people who are worried about their health and also support sustainable environmentally friendly products purchase organic personal care products s. from the results of the independent t-test it was also clear that people who have experience using organic PCPs and is happy with the usage tend to buy more organic products. This report covers the introduction to the study, literature review, industry profile, findings, and suggestions and ends with a conclusion and annexures.

The study's primary objective is to explore the different factors that influence customers' attitudes toward organic personal care products. here the researcher has tried to understand how the various factors directly or indirectly contribute to the attitudes of consumers. the study also analysed according to the attitudes of consumers toward organic PCPs and how much are they willing to pay for them. To add more value to the study researcher uses the convenience sampling technique which is mainly carried out in India. the sample size of the study is 171 respondents and data were collected using a self-designed questionnaire which helped with the analysis and interpretation. To support the primary objective many secondary objectives were established which helped in a better understanding the researcher also used the demographics of the respondents for deeper understanding.

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CHAPTER ONE: INTRODUCTION TO STUDY

1.1 INTRODUCTION TO THE STUDY

Consumers are now inclined toward organic personal care products that are made of plant-based ingredients. These are cruelty-free, not toxic, non-GMO, and non-comedogenic. This inclination is because of the growing awareness of the harmful effects of parabens, sulfates, and synthetic chemicals such as propylparaben, formaldehyde, phthalates, and butylparaben used in traditional products. The organic personal care market was valued at INR 50.67 Bn in FY 2021.

The market is categorized into five segments - Skincare, haircare, oral care, color cosmetics, and other products. As of FY 2021, the organic skincare segment dominated the market. The haircare and oral care segment has also shown notable growth. The skincare segment is anticipated to dominate the market in the coming because of its popularity among consumers of both, tier-I and tier-II, cities. The sales volume of organic color cosmetics is expected to grow by 60% in the next five years. This potentially significant rise in sales could be attributed to Indian skin types, such as combination-oily and oily-sensitive skin, which are highly sensitive to artificial non-organic cosmetic products due to humidity.

The COVID-19 outbreak impacted the growth of the market for organic personal care products. An increase in the number of cases worldwide led to a global lockdown and restricted supply chains. Consumer discretionary spending was reduced, and companies witnessed a behavioral shift toward safe and reliable products. On the other side, consumers view organic and natural ingredients as safer for human health and the environment. Thus, many personal care product companies are replacing synthetic chemicals with natural and organic ingredients. This trend is driving the market's demand for natural and organic personal care products.

This year, brands are innovating in accordance with the radical change in customer values and expectations. COVID-19 lead to the following trends in the beauty business:

- **Sustainability:** Consumers are adopting a healthy beauty practice in the wake of access to more information from digital content. The priority now is on having a strong and a healthy body
- **Clean beauty (chemical-free ingredients):** Consumers follow ethical principles in purchasing. They are moving toward products that not only improve their complexion and health, but also use ingredients that are ethically produced, natural elements, and packaging that is ecologically friendly

- Natural appearance: As consumers are aware of holistic wellness that interacts with their environment, they start to feel comfortable in their own skin. They started preferring cosmetic products to improve existing beauty which is inspiring the millennials and Gen Z to adopt simplicity

Asia-Pacific holds great potential in the personal care products market. The market witnessed significant demand due to the rising consumer preference for scientifically proven organic products containing natural ingredients. The growing popularity of ethical consumerism has influenced the demand for and attention to how products are produced, sourced, and tested. An aging population, increasing disposable income, and a rising number of women in the workforce are driving the organic personal region's organic personal care products market for organic personal care products. It has been expanding rapidly over the past few years. Increasing awareness about beauty and wellness and quickly changing lifestyles are driving the Asia-Pacific market.

The study's main purpose is to identify the factors that influence people of all ages to purchase organic personal care products and their attitude towards the same.

1.2 STATEMENT OF PROBLEM

The global Organic Personal Care Products Market is flourishing owing to the changing consumer behavior, rising purchasing power in developing nations, and increasing demand for sustainable and biobased skincare products globally. It is important to gain knowledge about customer attitudes pertaining to organic personal care products thus this study is all about understanding factors that contribute to customer attitudes regarding organic PCPs.

1.3 LITERATURE REVIEW

Different articles related to growing consumer interest in green and organic personal care products were reviewed to identify how various factors contribute to consumers' attitudes and intentions toward buying organic personal care products.

1.3.1 Consumer values

Customer value is best defined as how much a product or service is worth to a customer. It's a measure of all the costs and benefits associated with a product or service. Examples include price, quality, and what the product or service can do for that particular person. There are also monetary, time, energy, and emotional costs that consumers consider when evaluating the value

of a purchase. Being environmentally conscious means that not only are you mindful of the effect that you and your actions have on the environment, but you actively go the extra mile to make sure that your impact is minimized. Environmental consciousness includes people with the same set of values. People who care about natural habitats and use renewable resources. Humans can act for the sake of nature and can put others ahead of themselves. Health consciousness is the degree to which individuals care about their health. The more health-conscious people are, the more likely they are to have healthy habits, which is the basis for individuals to take health measures.

The rising health- and go-green consciousness and the growing consumer awareness of the hazards of synthetic chemicals have fuelled the demand for a healthier lifestyle and organic personal care products. According to the Organic Monitor (2016), Asian consumers are now also turning to natural and organic cosmetics. . In the context of skin/hair care product purchases, consumers with high health consciousness may consider whether a product is safe to skin and body; therefore, they may be more seriously concerned with the types of ingredients used to make the product than are consumers with low health consciousness (Johri and Sahasakmontri, 1998). Awareness of the destruction of natural resources has raised the issue of environmental protection, which in turn has created eco-friendly consumption called “green consumerism” (Moisander, 2007). Environmentally conscious people are apt to change their purchasing behaviors to improve the environment (Chase, 1991). Along with findings that a consumer’s environmental awareness is viewed as a pre-condition for green consumption (Dombkowski, 1998; Polonsky and Mintu-Wimsatt, 1995), environmental concern is an important determinant of consumer behavior toward organic products (Paladino, 2005). Derived from this the first and second hypotheses of the study read as

H1. Health consciousness positively influence attitude toward buying organic personal care products

H2. Environmental consciousness positively influences attitudes toward buying organic personal care products.

1.3.2 Customer’s Knowledge

While understanding the consumer, the essence of customer experience cannot be ignored. The more understandable the customer experience, the more it can be shaped, developed, and better

served to the customer. Past experiences play a huge role in making future purchases and shaping consumer attitudes. consumers can have three types of product knowledge: Knowledge about the attributes or characteristics of products. The positive consequences or benefits of using products. The values the product helps consumers satisfy or achieve. Consumers can have three types of product knowledge: Knowledge about the attributes or characteristics of products. The positive consequences or benefits of using products. The values the product helps consumers satisfy or achieve.

Engel, Blackwell, and Miniard (1994:317) define product knowledge as a collection of various information about the product. It includes product category, brand, product terminology or product features, product pricing, and product trust. product knowledge is a valuable antecedent of social reassurance because, in the case of experience goods like organic PCPs, consumers need to be well informed and perfectly aware of the product characteristics as quality is important to them. This is the main reason that motivates them to read and seek out other consumers' opinions. Product knowledge is an important factor in the consumer decision-making process (Alba and Hutchinson, 1987; Brucks, 1985). In literature two conceptually different constructs are distinguished: objective knowledge, i.e. the accurate information stored in the consumer's long-term memory; and subjective knowledge, i.e. the consumer's self-perception of how much he knows about a product or service (Brucks, 1985; Park et al., 1994; Selnes and Gronhaug, 1986). Among the two dimensions, subjective knowledge was found to be a stronger determinant of attitude and behaviour than objective knowledge (e.g., Feick et al., 1992; Pieniak et al., 2006). Several authors highlight the importance of this construct in the analysis of pro-environmental behaviour and the purchase of organic food (Aertsens et al., 2011; Chrysoschoidis, 2000; Ellen, 1994; de Magistris and Gracia, 2008; Padel and Foster, 2005; Stobbelaar et al., 2007; Teng and Wang, 2015; Thøgersen et al., 2010). On the contrary, in the context of organic PCP only one study emerges which explored the impact of subjective knowledge on the attitude towards re-purchasing, founding a positive relationship (Ghazali et al., 2017). The present study intends to enrich the literature investigating the dual relationship between subjective knowledge of organic PCP and the two dimensions of attitude. It is expected that better product knowledge would lead to more positive hedonic and utilitarian attitudes toward organic PCP. Many researchers have argued that consideration of consumers' past behaviours can provide better predictions of behavioral intentions (Conner and Armitage, 1998) based on the assumption that consumers' behaviors result from learning (Bentler and Speckart, 1979). With respect to research on green purchasing behavior, consumers' past

experiences with green products may be “crucial in forming the product-specific perception that would lead to future purchase intention”; in turn, consumers’ past experiences influence their purchases or use of green products (D’Souza et al., 2006, p. 150). However, the most influential part of all these processes is consumers’ past experiences. Every customer linked their previous experience of the product, service, brand, and other marketing dimensions with current purchasing. Thus, it becomes an important phenomenon for the research (Wulf et al., 2001; Gronroos, 2000; Doney and Cannon, 1997). Derived from this, the third and fourth hypothesis of this study reads as follows:

H3. Consumers’ knowledge about products positively influences their attitude toward organic personal care products.

H4. Consumers’ past experiences with other organic products positively influence their intentions to buy organic personal care products.

1.3.3 Customer attitude

Customer attitude constitutes three components: cognitive information, affective information, and information relating to the customer’s previous behavior and prospective intentions. Basically, this composition includes thoughts, feelings, and behaviors about products or services that consumers have learned. A customer’s attitude differs in strength and depicts values.

Customer attitudes. Attitude is the customer's global evaluation of a product/service offering. Recent research in services marketing has centered on customers' evaluations of the overall excellence or superiority of service—that is, evaluations of service quality (Parasuraman, Zeithaml, and Berry 1985, 1988; Zeithaml 1988)—but there is little research on temporal changes in attitudes toward services. Adaptation level theory provides a useful framework for explaining these changes (Oliver 1980b, 1981). It postulates that prior experience with a phenomenon provides an anchor for subsequent judgments and that exposure to stimuli above/below the adaptation level modifies those judgments (Helson 1964). Attitude toward behaviour refers to personal evaluations being favorable or unfavourable to performing the behavior. According to Ajzen (1985), an individual is more likely to undertake a certain behavior if he/she has a positive attitude toward undertaking the behaviour. Numerous studies support the positive relationship between consumers’ attitudes and behavioral intentions for green purchasing in different cultures, such as Asian, US, and European, and in different

product categories, such as organic foods and timber-based products (Chan and Lau, 2001; Kalafatis et al., 1999; Tarkiainen and Sundqvist, 2005). Attitude is a mental propensity to act in the same or opposite direction of a certain subject. In other words, attitude is more or less a sustainable mood in person's mental structure that prepares him/her to react to a related object or situation clearly. Alport defined attitude as a mental readiness toward reactions shaped by experiences and impacts on behavior directly and dynamically (Ranjbarian et al., 2007). Attitudes determine behaviors. It implies implicitly that one can change individuals' behaviors via changing their attitudes (Karimi, 2000). Therefore, Hypothesis 5 is proposed as follows:

1.3.4 Purchase Intention

Purchase intent is the probability that a consumer will buy a product or service. To evaluate purchase intent, marketers use modeling to help identify the possibility of future outcomes based on historical data. Generally speaking, the modelling uses a core set of variables that includes demographics, website engagement, past purchases, interaction with marketing messages, and B2B marketing, webcast, or event attendance. Evaluating purchase intent involves putting together data from different sources to understand which variables have the maximum impact. The knowledge is used to drive marketing strategies and also to refine messaging across different communication and marketing channels.

Intention to buy is the buyer 's forecast of which brand he will choose to buy. It has been used extensively in predicting the purchases of durable goods. Intention to buy may be characterized as a response short of actual purchase behavior. Since its appearance in marketing research, purchase intention has been the subject of great attention in academic environments. Customer behavioral intentions are considered as signals of actual purchasing choice, thus are desirable to be monitored [51]. A study on sentiment analysis of online forums and product reviews exhibited that they influence an individual's purchase decisions. Customer values and knowledge positively affects customer attitude which in turn contributes to the customer's purchase intention of organic PCPs. There is a positive relationship between attitude and intention to re-purchase organic personal care products from Malaysian consumers (Ghazali et al., 2017). A more favorable attitude by an individual should lead to a stronger intention to purchase OPCP. Derived from this, the fifth hypothesis of this study reads as follows:

H5. customer attitude positively influences the purchase intention of organic personal care products.

1.3.5 Willingness to pay

Willingness to pay (WTP) is the maximum price that a customer is willing to pay for a product or service. WTP varies depending on the context, different demographics, and the specific customer in question, and can fluctuate over time. As a result, willingness to pay is usually represented as a price range, rather than a single dollar figure. By researching willingness to pay, you can optimize your pricing and packaging to see greater conversions in different regions. The amount of money consumers is willing to pay for organic personal care products depends upon the knowledge they have about those products and their past experience with the products which affects the consumer's attitude.

In general, consumers' perceptions of the current price of organic products are very positive. Nearly 40% of the consumers reported that the price of organic products compared with conventional ones is reasonable. Many surveys conducted in the United States, China, Japan and India have highlighted that consumers are willing to pay a premium for socially responsible products (Makatouni, 2002; Pino et al., 2012; Canavari et al., 2007). Similarly, Inglehart and Welzel (2005) found that consumers are primarily concerned about two things: environment and quality of life. Occasionally, consumers may lead a more cautious lifestyle due to fear, risk factors, and negative emotions. Derived from this, the sixth hypothesis of this study reads as follows:

H6. Customer attitude positively influences their willingness to pay for organic personal care products.

1.4 SIGNIFICANCE OF THE STUDY

The benefits of the study are, As the market for organic personal care products is gaining a lot of importance, this study will help marketers and small entrepreneurs to understand customer attitudes and promote their brands accordingly for growing their businesses. This study will also provide valuable insight to manufacturers and retailers for the increase in organic PCP market share. The study will help people understand various factors that contribute to the purchase of organic personal care products instead of conventional products.

1.5 SCOPE OF THE STUDY

The market for organic personal care products is rapidly increasing. People choose organic personal care products due to a lot of reasons these days. The market is predicted to increase due to rising demand for cosmetics, hair, and skincare, as well as rising demands for environmentally and animal-friendly goods

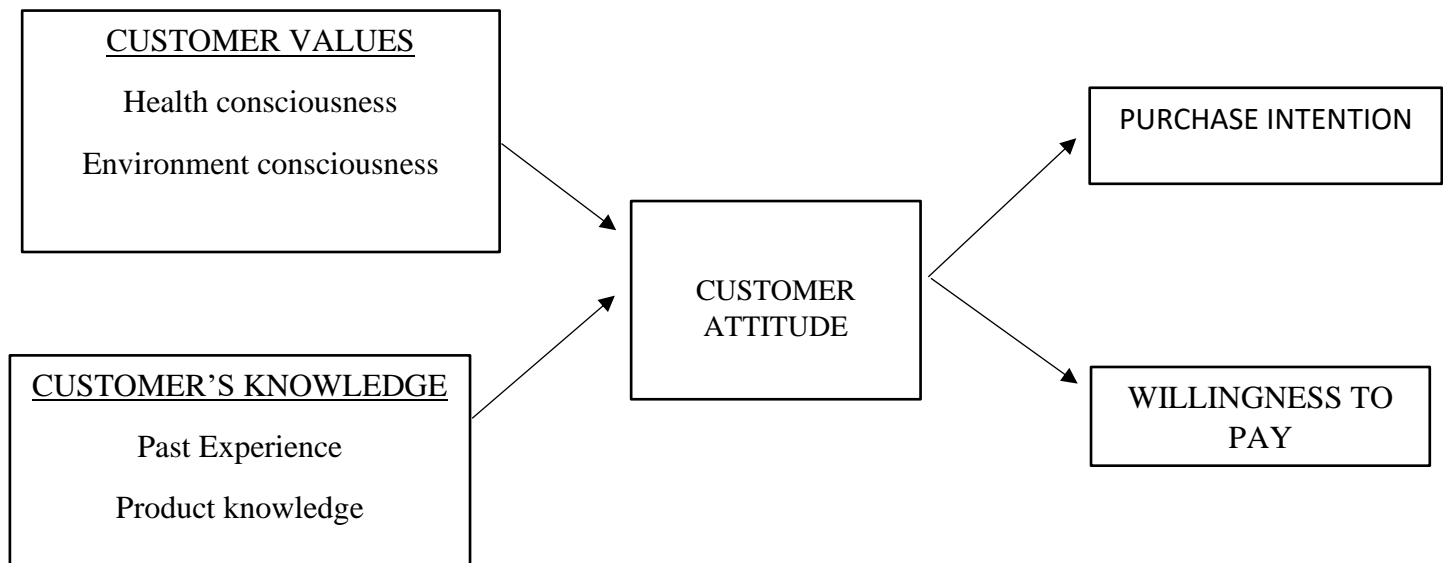
The scope of the study is to focus on major reasons that expedite customers' attitudes to opt for organic personal care products rather than conventional products which mainly includes customer knowledge, customer values, purchase intention, and willingness to pay.

The study is conducted mainly focusing on people who use organic products on day to day basis. the researcher hopes to collect responses from 150+ consumers to identify the factors that contribute to forming customer attitudes toward organic PCPs.

1.6 OBJECTIVE OF THE STUDY

- To identify the factors that influence youngsters to purchase organic products.
- To examine how customer knowledge and values influence their attitude toward purchasing organic personal care products
- To assess how customers' attitude influences purchase intention, willingness to pay, and customer satisfaction.

1.7 CONCEPTUAL MODEL



1.8 RESEARCH METHODOLOGY

1.8.1 DATA COLLECTION

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same.

Researchers generally use primary and secondary data to collect data. Primary data is collected from main sources through interviews, surveys, experiments, etc. it is the first-hand data collected by the researcher himself and it is always specific to the researcher's needs. whereas secondary data means data collected by someone else earlier. Government publications, websites, books, journal articles, internal records, etc are the sources of secondary data.

Here the researcher has used both primary and secondary sources for collecting information. The questionnaire was used as the primary data collection tool for identifying customer attitudes toward organic personal care products. secondary data were used for collecting information for the literature review, introduction, and the cosmetic/FMCG industry.

1.8.2 SAMPLING

1.8.2.1 Sample population

For this survey, the population chosen comprised people of all ages who use organic personal care products or have used them in the past. the survey was not limited to a specific region or country.

1.8.2.2 Sample Size

Considering the limited time and resources available, the sample size taken is 170 respondents. Surveys were sent through social media platforms such as WhatsApp and email to respondents and respondents were given enough time to complete the questionnaire. In order to collect data on time and avoid low response rates, the researcher used convenience sampling techniques.

1.8.3 TOOLS USED FOR DATA COLLECTION

To meet the research objectives, the questionnaire was carefully designed. Among the questions in the questionnaire were those related to demographic information about respondents, as well as questions about health consciousness, environmental consciousness, customer knowledge, attitudes, purchase intentions, and willingness to pay.

The majority of the questions are categorized into the Likert scale, which belongs to the non-comparative scaling technique, ranging from 1-strongly agree; 2-strongly agree; 3-undecided; 4-disagree; and 5-strongly disagree.

1.8.4 DATA ANALYSIS TECHNIQUES

The entire data has been analyzed using the SPSS software package. The tools used in the analysis of the SPSS are as follows,

- Chi-Square
- T-test
- Correlation
- Mean

1.9 LIMITATIONS OF THE STUDY

The first limitation would be the sample size, even though data was collected from more than 100 respondents, the inclusion of more attractive organic PCP users would have been a valuable addition. Beyond that collecting data from respondents from different countries where they have mixed culture and consumer behaviour would have been an excellent option to understanding consumer attitudes toward organic pips. The second limitation would be the rate of inaccuracy as people tend to misunderstand organic products with conventional products. Further research is recommended to measure actual buying behaviour and extend the study to a larger sample representative of the general population. Additionally, longitudinal studies are needed to examine whether consumer attitudes, perceptions, and bio-PCP purchases are changing over time.

CHAPTER 2
INDUSTRY, COMPANY, AND PRODUCT PROFILE

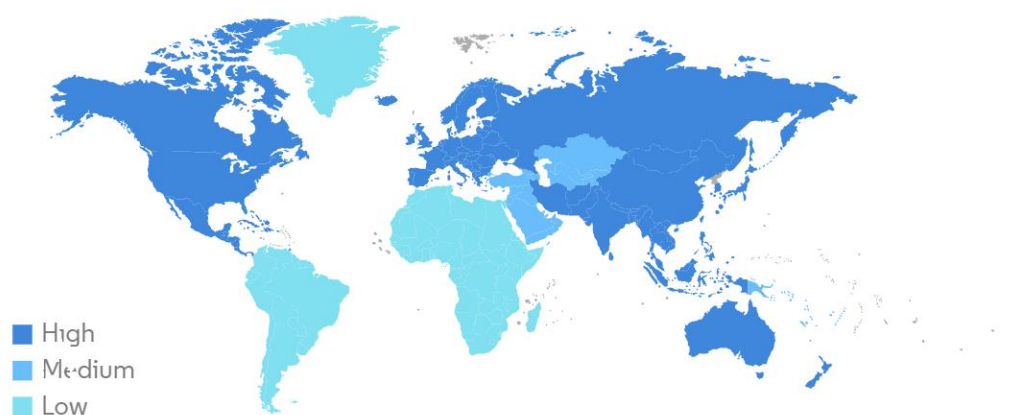
2.1 INDUSTRY PROFILE

2.1.1 BEAUTY AND PERSONAL CARE INDUSTRY

The beauty and personal care industry driven by a demand for cosmetics and skin care products is undergoing radical change. The industry has been thriving as a result of technological and product innovations, in addition to high-profile mergers and acquisitions, the introduction of virtual try-on, and the rise of online marketplaces. The global organic personal care and cosmetic products market size was valued at \$33,396.0 million in 2020 and is estimated to reach \$58,615.6 million by 2031, registering a CAGR of 5.3% from 2022 to 2031.

After the COVID-19 outbreak, people experienced skin-related problems such as rashes and itching. People also developed illnesses like hand dermatitis as a result of the over use of soaps and hand sanitizers. The PPE kits, according to the doctors, gave them rashes. All of these factors together have led to a post-COVID increase in the personal care sector as consumers prioritize taking care of their skin. One of the main factors fuelling market expansion is consumers' growing awareness of the importance of their looks. As part of their daily grooming routines, millennials are increasingly using beauty and personal care products like skin care, colour cosmetics, and hair care.

Beauty and Personal Care Products Market: Market Size (in %), Global, 2021



Source: Mordor Intelligence



(Figure 2.1.1 Beauty and personal care product market)

2.1.2 INDIAN BEAUTY AND PERSONAL CARE MARKET

The Indian beauty and personal care market is the 8th largest in the world with a total value of \$15 Bn and is growing at ~10% as reported by a Euromonitor International Study. The study further suggests that the market is expected to double by 2030 with skincare and cosmetics driving this growth. Despite having the same demographic advantage as China the size of the Indian market is 1/5th the size of the Chinese BPC market, primarily due to a lack of penetration outside metros and tier 1 cities, as per Euromonitor. This offers the Indian industry significant headroom to scale. As the sector grows, there will be several structural shifts that will influence the shape of demand and impact growth strategies in the sector.

2.1.3 INDIAN ORGANIC PERSONAL CARE MARKET

India's organic personal care products market is expected to grow from USD571.43 million in FY2020 to USD1,239.04 million in FY2026 growing with a CAGR of 14.69% by FY2026. With increasing literacy and urbanization of the country's population, the awareness of the bad effects of chemicals and synthetic ingredients (like parabens, phthalates, propylene glycol,ol, and formaldehyde) used in personal care products is increasing rapidly. According to a survey conducted by the Economic Times of India, 71% of consumers surveyed said that they would pick up a face cream or lotion if it claims to be 'natural', 38% said they would buy a shampoo or hair oil if it was made with 'botanical' ingredients. Hence, people are turning towards ayurvedic, herbal, and organic products that do not harm their skin even after long-term use.

Moreover, India's GDP has been consistently growing over the years, leading to an increase in per capita income levels, which is enabling consumers to spend more on lifestyle products. The country's consumer spending stood at USD 236.94 billion in October 2016, which increased to USD 309.46 billion in January 2020. With such a rise being witnessed in consumer spending, an increasing number of consumers are shifting towards better quality natural products like organic personal care items, which is expected to continue boosting the market in the coming years.

The organic personal care products market is categorized into skincare, bath and shower products, colour cosmetic products and perfumes & deodorants when segmented on the basis of product type. Among them the skin care category held the largest market share in the market in FY2020 and it is projected to remain the dominant segment in the forecast period

as well. This is because, chemicals like Triclosan, Parabens, Phthalates, SLS and other sulfates, Propylene glycol, formaldehyde, petroleum oils, etc. are harmful to our skin if used in excess for a long duration. Most synthetic skin care products include these chemicals as ingredients and as people are becoming aware of the harmful effects of these chemicals on the skin, they are starting to shift towards natural skin care products like ayurvedic, herbal, and organic.

West India is the largest region in the country's organic personal care products market and the region is anticipated to retain the largest market over the next five years as well. Organic personal care products are increasingly being adopted in the parlors and salons in the region. Moreover, manufacturers are suggested to organize awareness campaigns to create a presence in the market. Product visibility is a huge factor that is gaining traction across the country.



(Figure 2.1.3 Indian organic personal care market size)

2.1.4 MAJOR TRENDS IN THE INDIAN ORGANIC PERSONAL CARE MARKET

- Among the major trends observed in the Indian organic personal care products market is the growing demand for these products from parlors and salons. Customers in India tend to prefer buying products that have been recommended by people who have already used them. As consumers are willing to try natural products, salons, and parlors are good places to generate such demand, especially for big events like weddings and parties. The organic personal care products market in the country is growing at a relatively better rate because of this growing trend.
- A significant segment of this demand is for products that suit Indian skin types and hair — a need that largely remained unfulfilled by international brands, providing the perfect opportunity for local companies.
- A growing movement away from chemical to natural — and, by association, safer ingredients have seen these companies tap into the country's centuries-old repertoire of ayurvedic and other organic remedies for their formulations.
- The preference for natural, make in India, and non-luxury products As mentioned above, consumers nowadays are educated and well-informed. Hence, they now demand natural products that are non-toxic to the skin. This trend was highlighted by Statista in its recent report which states that consumers now prefer non-luxury products and the ones made in India as they come with credibility to work on Indian skin. These reasons have made skincare brands focus on creating cruelty-free, safe, and eco-friendly products offering- One Stop Solution.

2.2 COMPANY PROFILE

2.2.1 MAJOR PLAYERS IN INDIA

The preference of customers for personal care products with natural ingredients has resulted in substantial net revenues for major players like Dabur India Limited and Forest Essentials Private Limited. Other noteworthy start-ups include Plum, McAffeine, Kama Ayurveda, and SkinKraft.

2.2.2 FOREST ESSENTIALS

Forest Essentials is an Indian cosmetics, skincare, and perfume company that specializes in Ayurvedic preparations for its products. It was founded in 2000 by Mira Kulkarni in New Delhi, India. Mira Kulkarni started the business in 2000 with an investment of Rs.2 lakhs, then only selling handmade soaps and candles. The business expanded after the Delhi hotel Hyatt Regency ordered the soaps for their rooms. In 2005–2006, the company posted sales of Rs.6 crore.

In 2008, the New York-based Estée Lauder Companies acquired a 20% stake in the company, and in October 2021, the brand announced entering the United Kingdom by opening 12 retail stores. Kulkarni's son Samrath Bedi currently serves as the company's managing director. The company has 115 stores in India, supplies 190 hotels, and exports to 120 countries. The factories are in Haridwar and Lodi in Tehri Garhwal district, Uttarakhand. Forest Essentials sells natural, organic, and Ayurvedic cosmetics and has a policy of not testing its products on animals. In November 2022, Forest Essentials opened its first standalone store in Covent Garden, London which would become the brand's first international store.

2.2.3 VAADI HERBALS

Vaadi Herbals was established in the year 2004. It is one of India's leading manufacturers, marketer, and exporters of organic, 100% herbal & natural cosmetics. The company has a portfolio of over 300 products in hair, skin, face, bath & body and foot care. The company also has an excellent assortment of spa and salon products used by some of the leading spas around the world. The company currently exports to over 25 countries which include the USA, Russia, South Africa, South Korea, Norway, Malaysia, Singapore, UAE and many more. All the products manufactured are organic and halal certified. The products are also available through e-commerce on all the leading marketplaces in India and around the world.

2.2.4 ORGANIC INDIA PVT LTD

Organic India is a multi-national company founded in 1997 by couple Bharat Mitra and Bhavani Lev (née Holly Bronfman), in Lucknow, India, that produces halal certified organic herbal and Ayurvedic health products. The company is most known for its line of organically grown tulsi teas, which are sold in India, the US, Canada, and the UK. The company created an organic, natural, non-toxic, herbal version of the colorful dyes used in India's annual Holi celebration, and operates a retail store in Maharashtra, India.^[3] The company also exports organically-grown flowers, with Germany as its major market. Organic India works directly with marginal farmers in tribal villages, providing seeds, fertilizers, organic certification, and assumption of risk in case of crop failure. It owns 50,000 acres (200 km²) of arable land in Uttar Pradesh, including in Rajasthan and Gujarat, and the Vasundhara Acres Organic India LLP in Madhya Pradesh.

2.2.5 IDAM NATURAL WELLNESS

IDAM Natural Wellness is a Natural & Ayurvedic Beauty and Skincare Products brand in India. IDAM Natural Wellnesfocuses to provide a complete solution from product development to production, packaging, and logistic solutions from transportation to your warehouse or outlet. their well-equipped laboratories ensure to provide you with high-quality products that offer long-term benefits to both your customers and our clients. they believe in delivering consignments within the stipulated budget time frame. their R&D team specializes in preparing a variety of formulations of ayurvedic and natural products for various clients' brands. Bella vita organic is a subsidiary of organization ion it is a leading natural beauty and skincare, face care bcarecare care brand committed to building handcrafted, natural solutions invigorated by the natural elements of the earth and ancient skin and hair care practices. As a brand, they encourage our new-age consumers to analyze their skin and feed it accordingly

2.2.6 GREENBERRY ORGANICS

Greenberry Organics is on a mission to deliver organic, natural and toxin-free products for all. Free from harmful chemicals our products are specially crafted using Bio-Active ingredients for the entire family making it India's first organic skincare brand to deliver products for all season. With in-house manufacturing, we create the freshest of products every day in small batches.

2.3 PRODUCT PROFILE

The products under organic personal care products are divided or classified into different segments like hair care, oral care, skincare, and bath and shower care, based on the product type and their use.

2.3.1 HAIR CARE PRODUCTS

Hair care products include shampoo, conditioners, hair oil, hair styling, a colouring product,s and other hair care products. Hair care is an overall term for hygiene and cosmetology involving the hair which grows from the human scap, and to a lesser extent facial, , and other body hair. Hair care routines differ according to an individual's culture and the physical characteristics of one's hair. Hair may be colored, trimmed, shaved, plucked or otherwise removed with treatments such as waxing, sugaring and , threading. Organic Hair care products include shampoo, conditioners, hair oil, hair styling and coloring products and other hair care products.

2.3.2 SKINCARE PRODUCTS

Skincare is a range of practices that support skin integrity, enhance its appearance, and relieve skin conditions. They can include nutrition, avoidance of excessive sun exposure, and appropriate use of emollients. Skincare is a routine daily procedure in many settings, such as skin that is either too dry or too moist, and prevention of dermatitis and prevention of skin injuries. Skin care is a part of the treatment of wound healing, radiation therapy and some medications. The various products under skin care includes natural facial care products, body care products and lip care products.

2.3.3 BATH AND BODY CARE PRODUCTS

Bath care products are those used for cleaning the body and improving bathing experience.it disinfects our body and also provides relaxation for the body muscles. different types of organic bath care products are available in the market with less chemicals in it. the different types of baths are products are shower gels, soaps, bath salts and other bath and shower care products.

2.3.4 ORAL CARE PRODUCTS

Oral care products are defined as products used for the care of the teeth and the mouth. Various products are available based on their special clinical indications including toothpaste, mouthwashes, tooth-whitening products, and denture care ,and other organic products.

CHAPTER 3
DATA ANALYSIS AND INTERPRETATION

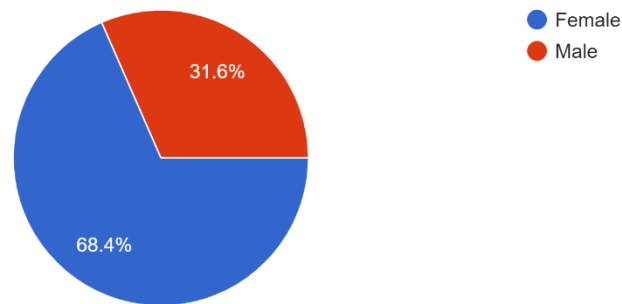
3.1 PERCENTAGE ANALYSIS

3.1.1 Demographic details of the respondents

3.1.1.1- Graph (Gender of the respondents)

Gender

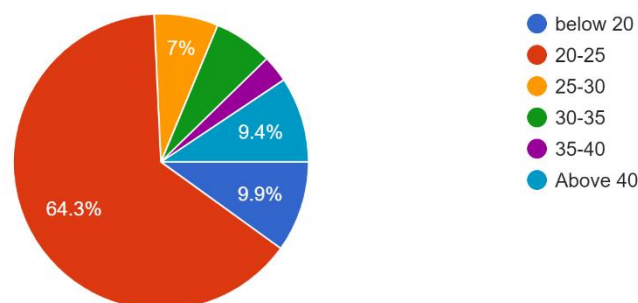
171 responses



3.1.1.2- Graph (age of the respondents)

Age group

171 responses



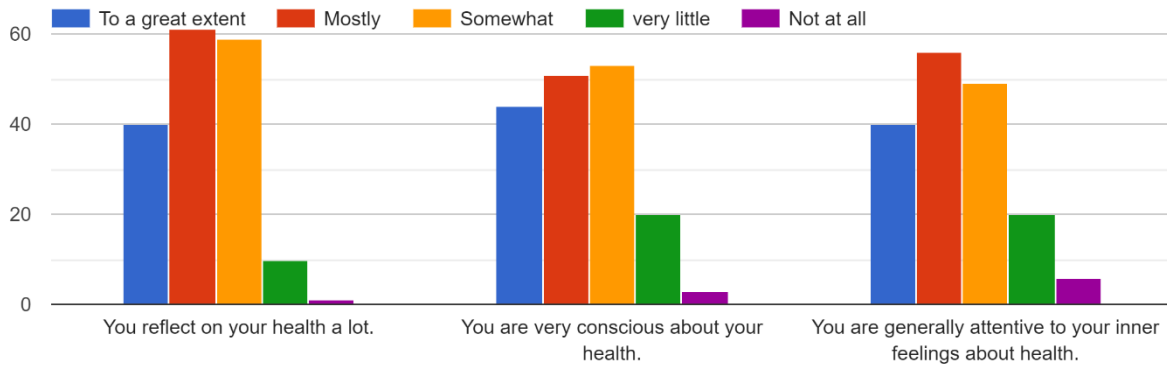
GENDER AND AGE: To understand the demographic details of the respondent's gender and age was taken into consideration and from the data obtained it is evident that females are more inclined towards organic personal care products than males. The percentage shows 68.4% are females and 31.6% males.

In the age category people that comes under the category of (20-25) shows more interest towards organic personal care products followed by people who are 40 and above.

3.1.2 Health Consciousness and Customer Attitude

3.1.2- Graph (health consciousness)

Read the statements given below and choose appropriate options.

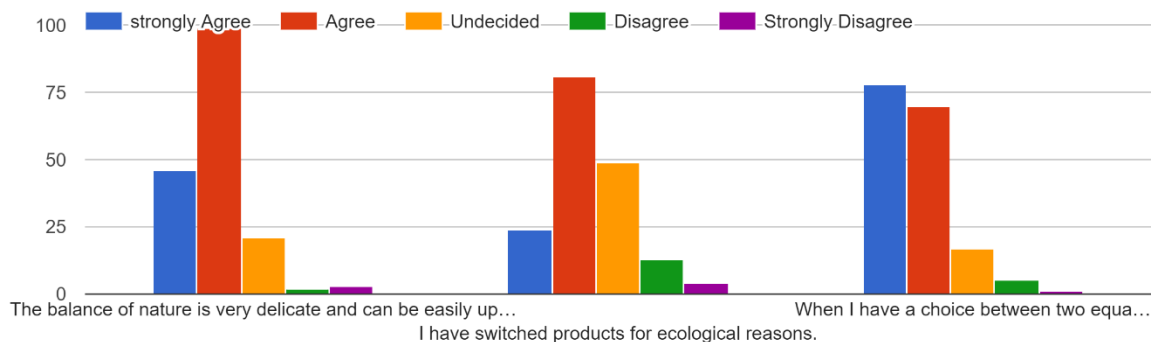


HEALTH CONSCIOUSNESS: A three dimensional scale was used to find the consumers level of health consciousness which affects their attitude towards organic personal care products. A 5 point Likert scale was also used for options. According to the Bar graph results the blue, red, orange bar represents consumers positive attitude towards health and green and purple bar represents their negative attitude.

3.1.3 Environmental consciousness and customer attitude

3.1.3- Graph (environmental consciousness)

To what degree would you agree to the following statements?



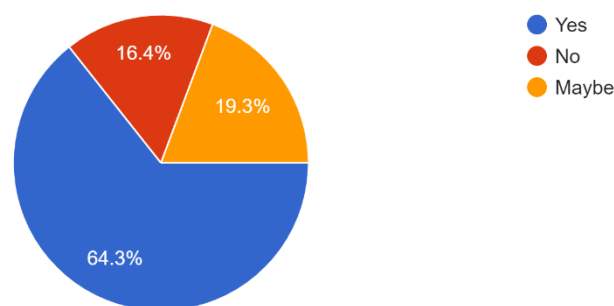
ENVIRONMENTAL CONSCIOUSNESS: Environmental consciousness was measured with three items adapted from Prakash et al. This scale measures consumers' level of consciousness with environmental issues and their efforts and willingness to solve environmental problems. The items included "The balance of nature is very delicate and can be easily upset," "I have switched products for ecological reasons," and "When I have a choice between two equal products. I purchase the one less harmful to other people and the environment. 5 Point Likert scale was used for options. The blue, red and orange bar represents the positive attitude of the consumers towards environment which is the highest in the bar graph above.

3.1.4 Past experience and customer attitude

3.1.4.1 -Graph (purchase frequency)

Have you ever purchased organic personal care products?

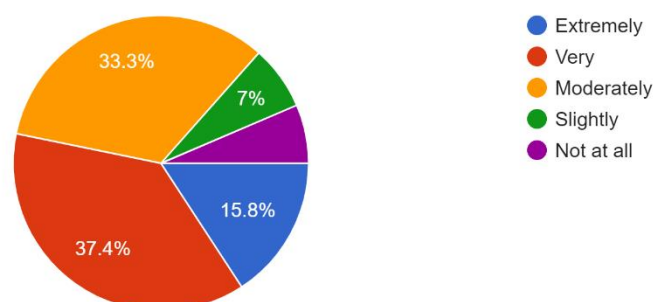
171 responses



3.1.4.2- Graph (happy with the purchase)

Are you happy with the purchase?

171 responses

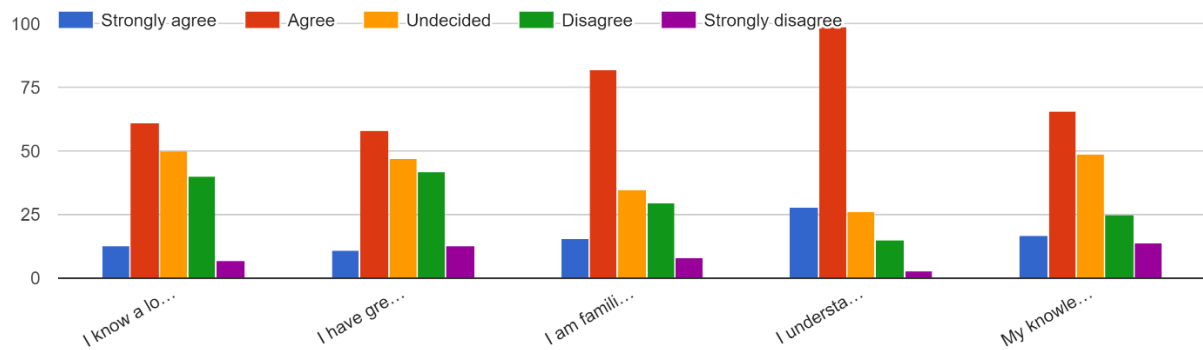


PAST EXPERIENCE: past experience of the customers has an effect on customer attitude towards organic personal care products and past experience was measured asking two questions about the frequency of purchase and satisfaction from the purchase of the organic personal care products.

3.1.5 Product knowledge and customer attitude

3.1.5 -graph (product knowledge)

To what degree do you agree to the statements given below?



PRODUCT KNOWLEDGE: To understand the consumers knowledge about the products which is important factor that influences their attitude towards organic products. five items adapted from Park et al.,1992 was used to measure product knowledge.

3.1.6 Purchase Intention and customer attitude

3.1.6-graph (purchase intention)

Read the following statements and choose appropriate options based on your intention to purchase.



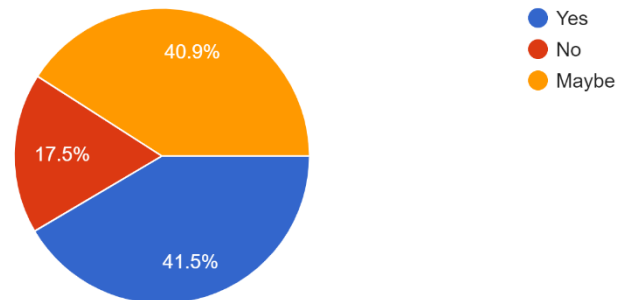
PURCHASE INTENTION: To measure the purchase intention of consumers to buy organic personal care products a three scale measure developed by Teng and Wang , 2015 was used. The blue bar shows the of customers to purchase organic personal products.

3.1.7 Willingness to pay and customer attitude

3.1.7.1-graph (acceptable to pay more)

Do you think it is acceptable to pay more for organic personal care products than conventional products?

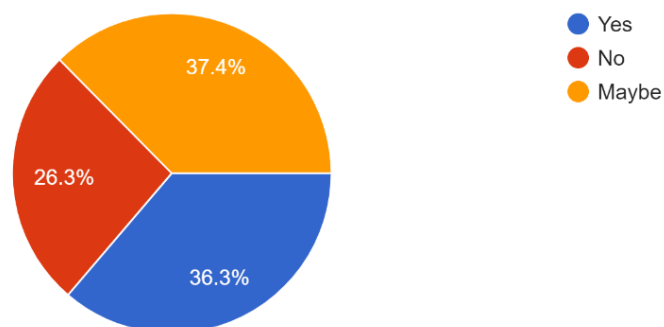
171 responses



3.1.7.2-graph (willing to spend extra)

Are you willing to spend extra money in order to buy personal care products?

171 responses



WILLINGNESS TO PAY: the consumers willingness to pay for organic personal care products was measured asking two separate questions and analyzing the results. A three point likert scale was used for options which included (yes,no,maybe).the graph clearly shows that people are ready to spend extra money for purchasing organic personal care products

3.2 SPSS ANALYSIS

HYPOTHESIS TESTING

Sample comprised of the details of the respondents and the profile of the same is given below.

3.2.1 DEMOGRAPHIC DETAILS OF RESPONDENTS

(Table 3.2.1 Gender and age of the respondents collected)

Demographic characteristics		Number of respondents	Percentage
Gender	Male	54	31.6
	Female	117	68.4
Total		171	100
Age group	Below 20	17	9.9
	20-25	111	64.9
	25-30	12	7.0
	30-35	11	6.4
	35-40	5	2.9
	Above 40	15	8.8
Total		171	100

GENDER: The demographic profile indicates that 68.4% of respondents are female and 31.6% are male. As was already stated, the purpose of the survey is to determine how consumers feel about organic personal care products. People of all ages who have used organic products, whether deliberately or unknowingly, were able to take part. There were 171 respondents in total, 117 of which were female and 54 of which were male. So, it is noticeable from the survey's conclusions that female consumers are more attracted towards organic personal care products. This information was gathered online using Google forms.

AGE: Responses have been collected from people of all age groups for this study. the highest number of people is from the age category of 20-25, 17 people comes under the category of below 20, 15 people is from the age category of above 40, 12 people are under the age category of 25-30, 11 under 30-35 and 5 respondents comes under the category of 35-40. Young adults

between the age of 20 and 25 are the ones that uses organic personal care products more than other age group.

3.2.2 (H1) – CORRELATION BETWEEN HEALTH CONSCIOUSNESS AND CUSTOMER ATTITUDE

When customers are health consciousness or worried about their health, they tend to have a positive attitude towards organic personal care products. they use products which are less harmful for their body and free of chemicals or toxic substances.in order to find out if health-conscious people are more interested in organic products correlation analysis is carried out

Health consciousness was measured using a 3 item scale and attitude was measured using a 8 item scale. A correlation test is conducted by modifying the 8 item and 3 item scale into scale variable, it is shown in the table 3.2

Table 3.2(Correlation between health consciousness and attitude)

		HEALTH	ATTITUDE
HEALTH	Pearson Correlation	1	.156*
	Sig. (2-tailed)		.042
	N	171	171
ATTITUDE	Pearson Correlation	.156*	1
	Sig. (2-tailed)	.042	
	N	171	171

*. Correlation is significant at the 0.05 level (2-tailed).

(r = .156)

Thus, the proposed hypothesis was,

H1. Health consciousness will positively influence attitude toward buying organic personal care products

The correlation analysis shows that there is a relationship between health consciousness and customer attitude with the organic product because p value < 0.05 (p = 0.042). Hence, we have enough evidence to accept the alternative hypothesis since the correlation is significant at 5% level.

3.2.3 (H2)-CORRELATION BETWEEN ENVIRONMENT CONSCIOUSNESS AND CUSTOMER ATTITUDE

If people are environment conscious and find taking care of the environment important, they use products which are more sustainable in nature and environmental friendly. organic products are sustainable and have natural ingredients in it, which means that people who are environment conscious have positive attitude towards organic pcps. to find out this correlation analysis was carried out.

Environmental consciousness was measured using a 3-item scale and attitude was measured using a 8 item scale. A correlation test is conducted by modifying the 8 item and 3 item scale into scale variable. it is shown in the table 3.3

(table 3.2.3) Correlation between environmental consciousness and attitude

		envt	ATTITUDE
envt	Pearson Correlation	1	.264**
	Sig. (2-tailed)		.000
	N	171	171
ATTITUDE	Pearson Correlation	.264**	1
	Sig. (2-tailed)	.000	
	N	171	171

($r = .264$)

The proposed hypothesis was,

H2. Environmental consciousness will positively influence attitudes toward buying organic personal care products.

The correlation analysis shows that there is an relationship between environment consciousness and customer attitude with the organic product because $p \text{ value} < 0.05$ ($p = 0.000$). Hence, we have enough evidence to accept the alternative hypothesis since the correlation is significant at 5% level.

3.2.4 (H3) CORRELATION BETWEEN PRODUCT KNOWLEDGE AND CUSTOMER ATTITUDE

When people have enough knowledge about organic personal care products, they tend to have a positive attitude towards them. people need to have proper information or at least need to

know the benefits of organic products to have a positive attitude towards them. correlation analysis has been used to identify the relationship.

Product knowledge was measured using a 5-item scale and attitude was measured using a 8 item scale. A correlation test is conducted by modifying the 8 item and 5 item scale into scale variable it is shown in the table 3.2.4

(Table-3.2.4) Correlation between product knowledge and customer attitude

		PKNOWLEDGE	ATTITUDE
PKNOWLEDGE	Pearson Correlation	1	.212**
	Sig. (2-tailed)		.005
	N	171	171
ATTITUDE	Pearson Correlation	.212**	1
	Sig. (2-tailed)	.005	
	N	171	171

($r = .212$)

The proposed hypothesis was,

H3. Consumers' knowledge about products will have a positive influence on their attitude toward organic personal care products.

The correlation analysis shows that there is an relationship between Product knowledge and customer attitude with the organic product because $p \text{ value} < 0.05$ ($p = 0.005$). Hence, we have enough evidence to accept the alternative hypothesis since the correlation is significant at 5% level.

3.2.5 (H4) Dependence between past experience and customer attitude

The independent sample t test compares mean of one dependent variable and two independent variables in order to determine whether there is statistical evidence that the associated population means are significantly different. if people have previously used organic personal care products for different uses it will affect their attitude. here t test is performed to identify if there is a significant difference between customer attitude and past experience of the customer.

Here the mean of one question are you happy with the purchase is taken and the attitude scale which was modified into a scale variable is used for doing the t-test. The values obtained can be seen in Tables 3.2.5

Group Statistics (3.5(a))

	Purchase new	N	Mean	Std. Deviation	Std. Error Mean
ATTITUDE	Yes	143	3.5795	.66136	.05531
	No	28	2.9598	.87932	.16618

Independent Samples Test(3.5(b))

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATTITUDE	Equal variances assumed	4.953	.027	4.279	169	.000	.61972	.14482	.33384	.90560
	Equal variances not assumed			3.538	33.235	.001	.61972	.17514	.26350	.97595

The proposed hypothesis was,

H4. Consumers' past experiences with other organic products will have a positive influence on their attitude to buy organic personal care products.

The independent t-test revealed that past experiences affect customer attitude. here the level of significance is 0.000 which means it is highly significant as it is($p < 0.005$).this means people who have previously purchased organic personal care products and is happy with the purchase have positive attitude towards organic personal care products. thus alternate hypothesis is accepted.

3.2.6(H5) CORRELATION BETWEEN CUSTOMER ATTITUDE AND PURCHASE INTENTION

Whether to purchase organic personal care products or not depends upon customer's attitude towards them. Customer attitude has an impact on purchase intention, to find out this correlation analysis has been used.

The customer attitude was measured using a 8 item scale and purchase intention using a 3 item scale both converted into a scale variable. the values are given in the table 3.2.6 below

(table-3.2.6) Correlation Between customer attitude and purchase intention

		ATTITUDE	INTENTION
ATTITUDE	Pearson Correlation	1	.486**
	Sig. (2-tailed)		.000
	N	171	171
INTENTION	Pearson Correlation	.486**	1
	Sig. (2-tailed)	.000	
	N	171	171

($r = .486$)

The proposed hypothesis was,

H5. customer attitude positively influences the purchase intention of organic personal care products.

The correlation analysis shows that there is an relationship between Purchase intention and customer attitude with the organic product because $p \text{ value} < 0.05$ ($p = 0.000$). Hence, we have enough evidence to accept the alternative hypothesis since the correlation is significant at 5% level.

3.2.7(H6) ASSOCIATION BETWEEN CUSTOMER ATTITUDE AND WILLINGNESS TO PAY

Chi square test compares the mean of two parametric variable in order to determine whether there is statistical evidence that the associated population means are significantly associated. here it is used to verify an association between customer attitude and willingness to pay.it indicates if customer is ready to pay or a premium price for organic products and if they are ready to substitute conventional products with organic products. the values are given in the table 3.7(a)

Crosstab (3.7(a))

		Willingness to spend			Total
		yes	no	maybe	
attlevels	low	12	23	14	49
	high	50	23	49	122
Total		62	46	63	171

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.150 ^a	2	.001
Likelihood Ratio	13.432	2	.001
Linear-by-Linear Association	.114	1	.735
N of Valid Cases	171		

From the above table we can infer that the association between attitude and levels willingness to spend extra money is a positive relationship. this inference is concluded because the level of significance calculated using chi square test for the two above variables resulted as 0.001 which is less than the expected level of significance($p < 0.05$)

Crosstab(table 3.2.7(b))

		Acceptable to pay more			Total
		yes	no	maybe	
attlevels	low	9	15	25	49
	high	63	14	45	122
Total		72	29	70	171

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.447 ^a	2	.000
Likelihood Ratio	19.201	2	.000
Linear-by-Linear Association	9.408	1	.002
N of Valid Cases	171		

Thus, the hypothesis was,

H6. Customer attitude positively influences their willingness to pay for organic personal care products.

From the above table we can infer that the association between attitude levels and acceptable to pay more is a positive relationship. this inference is concluded because the level of significance calculated using chi square test for the two above variables resulted as 0.000 which is less than the expected level of significance ($p < 0.05$) and is a perfect significance.

Alternate hypothesis accepted.

CHAPTER 4
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 LIST OF FINDINGS

1)Graph 3.1.1 shows the demographic details of the respondents which includes age and gender. the female respondents are higher than male respondents and most people who purchase personal care products are in the age group 20-25

2)Graph 3.1.2 shows the health consciousness and customer attitude from the bar graph it is clear that people who are consciousness about their health purchase organic products more

3)Graph 3.1.3 shows the environmental consciousness and customer attitude. the bar graph shows that people who are more aware of the environment and surroundings are the ones who has a positive attitude toward organic PCPs.

4)Graph 3.1.4 shows the past experience and customer attitude. the people who have used organic products in the past have a positive outlook towards organic PCPs because they have a proper understanding about the benefits of these products.

5)Graph 3.1.5 shows product knowledge and customer attitude. if people have enough knowledge about the working and benefits of organic PCPs they have more interest in purchasing them as well.

6)Graph 3.1.6 shows purchase intention and customer attitude. The customer's attitude will totally depend on the intention to purchase. if the customers think organic products are useful and will help them then they purchase these products.

7)Graph 3.1.7 shows customer attitude and willingness to pay. Not all customers are willing to pay for organic products. some people who really gets the value of organic products pay more for organic PCPs than conventional products.

8)Table 3.2.1 shows the demographic details of the respondents. female respondents are more in number than male respondents. The highest number of people is from the age category of 20-25.

9)table 3.2.2 shows the relationship between health consciousness and customer attitude by doing correlation analysis it was found out that there is a positive relationship between health consciousness and customer attitude. people who take care of their health uses more organic products because its good for their body and free of chemicals. From the table it was inferred that people of all age group and gender focuses on health and uses more healthy products.

10)Table 3.2.3 shows the relationship between environment consciousness and customer attitude doing correlation analysis. the significance level was perfect which indicates that there is a positive relationship between environment consciousness and customer attitude. people who are more cautious about environment and is a responsible citizen who takes care of their environment has a positive attitude towards organic pcp's.

11)Table 3.2.4 shows the difference on product knowledge and customer attitude by doing correlation analysis. from the analysis it was inferred that people who have knowledge about organic personal care products from any sources have a positive attitude towards organic pcp's.

12)Table 3.2.5(a) shows the independent sample t-test for finding the dependence of past experience and customer attitude. from the analysis it was found out that people who have past experience with organic personal care products have a positive attitude towards organic products therefore past experience with organic personal care products is important in forming customer attitude.

13)Table 3.2.6 shows correlation for customer attitude and purchase intention. from the analysis it can be inferred that customer's attitude highly contributes to the consumer's purchase intention.

14)Table 3.2.7(a) shows the association between willingness to pay more and customer's attitude. the data was analysed using chi square and from the data it was found out that there is a positive association between willingness to pay more and customer attitude.

Table 3.2.7(b) shows the association between acceptable to pay more and customer attitude which was analysed using chi square.it showed a positive association. from both the table it was proven that willingness to pay and and customer attitude has a positive association.

4.2 SUGGESTIONS

1) From the study it is evident that customer's attitude depends on factors like customer values which includes health consciousness and environment consciousness. For improving health factors, organic companies should focus more on manufacturing chemical free products that are healthy in nature with lots of useful ingredients for the skin and body and also ensure that the right message about health aspects are delivered to the right target audience. The companies should highlight the fact that they are healthy and beneficial for the skin. Companies should also focus on making products that are suitable for all skin types and all-weather conditions.

2) As for environmental consciousness companies should create sustainable products that do not harm the environment directly or indirectly. Managers while taking decisions about the products should be careful that the product has to be delivered to the customers in a manner that the environmental friendly aspect of the product is highlighted to the maximum. They should not just create the hype they should also comply with the environmental values and try to deliver quality products. The awareness of natural content and ecological welfare attributes could positively influence the utilitarian dimension of the consumer's evaluation process.

3) Small business and organic companies must give importance to packaging, all details of the ingredients used in the products and the method of using them should be given properly so that it will be easy for the consumers to understand thereby it will increase their product knowledge. Retailers and manufacturers can help consumers develop more positive perceptions of organic PCP by increasing their familiarity with these products. Natural and simple packaging without plastic elements in the boxes or containers will help in creating a positive outlook. A lot of companies are coming up with unique packaging and labelling ideas that are eco-friendly and aesthetically pleasing which attracts the target audience.

4) Consumers' past experience will affect their attitude therefore companies should give all precautions on the product packaging details such as allergic reactions, storage place, shelf life etc should be mentioned properly. Even the minute details have to be mentioned on the labelling because one small mistake can cause the company huge loss or to shut down. Details of all the ingredients that have been used has to be clearly stated in a way that consumers can read and understand. Company should not hide any detail or information about the product. The storage details like where to keep, the temperature and storage life has to be given.

5) Companies should make sure that they respond to the consumer's query honestly and on time. Answering to customer's problems and queries will increase reputation of the business. Specially because organic personal care products are applied directly on their body and people might have doubts regardless. A proper customer care service should be available for companies that sell organic PCPs. The companies should also give the instructions on how to use the product behind the product.

6) Business should ensure quality of products as consumers are even ready to pay a premium price for the products. Quality should not be compromised. If the products are appealing enough and price worthy in the eyes of customers, they'll buy the products. As industry is fast growing, businesses should not just focus on profit maximisation. Effective marketing strategies should be used for reaching the customers. Companies should invest more on advertising and promoting the products through all means by highlighting all the important factors of the product.

7) Creating a positive attitude toward buying organic personal care products may be a significant consideration for retailers to increase consumers' purchase intentions for the products, this study suggests that retailers develop effective marketing strategies emphasizing ecological beauty or product safety to satisfy the values of potential consumers. , it suggests that retailers might try to change consumers' perceptions of higher prices to affordable prices using marketing strategies (e.g. discount, advertisement, new product development), which would make consumers believe that they are capable to buy organic personal care products.

8) As people are moving towards a more organic and healthier lifestyle because of the growing importance of health and wellbeing a lot of people are shifting from conventional products to organic PCPs. The place where the organic products are sold also matters, it should be sold in places where consumers often visit like the malls, hypermarkets and online platforms or even opening a store in the brand's name. Establishing a positive attitude toward stores might play an important role in increasing consumers' store purchases as well as enhancing store preferences.

4.3 CONCLUSION

The organic personal care product market in India is rapidly growing. Green and organic markets have grown rapidly in recent times, thanks to the increasing global popularity of having a healthier lifestyle. Rising consumer awareness of the risks of synthetic chemicals for humans as well as the environment has boosted the demand for organic personal care products. Sustainability is an increasingly relevant issue, especially for young adults who are deeply informed on topics of interest and also position themselves on social networks.

the study aims at deepening the current understanding of what factors contribute to the customer attitude of sustainable organic and personal care products among men and women and how often they purchase these products. this study is also focused on finding out the amount of knowledge people has about organic personal care products.

The study analysis was done and the Results confirm that attitude is a strong predictor for purchase intention and willingness to pay. In this manner, as the attitude towards organic PCP increases positively, so does the intention to buy and willingness to pay. one's health and for the environment are the two most commonly-stated motives for purchasing organic PCP.it also showed that subjective knowledge of organic PCP and past experiences affect the customer attitude. This reflects that if consumers perceive themselves having good familiarity and understanding of the features and benefits of organic PCP, they are more likely to generate positive attitudes, which in turn lead to a greater purchase intention.

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ANNEXURE

This questionnaire is administered as part of the data collection efforts in connection with customer attitude towards organic personal care products. A total of 19 questions were added in the questionnaire hoping to get accurate responses. 171 responses were collected through this questionnaire.

QUESTIONNAIRE

1)Name

2)Gender

- Male
- Female
- Other

3)Age group

- Below 20
- 20-25
- 25-30
- 30-35
- 35-40
- Above 40

4) Read the statements given below and choose appropriate options.

	To a Great Extent	Mostly	Somewhat	Very little	Not at all
You reflect on your health a lot					
You are very conscious about your health					
You are generally attentive to your inner feelings about health					

5) To what degree would you agree to the following statements?

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
The balance of nature is very delicate and can be easily upset					
I have switched products for ecological reasons.					
When I have a choice between two equal products. I purchase the one less harmful to other people and the environment.					

6) Have you ever purchased organic personal care products?

- Yes
- No
- Maybe

7) Are you happy with the purchase?

- Very
- Moderately
- Extremely
- Slightly
- Not at all

8) To what degree do you agree to the statements given below?

	Agree Strongly	Agree Moderately	Agree Slightly	Disagree Slightly	Disagree Moderately	Disagree strongly
I know a lot about organic personal care product						
I have great purchasing experience with organic personal care product						
I am familiar with organic personal care product						

I understand the features and benefits of organic personal care product						
My knowledge about organic personal care products is better relative to the people that I know						

9) Read and select the appropriate options given below based on your attitude toward organic personal care products. (1=ineffective, 5=effective)

1 2 3 4 5

10) Do you think organic products are helpful? (1=Not helpful, 5= helpful)

1 2 3 4 5

11) Do you think organic personal care products are functional? (1=Not functional, 5=functional)

1 2 3 4 5

12) Do you think organic personal care products are necessary? (1=not necessary, 5=necessary)

1	2	3	4	5
<hr/>				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13) Do you think organic personal care products are fun? (1=not fun, 5=fun)

1	2	3	4	5
<hr/>				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14) What do you think about organic personal care products? (1=dull, 5=exciting)

1	2	3	4	5
<hr/>				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15) Do you think organic personal care products are delightful? (1=not delightful, 5=delightful)

1	2	3	4	5
<hr/>				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16) Do you think organic personal care products are Thrilling?(1=not thrilling, 5=thrilling)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17) Read the following statements and choose appropriate options based on your intention to purchase.

	<u>Agree</u>	<u>undecided</u>	<u>disagree</u>
If organic personal care products were available in the shops, I would buy them			
I am willing to buy organic personal care products despite their higher prices			
I am willing to buy organic personal care products despite their higher prices			

18) Do you think it is acceptable to pay more for organic personal care products than conventional products?

- Yes
- No
- Maybe

19) Are you willing to spend extra money in order to buy personal care products?

- Yes
- No
- Maybe
