

A STUDY ON CONSUMERS' BRAND PREFERENCE TOWARDS MODERN COSMETICS VS ORGANIC COSMETICS IN CHENNAI CITY

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Abstract. *This examination investigates buyer inclinations among current and natural beauty care products in Chennai City. By dissecting study information, we look at segment impacts, buy ways of behaving, and inspirations for brand decisions. Discoveries uncover more youthful shoppers' tendency towards natural beauty care products, lining up with worldwide patterns towards maintainability and well-being cognizance. The review gives significant bits of knowledge to advertisers and brands in the makeup business.*

Keywords *Organic Cosmetics, Modern Cosmetics, Brand Preference*

INTRODUCTION

The cosmetics business has changed generally over the course of recent years, reflecting greater social developments toward prosperity, well-being, and regular commitment. This study jumps into customer tendencies in Chennai City, focusing in on the creating example of normal excellence care items and its ideas for the high level magnificence care items market.

The reasoning for this study originates from the quick change of purchaser conduct in the makeup business. With Chennai City filling in as a microcosm of metropolitan India, understanding its buyers gives important experiences into more extensive market patterns.

LITERATURE REVIEW

Consumer Preference and Satisfaction Towards Organic Personal Care Brands in Chennai

This study investigates consumer preferences and satisfaction levels regarding organic personal care products in Chennai. It highlights the growing trend of health consciousness among consumers and the significant

relationship between preference and satisfaction for organic brands. The research utilized a sample of 100 consumers and employed various statistical techniques for analysis, including chi-square tests and correlation analysis.

Consumer Brand Preference and Buying Behavior of Cosmetic Products at Coimbatore City

This research focuses on the brand preferences of cosmetic consumers in Coimbatore, analyzing how demographic factors influence buying behavior. The study concludes that family size and income levels significantly affect brand choice, emphasizing the importance of understanding local consumer attitudes toward cosmetics.

Changing Consumer Preferences in the Indian Beauty Industry

According to a FICCI survey, 71% of Indian consumers prefer natural beauty products over synthetic ones. This literature discusses how brands like Mamaearth have gained traction by offering toxin-free products, reflecting a broader shift towards sustainability and health consciousness among consumers in India.

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A Study on Consumer Behaviour Towards Cosmetic Products in Chennai

This study covers consumer behavior related to cosmetic purchases in Chennai, focusing on factors influencing buying decisions. It analyzes the attitudes of women consumers towards various cosmetic categories such as skincare, haircare, and eye care, revealing a gradual shift towards organic options.

Factors Influencing Consumer Buying Behavior Towards Organic Cosmetics

This literature review explores various factors that motivate consumers to choose organic cosmetics over traditional options. It highlights the importance of product quality, safety concerns regarding synthetic ingredients, and the growing awareness of environmental issues as key drivers of consumer preference.

Consumer Attitudes Towards Herbal Cosmetics: An Indian Perspective

This research investigates consumer attitudes towards herbal cosmetics in India, emphasizing quality consciousness and brand loyalty among consumers. The findings indicate a positive correlation between income levels and spending on herbal products, suggesting that higher-income consumers are more inclined to purchase organic cosmetics.

METHODOLOGY

Problem Statement

The investigation issue in this study twirls around the limited perception of the nuanced factors affecting customer tendencies for present day versus regular magnificence care items in Chennai City.

DATA SPECIFICATION

The makeup business in Chennai is seeing a developing division in buyer inclinations between present day beauty care products and natural beauty care products. Current beauty care products are ordinarily connected with cutting edge details, engineered fixings, and adequacy in tending to explicit skin and magnificence concerns. Conversely, natural beauty care products accentuate regular fixings, manageability, and well-being cognizant decisions, interesting to ecologically mindful and well-being centered shoppers.

This change in inclination is driven by variables, for example, expanded familiarity with expected results of engineered synthetic substances, the impact of showcasing methodologies, way of life changes, and a developing accentuation on manageability. Notwithstanding, the hidden inspirations, boundaries, and determinants of these inclinations stay muddled.

The shortage of granular data and encounters obvious for metropolitan Indian business areas disturbs the limit of brands and policymakers to address these propelling tendencies effectively. This study intends to fill these openings by giving a point by point assessment of customer lead and tendencies in Chennai City.

Data Collection

Items of Cosmetics

About six items of cosmetics that are normally used by consumers have been selected for the study. They are:

- Bathing Soap
- Shampoo
- Hair Oil
- Perfume
- Sun Screen
- Moisturiser

Sample Size

A sample of 520 chennai people (both male and female) are selected as respondents on the basis of stratified random sampling method.

Table 1: Descriptives of Respondents

Demographic Variable	Category	Count	Percentage
Age	18-24 years	154	29.61
	25-35 years	228	43.84
	36-45 years	100	19.23
	Above 45 years	38	7.3

Demographic Variable	Category	Count	Percentage
Gender	Male	215	41.34
	Female	305	58.64
Personal Income	Below 20,000	110	21.15
	20,001 - 40,000	150	28.84
	40,001 - 60,000	96	18.46
	60,001 - 80,000	75	14.42
	Above 80,000	43	8.26
	Student/Unemployed	46	8.84

RESULTS AND DISCUSSION

From the data collected these are the results in each product range:

Table 2: Consumer Soap Preference

Sr. No.	Soap Preference	No. of Respondents	Percentage
1	Vilvah	81	15.58
2	Khadi naturals	32	6.15
3	Cinthol	107	20.58
4	Biotique	50	9.62
5	Dove	84	16.15
6	Lux	66	12.69
7	Lifebuoy	64	12.31
8	Forest essentials	36	6.92

The information shows Cinthol as the most favored designed (20.58%), trailed by Dove (16.15%) and Vilvah (15.58%). While present day brands like Cinthol, Dove, Lux, and Lifebuoy rule with their spread out notorieties, customary cleaning specialists like Vilvah, Biotique, and Forest

essentials district rudiments overall a making interest in standard things. Khadi Naturals has the most un-propensity (6.15%), mirroring its specialty advance. This components a blend of standard trust and a rising tendency toward ordinary various decisions.

Table 3: Consumer Hair Oil Preference

Sr. No.	Hair Oil Preference	No. of Respondents	Percentage
1	Parachute	151	29.04
2	Dabur	32	6.15
3	Kama ayurveda	14	2.69
4	VVD Coconut oil	142	27.31
5	Biotique	31	5.96
6	Vilvah	63	12.12
7	Forest essential	48	9.23
8	Vatika	39	7.50

Parachute (29.04%) and VVD Coconut Oil (27.31%) dominate the hair oils market preferably owing to their affordability and reputation. Organic hair oils such as Vilvah (12.12%), Forest Essentials (9.23%) and Biotique (5.96) demonstrate an increasing preference towards such

products. However, Dabur (6.15%) and Kama Ayurveda (2.69%) cater to a more niche market. This indicates a strong preference for established brands, while the organic segment is catching up.

Table 4: Consumer Sunscreen Preference

Sr. No.	Sunscreen Preference	No of Respondents	Percentage
1	Lakme	58	11.1538
2	Himalaya	65	12.5000
3	Vaseline	33	6.3462
4	Garnier	24	4.6154
5	Biotique	53	10.1923
6	Vilvah	166	31.9231
7	Forest essential	64	12.3077
8	Kama ayurveda	57	10.9615

As demonstrated in the table, the respondents in Chennai City showed a strong preference for five out of the available sunscreen brands. From the results, it can be noted that the choices were varied, the most preferred brand being Vilvah with a total of 31.92% of the votes. In close margins were Himalaya and Forest Essential with each accounting to around 12% of the preferences. Lakme, Biotique and Kama Ayurveda also managed to secure a fair share of the respondents votes in the range of 10-11%. Whereas, Lesser preferences were shown towards Vaseline and Garnier having 6.35% and 4.62% respectively.

Table 5: Consumer Shampoo Preference

Sr. No.	Shampoo Preference	No. of Respondents	Percentage
1	Biotique	39	7.50
2	Forest Essentials	55	10.58
3	Clinic plus	61	11.73
4	Dove	87	16.73
5	Head & Shoulders	34	6.54
6	Kama Ayurveda	65	12.50
7	Loreal	91	17.50
8	Vilvah	88	16.92

The graph illustrates the brand of shampoo respondents preferred the most to the least in the zone of the Chennai City. The analysis suggests a number of brands popularity, with Loreal being the most favored brand, having a ratio of 17.50 percent. For the respondents, Dove is the second most popular shampoo at 16.73 percent. Vilvah and Kama Ayurveda also received 16.92 percent and 12.50 percent respectively. About 10-11% of respondents supported Forest Essentials, Clinic Plus, and Head & Shoulders. Biotique on the other hand, was the least preferred with only 7.50% of the preferences.

Table 6: Consumer Perfume Preference

Sr. No.	Perfume Preference	No of Respondents	Percentage
1	Biotique	18	3.46
2	Forest Essentials	58	11.15
3	Yardley	88	16.92
4	Axe	45	8.65
5	Fogg	64	12.31
6	Dove	70	13.46
7	Just herbs	89	17.12
8	Vilvah	88	16.92

The table illustrates the preferences of respondents that answered the types of perfumes in Chennai City. The analysis shows a variation in the choices made, with Yardley and Just Herbs being the most chosen brands, each with 16.92% of the votes. Dove and Fogg were also popular, with selected votes of 13.46% and 12.31% respectively. Forest Essentials and Vilvah each got about 11-16 percent approval of the respondents. On the other hand, Biotique and Axe were the least preferred at 3.46 percent and 8.65 percent respectively.

Table 7: Consumer Moisturiser Preference

Sr. No.	Moisturiser Preference	No. of Respondents	Percentage
1	Lakme	17	3.27
2	Dove	71	13.65
3	Kama ayurveda	69	13.27
4	Forest essentials	66	12.69
5	Nivea	64	12.31
6	Biotique	21	4.04
7	Vaseline	108	20.77
8	Vilvah	104	20.00

The table outlines the popularity of moisturizer brands that each of the respondents from Chennai City favor. The popularity of the brands does seem to be very versatile with Vaseline being on the forefront receiving 20.77% of votes. Vilvah is nearly similar to Vaseline with 20.00% of the respondents voting for it. Dove, Kama Ayurveda, and Forest Essentials received substantial support with 13.65%, 13.27%, and 12.69% of preferences respectively. Nivea also secured a significant share with 12.31% of the respondents' favor. In contrast, Lakme and Biotique had the lowest preference rates, with 3.27% and 4.04% respectively.

Table 8: Reason for Consumer's Choice

Sr. No.	Preference	No. of Respondents	Percentage
1	Eco Friendly	146	28.08
2	Social trends	178	34.23
3	Cost	120	23.08
4	Allergy	76	14.62

Social trends appeared to be the most important determinant, accounting for 34.23% of the respondents. This suggests that social media, influencer marketing, and peer recommendation are very important in determining what consumers will prefer. Eco friendliness emerged as the second most important factor with 28.08% of the respondents considering it first. This indicates a shift in attitude and concern for the environment among consumers in Chennai. Price was an important factor for 23.08% of the respondents further indicating that it is important to many consumers that having cosmetics that are economically priced is important. Allergy worries were a factor for 14.62% of the respondents, which seems to be one of the consumers' sensitivities since it should be non-irritating or hypoallergenic skincare products.

Table 9: Consumer Spending Preference on Cosmetics

Sr. No.	Preference	No. of Respondents	Percentage
1	500 – 1000	213	40.96
2	1000-2000	152	29.23
3	Below 500	105	20.19
4	Above 2000	50	9.62

The distribution of Chennai City citizens and their preferred spending range regarding cosmetics is shown in the table above. A majority of the respondents fall in the range of spending between ₹500 to ₹1000 with the percentage of 40.96. In this case, the amount of respondents who wish to spend between 1000 to 2000 falls second and are roughly about 29.23%. Merely a small number out of the total of respondents are only willing to spend below ₹500 at a rate of about 20.19%. The count of people who were interested in spending higher than 2000 on cosmetic products was only 9.62%. Overall, the statistics indicate that the population in Chennai City are not very spendthrift regarding cosmetics with their spending being from ₹500 to ₹2000, However a relatively smaller portion is willing to invest heavily in high end cosmetics.

Table 10: Preference Based on Gender

Gender	Modern Cosmetics	Organic Cosmetics	Total
Female	174	131	305
Male	134	81	215
Sum	308	212	520

Hypothesis

- *Null Hypothesis (H₀):* There is no significant difference in the preference scores for cosmetic types (modern vs. organic) between males and females.
- *Alternative Hypothesis (H₁):* There is a significant difference in the preference scores between males and females.

Table 11: Statistical Analysis

χ^2	1.45
df	1.00
p-val	0.23
T-test	0.07
Chi sq test	0.34

Since the value of T-Test and Chi square test are > 0.05 we accept the alternate hypothesis, thus there is a significant difference in the preference between males and females.

Findings

- *Soaps:* Cinthol (20.58%) leads the market among the modern brands, while Vilvah (15.58%) caters to the emerging income in natural cleaners. Khadi Naturals has the lowest preference (6.15%), highlighting its niche demand.
- *Hair Oils:* Traditional brands like Parachute (29.04%) and VVD Coconut Oil (27.31%) dominate due to value for money and brand equity. Natural options such as Vilvah (12.12%) and Timberland Basics (9.23%) are gaining some ground.
- *Sunscreens:* Vilvah leads with 31.92%, showing major areas of strength for a natural choices in this classification. Present day brands like Himalaya and Lakme drag along with around 10-12% each.
- *Shampoos:* L'Oréal (17.50%) and Pigeon (16.73%) overwhelm the market, yet Vilvah (16.92%) and Kama Ayurveda (12.50%) show a huge shift toward natural items.

- *Perfumes*: Yardley and Just Spices lead (16.92%), with natural brands like Vilvah and Woodland Basics showing developing interest (11-16%).
- *Moisturiser*: Vaseline (20.77%) remains the most well known, yet natural brands like Vilvah (20.00%) and Kama Ayurveda (13.27%) are getting up to speed.
- Majority of the respondents (40.96%) prefer to blow through ₹500-₹1000 on beauty care products, followed by 29.23% who settle for ₹1000-₹2000.
- *Social Trends*: The greatest factor (34.23%), which is powered by influential advertising and peer suggestions.
- *Eco-Friendliness*: A pretty robust motivator (28.08%), signifying a growing trend for affordable and eco-friendly products.
- *Cost*: A big concern (23.08%), especially for thrifty buyers.
- *Sensitivity Issues*: 14.62%, reflecting a desire for hypoallergenic and sensitive-skin-friendly products.
- There is a significant difference in the preference between males and females.

Suggestions

For Modern Cosmetic Brands

- Put resources into maintainable practices and eco-accommodating bundling to engage earth cognizant customers.
- Influence online entertainment showcasing and joint efforts with powerhouses to keep up with importance and reinforce market presence.

For Organic Cosmetic Brands

- Center around reasonableness to draw in a bigger customer base while keeping up with item quality.
- Increment perceivability through designated publicizing, stressing the advantages of natural fixings.
- Grow item openness by joining forces with web based business stages and actual retail locations.

CONCLUSION

The review features a double pattern in Chennai City's beauty care products market: a fortress of laid out current brands because of their standing and reasonableness, close by a developing tendency toward natural options driven by eco-neighborliness and social patterns. While current beauty care products overwhelm, natural brands like Vilvah and Forest Essentials are building up some forward movement, especially in classes like sunscreen, soaps and perfumes.

Therefore the result is towards modern cosmetics but organic cosmetics are also competitive with marginal difference only and there is a significant difference in the preference between males and females

Customer inclinations are progressively molded by online entertainment impact, ecological cognizance, and moderateness. This presents an exceptional chance for both current and natural brands to enhance and adjust to developing business sector requests. By zeroing in on supportability, moderateness, and viable promoting, brands can take special care of the different inclinations of Chennai's buyers and secure an upper hand in this powerful market.

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