

Consumer Buying Behaviour Towards Himalaya Herbal Skincare Products

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Abstract- *This research study focuses on understanding consumer buying behaviour towards herbal skincare products with special reference to Himalaya Herbals. The increasing awareness regarding chemical-free and natural skincare solutions has led to a major shift in consumer preferences. The study aims to analyze consumer perception, identify key factors influencing purchase decisions, and examine the role of demographic variables in shaping consumer behaviour. Data was collected through structured questionnaires and analyzed using percentage and frequency methods. The results indicate that quality, natural ingredients, brand trust, pricing, and social media influence are the major determinants of consumer buying behaviour. The study also highlights the importance of digital marketing and customer satisfaction in building long-term brand loyalty.*

Index Terms- *Consumer Behaviour, Herbal Skincare, Himalaya Herbals, Brand Trust, Purchase Decision, Customer Satisfaction, Natural Products*

I. INTRODUCTION

The skincare industry in India has witnessed rapid growth over the past decade. This growth is largely driven by increasing awareness about personal grooming, rising disposable income, and the influence of digital media. Consumers today are more informed and conscious about the products they use on their skin. As a result, there has been a significant shift from chemical-based skincare products to herbal and natural alternatives.

Herbal skincare products are perceived as safer, environmentally friendly, and free from harmful chemicals. This perception has led to a growing demand for herbal brands in the market. Himalaya Herbals is one of the most well-known brands in this

segment, offering a wide range of skincare products based on Ayurvedic formulations.

The company has built a strong reputation through consistent quality, affordability, and wide availability. However, with increasing competition from other brands, it becomes essential to understand consumer behaviour and preferences. This study aims to provide insights into consumer perception and the factors influencing their buying decisions.

II. OBJECTIVES OF THE STUDY

1. To examine consumers perceptions and attitudes regarding Himalaya Herbals skincare products.
2. To determine the key factors that drive purchasing behaviour toward Himalaya herbal skincare items.
3. To evaluate how demographic variables influence consumer preferences for Himalaya Herbals skincare products.

III. METHODOLOGY

The study adopts a descriptive research design, which is suitable for analyzing consumer behaviour and identifying patterns. The research is based on both primary and secondary data sources.

Primary Data: Collected through structured questionnaires distributed among respondents. The questionnaire included multiple-choice questions and Likert scale items to measure consumer perception, satisfaction, and buying behaviour.

Secondary Data: Collected from research journals, articles, company reports, and online sources to support the study.

Sampling Technique: Convenience sampling method was used to select respondents based on availability and willingness.

Sample Size: Approximately 75–100 respondents participated in the study.

Statistical Tools Used: Percentage analysis, frequency distribution, and simple interpretation techniques were applied to analyze the data.

IV. LITERATURE REVIEW

Various studies have been conducted to understand consumer behaviour towards herbal skincare products. According to Kotler and Keller, consumer behaviour is influenced by cultural, social, personal, and psychological factors.

Research indicates that consumers prefer herbal products due to their perceived safety and natural composition. Brand trust and product quality play a crucial role in influencing purchase decisions.

Studies also highlight the importance of marketing strategies, packaging, and digital influence in shaping consumer preferences. Social media platforms and online reviews have become key sources of information for consumers.

Overall, the literature suggests that consumer awareness, perception, and trust are the primary factors driving the growth of the herbal skincare market.

V. FINDINGS

The analysis of data reveals that a majority of respondents are aware of Himalaya products, indicating strong brand recognition in the market. Quality and natural ingredients are identified as the most important factors influencing consumer purchase decisions. Consumers prefer products that are safe and effective.

Social media and advertisements play a significant role in influencing consumer awareness and buying behaviour. Many respondents reported that they came to know about the brand through digital platforms.

Younger consumers, particularly those aged between 18–25, show a higher preference for herbal skincare products. This indicates a trend towards natural and sustainable products among the youth.

Most respondents expressed satisfaction with Himalaya products, although a small percentage remained neutral, indicating scope for improvement.

VI. DISCUSSION

The findings suggest that consumer perception towards herbal skincare products is highly positive. Himalaya has successfully positioned itself as a natural and trustworthy brand.

However, increasing competition from emerging brands requires continuous innovation and effective marketing strategies. Companies must focus on product differentiation and customer engagement. Digital marketing plays a crucial role in influencing consumer behaviour. Social media platforms, influencers, and online reviews significantly impact purchase decisions.

Demographic factors such as age, income, and occupation also influence consumer preferences. Younger consumers are more inclined towards herbal products, while price sensitivity is higher among low-income groups.

VII. SUGGESTIONS

The company should focus on improving product awareness through effective marketing strategies.

Enhancing customer engagement and loyalty programs can help in retaining existing customers. Continuous product innovation and quality improvement are essential to stay competitive in the market.

Expanding digital marketing efforts can further strengthen brand visibility and reach.

VIII. CONCLUSION

The study concludes that Himalaya Herbals has a strong position in the herbal skincare market.

Consumers prefer the brand due to its natural ingredients, affordability, and trustworthiness.

The research highlights that consumer buying behaviour is influenced by multiple factors including quality, price, brand image, and marketing strategies.

With increasing demand for herbal products, the future of the skincare industry appears promising. Companies that focus on innovation, quality, and customer satisfaction will be able to achieve long-term success.

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