



# A STUDY ON CONSUMER BUYING BEHAVIOUR AND ATTITUDE TOWARDS ORGANIC COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

1S VASANTH, 2B. RAMYA

1Student , 2Associate professor

1Sri Ramakrishna College Of Arts And Science ,

2Sri Ramakrishna College Of Arts And Science

## Abstract:

This study investigates consumer buying behavior and attitudes towards organic cosmetic products in Coimbatore city, India. The research aims to evaluate consumer awareness, brand perceptions, and demographic profiles related to organic cosmetics. The study explores factors such as ingredient transparency, health considerations, sustainability preferences, and the influence of marketing strategies on consumer choices. Data was collected through a cross-sectional survey using convenience sampling, with quantitative analysis techniques employed for data interpretation. Findings indicate a strong interest in organic cosmetics among the youth demographic, with positive attitudes towards product safety and eco-friendliness. Influential factors include recommendations from friends and family, brand reputation, and the importance of organic labeling. Pricing and affordability remain significant considerations for consumers across diverse income brackets. Recommendations include targeted marketing strategies, educational initiatives, and product transparency to meet evolving consumer expectations. Overall, the study provides insights for businesses to align their strategies with consumer preferences and capitalize on the growing demand for organic cosmetics in Coimbatore city.

**Keywords:** Consumer buying behavior, Attitudes, Organic cosmetic products, Coimbatore city, Sustainability, Brand perception, Demographic profile, Awareness, Ingredient transparency, Health considerations

## INTRODUCTION:

The introduction sets the stage for a study that focuses on understanding how consumers behave and what attitudes they hold when it comes to Indian organic cosmetic products. In today's ever-changing market, there's a notable movement towards sustainability, particularly in the beauty industry. This study aims to thoroughly investigate and uncover the factors that influence consumers' choices in this specific domain. By examining evolving trends and preferences, the goal is to offer a comprehensive insight into the intricate dynamics that play a role in consumers' decisions when it comes to selecting organic beauty products in the Indian market. The invitation to "join us on a journey" adds a sense of exploration and discovery to the study. In a dynamic market landscape, the beauty industry is witnessing a significant shift towards sustainability and organic choices. This study delves into the intricate realm of consumer behavior and attitudes concerning Indian organic cosmetic products. By unraveling evolving trends and preferences, we aim to provide a comprehensive understanding of the factors influencing purchasing decisions in this burgeoning sector. Join us on a journey to explore the intricate dynamics that shape consumer choices in the realm of organic beauty.

## REVIEW OF LITERATURE:

**Sabahat Shakeel (2019)** Consumer Buying Behaviour towards Organic Cosmetics versus Non-Organic Cosmetics the study the researcher has analysed the factor which changes the consumer buying behaviour Primary data has been collected for the study and the result of this research has been found that consumers are showing more interest to purchase an organic product than the un-organic cosmetic products.

**Dr K. Vijaya Venkatesh (2022)** "consumer buying behaviour towards organic cosmetic product" In the contemporary era, heightened consumer awareness extends to both internal and external product choices, with a notable emphasis on skincare post-pandemic. Organic products have gained substantial favor, particularly in the realm of skincare. Despite the broad definition of cosmetics, prevalent in many countries, Western perspectives often limit it to makeup items like lipstick, mascara, and others.

**Sidra Ishaq (2021)** this study discussed about the Factors Influencing Female Purchase Behavior for Organic Cosmetic Products. It investigates the consumer buying behaviour towards organic cosmetic products, consumers thoughts are associated with environmental and health benefits. The result of the study shows that the consumers are more conscious about the products which are used for their skin care, thus the consumer thought has differ from other products than the cosmetic products.

**Aditya Singhal (2021)** "Impacts of health and environmental consciousness on young female consumers' attitude towards and purchase of natural beauty products" This study investigated how 210 young female college students in the US approach beauty product shopping, emphasizing preferences for natural products. Health and environmental consciousness significantly influenced the importance placed on beauty product attributes. Environmental consciousness had a stronger impact on the frequency of natural beauty product purchases. Additionally, both health and environmental consciousness were linked to respondents' perceived knowledge of beauty products and ability to distinguish between natural and conventional options.

**Prof K Kumaran (2020)** "Factors Influencing on Purchase Intention towards Organic and Natural Cosmetics" This study explores the impact of Consumer Attitude (CA), Subjective Norm (SN), Perceived Behavioral Control (PBC), and Consumers' Past Experiences (PE) as independent variables on the Purchase Intention for Organic and Natural Cosmetic Products (PIOC). Conducted in the Colombo District with a sample of 200 consumers above 15 years old, the research utilized a close-ended questionnaire and employed multiple regression analysis through Software. Notably, Consumer Attitude emerged as the most influential predictor. The study suggests that retailers can enhance marketing strategies by focusing on ecological beauty, product safety, and affordability to boost

## STATEMENT OF THE PROBLEM:

"In the realm of organic cosmetic products, understanding the intricate interplay between consumer buying behavior and attitudes is crucial. The problem at hand revolves around deciphering the multifaceted factors that shape consumers' decisions and perceptions regarding organic cosmetics. Key elements include ingredient transparency, health and safety considerations, sustainability preferences, brand reputation, and the impact of educational initiatives. The challenge is not only to recognize these factors but also to discern their

relative significance and influence on consumer choices. Addressing this problem is essential for businesses to tailor their strategies effectively, aligning products with the evolving expectations of consumers and positioning themselves optimally in the competitive landscape of the organic cosmetic market."

### **OBJECTIVE:**

- To examine the demographic profile of organic cosmetic products.
- To evaluate consumer awareness.
- To assess the reputation of a brand.

### **RESEARCH METHODOLOGY**

#### **Research Design:**

The research design will be a cross-sectional study, aiming to collect data from a diverse sample of consumers in Coimbatore city.

A quantitative approach will be employed to gather numerical data and analyze patterns and relationships among variables.

#### **Sampling Technique:**

The target population will consist of consumers residing in Coimbatore city who have purchased or shown interest in organic cosmetic products.

A convenience sampling technique will be utilized due to its practicality in accessing respondents easily. However, efforts will be made to ensure a diverse representation across demographics such as age, gender, income, education, and occupation.

#### **Data Collection Method:**

- The questionnaire will include both closed-ended and Likert scale questions to gather quantitative data on consumer perceptions, attitudes, and buying behavior towards organic cosmetic products.
- Data will be collected through face-to-face interviews, online surveys, or a combination of both methods, depending on the feasibility and accessibility of the target population.\

#### **Data Analysis:**

Descriptive statistics will be used to summarize the demographic profile of respondents and their responses to survey questions.

Inferential statistics techniques such as chi-square tests, correlation analysis, and regression analysis will be employed to examine relationships between variables and identify significant predictors of consumer behavior and attitudes.

Rank analysis will be conducted to prioritize factors influencing purchasing decisions based on respondents' perceptions.

## DATA ANALYSIS AND INTERPRETATION

### AGE

The data reveals a breakdown of responses based on age groups. The majority of respondents, 61.70%, fall within the 18-22 years range, followed by 23-27 years at 24.20%. The participation gradually decreases in older age brackets, with 28-32 years constituting 8.30%, 33-37 years at 3.30%, and individuals aged 38 years or above making up 2.50% of the responses. This indicates a strong presence of younger demographics, with a decline in engagement as age increases.

### Gender

S.no	Particulars	No of Responses	Percentage
1	Male	54	45%
2	Female	66	55%

The data illustrates the distribution of responses based on gender. Among the respondents, 45% identify as male, with 54 responses. Meanwhile, the majority of responses, totaling 55%, come from individuals identifying as female, with 66 responses. This breakdown showcases a slightly higher participation rate from females compared to males, indicating a balanced representation across gender demographics.

### Annual income

S.no	Particulars	No of Responses	Percentage
1	18-22 years	74	61.70%
2	23-27 years	29	24.20%
3	28-32 years	10	8.30%
4	33-37 years	4	3.30%
5	38 years or above	3	2.50%

  

S.no	Particulars	No of Responses	Percentage
1	Less than 1,00,000	57	47.50%
2	1,00,000 – 2,00,000	30	25%
3	2,00,000 – 5,00,000	24	20%
4	Above 5,00,000	9	7.50%

The data shows the distribution of responses across income brackets. The majority of respondents, 47.50%, reported an income of less than 1,00,000. Following this, 25% reported incomes between 1,00,000 to 2,00,000, while 20% fell within the bracket of 2,00,000 to 5,00,000. A smaller proportion, 7.50%, reported incomes above 5,00,000. This breakdown offers insights into the income diversity among respondents, with a notable concentration in lower income brackets.

### Occupation

S.no	Particulars	No of Responses	Percentage
1	Profession	26	21.70%
2	Employee	37	30.80%
3	Self employed	20	16.70%
4	Unemployee	37	30.80%

The data reveals the following distribution of responses based on employment status: 21.70% identified as professionals, 30.80% as employees, 16.70% as self-employed, and another 30.80% as unemployed.

### Education qualification

S.no	Particulars	No of Responses	Percentage
1	Higher secondary	16	13.30%
2	Diploma	15	12.50%
3	UG degree	67	55.80%
4	PG degree	19	15.80%
5	Doctorate	3	2.50%

The data showcases the distribution of responses based on educational qualifications. The majority of respondents, at 55.80%, hold undergraduate degrees, followed by 15.80% with postgraduate degrees. Additionally, 13.30% reported having a higher secondary education, 12.50% held diplomas, and a smaller proportion, 2.50%, indicated possessing doctorates. This breakdown offers insights into the educational backgrounds of the respondents, highlighting a diverse range of qualifications represented in the dataset.

### Marital status

S.no	Particulars	No of Responses	Percentage
1	Married	33	27.50%
2	Unmarried	87	72.50%

The data reveals the distribution of responses regarding marital status. Among the respondents, 27.50% reported being married, while the majority, comprising 72.50%, indicated being unmarried. This breakdown highlights a higher prevalence of unmarried individuals within the dataset, suggesting a diverse representation of marital statuses among the respondents.

### Members in a family

S.no	Particulars	No of Responses	Percentage
1	2 to 3	42	35%
2	3 to 5	63	52.50%
3	Above 5	15	12.50%

The data delineates the distribution of responses concerning the number of family members. Among the respondents, 35% reported having 2 to 3 family members, while the majority, comprising 52.50%, indicated a family size ranging from 3 to 5 members. Additionally, 12.50% of respondents reported having more than 5 family members. This breakdown offers insights into the diversity of family sizes represented in the dataset, with a significant portion falling within the 3 to 5 member range.

### Do you believe that using organic cosmetic products is better for your skin and overall health

S.no	Particulars	No of Responses	Percentage
1	Strongly agree	46	38.30%
2	Agree	28	23.30%
3	Neutral	31	25.80%
4	Disagree	9	7.50%
5	Strongly disagree	6	5%

The data illustrates the distribution of responses across different agreement levels. Among the respondents, 38.30% strongly agreed with the statement, while 23.30% expressed agreement. A significant portion, comprising 25.80%, remained neutral in their stance. Conversely, 7.50% disagreed with the statement, and 5% strongly disagreed. This breakdown offers insights into the diversity of opinions and the range of

agreement levels among the respondents, reflecting varying degrees of agreement or disagreement with the statement presented

### How important is the organic label when choosing cosmetic products?

S.no	Particulars	No of Responses	Percentage
1	Very important	47	39.20%
2	Somewhat important	37	30.80%
3	Neutral	15	12.50%
4	Not very important	14	11.70%
5	Not important at all	7	5.80%

The data presents responses indicating the perceived importance level, reflecting the diverse perspectives of the respondents. Among them, 39.20% expressed that the subject matter is "very important," while 30.80% considered it "somewhat important." A smaller proportion, comprising 12.50%, remained neutral regarding its importance. Conversely, 11.70% deemed it "not very important," and 5.80% asserted that it is "not important at all." This breakdown demonstrates the spectrum of opinions regarding the significance of the subject matter, encompassing varying degrees of importance as perceived by the respondents.

### What sources of information do you rely on when deciding to purchase organic cosmetic products?

S.no	Particulars	No of Responses	Percentage
1	Online reviews	30	25%
2	Social media	33	27.50%
3	Friends and family	44	36.70%
4	In store information	13	10.80%

The data depicts the sources of influence reported by respondents, reflecting the diverse channels through which they seek information or make decisions. Among them, 25% rely on online reviews, while 27.50% turn to social media for guidance. Friends and family play a significant role, with 36.70% of respondents citing their recommendations as influential. In-store information holds sway for 10.80% of respondents. This breakdown underscores the multifaceted nature of decision-making processes, incorporating inputs from various sources such as online platforms, social networks, personal connections, and in-person experiences.

### How important is the eco-friendliness and sustainability of a brand when choosing organic cosmetic products?

S.no	Particulars	No of Responses	Percentage
1	Very important	47	39.20%
2	Somewhat important	34	28.30%
3	Neutral	26	21.70%
4	Not very important	9	7.50%
5	Not important at all	4	3.30%

The data reveals insights into the perceived importance level among respondents. Among them, 39.20% considered the subject matter to be "very important," while 28.30% regarded it as "somewhat important." Additionally, 21.70% expressed a neutral stance regarding its importance. Conversely, 7.50% deemed it "not very important," and a smaller proportion, comprising 3.30%, asserted that it is "not important at all." This breakdown highlights the diversity of perspectives regarding the significance of the subject matter among the respondents.

### How familiar are you with organic cosmetic products available in Coimbatore?

S.no	Particulars	No of Responses	Percentage
1	Very familiar	48	40%
2	Somewhat familiar	48	40%
3	Neutral	13	10.80%
4	Unfamiliar	11	9.20%

The data provides insights into respondents' familiarity with a specific subject matter. Among them, 40% reported being "very familiar," while an additional 40% described themselves as "somewhat familiar." Meanwhile, 10.80% expressed a neutral stance regarding their familiarity, and 9.20% stated being "unfamiliar" with the subject matter. This breakdown suggests a mixed level of familiarity among respondents, with a significant portion feeling either very or somewhat familiar, while others are less so or remain neutral on the subject.

### What factors contribute to your positive attitude towards purchasing organic cosmetic products?

S.no	Particulars	No of Responses	Percentage
1	Positive reviews	42	35%
2	Recommendation from friends and family	44	36.70%
3	Influence of social media	24	20%
4	Availability in local store	10	8.30%

The data reveals the sources of influence cited by respondents in their decision-making processes. Among them, 35% indicated that positive reviews play a significant role, while a slightly higher proportion, comprising 36.70%, rely on recommendations from friends and family. Social media also wields influence, with 20% of respondents considering it in their decisions. Additionally, 8.30% noted the availability of products in local stores as a contributing factor. This breakdown underscores the diverse array of channels through which individuals are influenced, encompassing both online platforms and personal recommendations from their social circles.

### How important is trust and credibility in your choice of organic cosmetic brands in Coimbatore?

S.no	Particulars	No of Responses	Percentage
1	Important	50	41.70%
2	Neutral	41	34.20%
3	Not important	21	17.50%
4	Not sure	8	6.70%

The data provides insights into respondents' perceptions of the importance level regarding a specific subject matter. Among them, 41.70% deemed it "important," while 34.20% expressed a "neutral" stance. On the other hand, 17.50% considered it "not important," and a smaller proportion, comprising 6.70%, expressed uncertainty by selecting "not sure." This breakdown illustrates the diverse range of opinions among respondents regarding the significance of the subject matter, with varying levels of importance attributed to it.

### How effective do you find marketing and promotional strategies in influencing your perception of organic cosmetic products?

S.no	Particulars	No of Responses	Percentage
1	Effective	43	35.80%
2	Somewhat effective	47	39.20%
3	Neutral	21	17.50%
4	Not effective	9	7.50%

The data provides insights into respondents' perceptions regarding effectiveness. Among them, 35.80% considered the aspect to be "effective," while a slightly higher proportion, comprising 39.20%, deemed it "somewhat effective." Additionally, 17.50% expressed a neutral stance, neither affirming nor denying its effectiveness. On the contrary, 7.50% of respondents regarded it as "not effective." This breakdown highlights the diverse range of opinions among respondents regarding the effectiveness of the aspect in question, with varying degrees of confidence in its efficacy.

### To what extent does pricing and affordability influence your decision to buy organic cosmetic products?

S.no	Particulars	No of Responses	Percentage
1	Very influential	43	35.80%
2	Influential	42	35%
3	Neutral	25	20.80%
4	Not influential	10	8.30%

The data reveals respondents' perceptions of influence, showcasing a diverse spectrum of opinions. Among them, 35.80% considered the factor to be "very influential," while an additional 35% deemed it "influential." Meanwhile, 20.80% expressed a neutral stance regarding its influence. In contrast, 8.30% of respondents regarded it as "not influential." This breakdown underscores the range of perspectives among respondents regarding the level of influence exerted by the factor in question.

### To what extent does the absence of harmful chemicals in organic cosmetics affect your purchasing decision?

S.no	Particulars	No of Responses	Percentage
1	Very important	42	35%
2	Important	39	32.50%
3	Neutral	22	18.30%
4	Less important	17	14.20%

The data provides insights into respondents' perceptions of importance, revealing a diverse range of opinions. Among them, 35% considered the aspect to be "very important," while 32.50% deemed it "important." Additionally, 18.30% expressed a neutral stance regarding its importance. Conversely, 14.20% of respondents regarded it as "less important." This breakdown underscores the spectrum of perspectives among respondents regarding the level of importance assigned to the aspect in question.

### How important is the organic certification of cosmetic products in influencing your choice as a consumer in Coimbatore?

S.no	Particulars	No of Responses	Percentage
1	Very important	49	40.85
2	Important	38	31.70%
3	Neutral	22	18.30%



4	Less important	11	9.20%
---	----------------	----	-------

The data provides an overview of respondents' perceptions regarding the importance of a certain aspect. Among them, 40.85% considered it "very important," while 31.70% deemed it "important." Additionally, 18.30% expressed neutrality toward its importance, while 9.20% regarded it as "less important." This breakdown highlights the diversity of perspectives among respondents, showcasing varying degrees of importance attributed to the aspect in question.

### RANK ANALYSIS

Factors	1	2	3	4	5	total score	Weighted score	rank
	5	4	3	2	1			
Ingredients	41	7	9	18	45	120	2.8417	1
	205	28	27	36	45	341		
Brand Reputation	4	39	14	30	33	120	2.6917	2
	20	156	42	60	45	323		
Eco friendly packing	7	11	35	25	42	120	2.3	3
	35	44	105	50	42	276		
Price	8	9	25	40	38	120	2.2417	5
	40	36	75	80	38	269		
Certification	5	15	19	34	47	120	2.1417	8
	25	60	57	68	47	257		
Personal recommendation	6	13	19	40	42	120	2.175	7
	30	52	57	80	42	261		
Health benefits	9	9	27	25	50	120	2.1833	6
	45	36	81	50	50	262		
Product reviews	6	17	23	34	40	120	2.2917	4
	30	68	69	68	40	275		

The data provided reveals that consumers prioritize factors such as ingredients and brand reputation when making purchasing decisions. "Ingredients" ranked highest, emphasizing consumers' focus on product composition, followed closely by "Brand Reputation." While eco-friendliness and price are also considered, they hold relatively lower importance. Factors like certification, personal recommendation, and health benefits exhibit moderate influence. Overall, understanding these preferences can guide businesses in tailoring their products and marketing strategies to better meet consumer needs and expectations.

## CHI-SQUARE

## Age &amp; How important is the organic label when choosing cosmetic products?

CHI SQUARE TEST RESULT	CHI SQUARE STATIC	DEGREE OF FREEDOM	SIGNIFICANCE LEVEL	CRTICAL CHI-SQUARE VALUE	CONCLUSION
VALUE	24.173	16	0.05	26.296	Not significant

The Chi-square test was conducted with a significance level of 0.05 and resulted in a calculated Chi-square statistic value of 24.173 with 16 degrees of freedom. Comparing this to the critical Chi-square value of 26.296, it was found to be not significant. Therefore, there is insufficient evidence to reject the null hypothesis, suggesting that there is no statistically significant difference between the observed and expected frequencies in the data analyzed.

## Occupation &amp; What sources of information do you rely on when deciding to purchase organic cosmetic products?

CHI SQUARE TEST RESULT	CHI SQUARE STATIC	DEGREE OF FREEDOM	SIGNIFICANCE LEVEL	CRTICAL CHI-SQUARE VALUE	CONCLUSION
VALUE	9.624	12	0.05	21.026	Not significant

The Chi-square test was conducted with a significance level of 0.05, resulting in a calculated Chi-square statistic value of 9.624 with 12 degrees of freedom. When compared to the critical Chi-square value of 21.026, the result was determined to be not significant. Therefore, there is insufficient evidence to reject the null hypothesis, suggesting that there is no statistically significant difference between the observed and expected frequencies in the analyzed data.

## Findings:

- **Consumer Demographics:** The majority of respondents fall within the younger age groups (18-27 years), indicating a strong presence of youth in the market for organic cosmetic products. Additionally, there is a balanced representation of gender demographics, with slightly more female respondents.
- **Income and Occupation:** A significant portion of respondents reported lower incomes, with a concentration in lower income brackets. Regarding occupation, a diverse range of employment statuses was represented, with a sizable portion identifying as employees.
- **Education and Marital Status:** Respondents exhibited diverse educational backgrounds, with a majority holding undergraduate degrees. Marital status varied, with a higher prevalence of unmarried individuals in the dataset.
- **Attitudes towards Organic Cosmetic Products:** A significant proportion of respondents expressed positive attitudes towards organic cosmetic products, believing them to be better for skin and overall health. They also placed high importance on factors such as organic labeling, eco-friendliness, and the absence of harmful chemicals.

- **Influential Factors:** Key factors influencing purchasing decisions included positive reviews, recommendations from friends and family, and the eco-friendliness and sustainability of brands. Trust and credibility were also important considerations, along with marketing and promotional strategies.
- **Importance of Price and Certification:** Pricing and affordability were influential factors in decision-making, with many respondents considering them to be very or somewhat influential. Additionally, the organic certification of products was deemed important by a significant portion of respondents.

### Suggestions:

- **Target Youth Demographic:** Given the strong presence of younger age groups in the market, businesses should tailor their marketing strategies to appeal to this demographic. Utilize social media platforms and influencer marketing to engage with young consumers effectively.
- **Educational Initiatives:** Invest in educational campaigns to increase consumer awareness about the benefits of organic cosmetic products. Highlight the health, environmental, and ethical advantages of choosing organic options.
- **Product Transparency:** Emphasize ingredient transparency and eco-friendliness in product labeling and marketing materials. Providing clear information about product composition and sustainability practices can build trust and credibility with consumers.
- **Affordability and Accessibility:** Consider pricing strategies that make organic products more accessible to consumers across different income brackets. Explore partnerships with local stores and online platforms to increase product availability.
- **Certification and Trust:** Obtain organic certifications for products to assure consumers of their authenticity and quality. Highlight these certifications prominently in branding and marketing efforts to build trust and credibility with consumers.
- **Engage with Consumer Feedback:** Actively seek and respond to consumer feedback to understand their preferences and concerns better. Incorporate consumer insights into product development and marketing strategies to meet evolving consumer expectations.
- **Community Building:** Foster a sense of community among consumers by creating platforms for them to share experiences, tips, and recommendations related to organic cosmetic products. Engage with consumers through events, workshops, and online forums to build brand loyalty and advocacy.

### Limitations:

- The study's findings may be influenced by sampling bias due to the convenience sampling method.
- Self-reporting bias may affect the accuracy of responses, as participants may provide socially desirable answers.
- The study's generalizability may be limited to the specific context of Coimbatore city and may not be applicable to other regions or populations.

## CONCLUSION

The study on consumer behavior and attitudes towards organic cosmetic products in Coimbatore city reveals several key findings. It shows that there's a strong interest in organic cosmetics among the youth demographic, with a balanced representation of genders. Despite diverse income backgrounds, affordability remains a crucial factor for consumers. Overall, there's a positive attitude towards organic products, with consumers valuing factors like organic labeling, eco-friendliness, and product safety. Recommendations from friends and family, along with brand reputation, significantly influence purchasing decisions. Businesses are advised to focus on transparency, affordability, and consumer engagement to capitalize on the growing demand for organic cosmetics in Coimbatore city.

## Reference

**Sidra Ishaq et.al, (2021)** “Factors influencing female purchase Behaviour for Organic Cosmetic products” Vol.6, ISSN2520-0348

**Dr Reena Malik et.al, (2020)** “A study on consumer attitude towards organic cosmetic products” Vol.9, ISSN NO: 2347-3150

**Sabahat Shakeel (2019)** “Consumer Buying Behaviour: Organic Cosmetics versus NonOrganic Cosmetics”, ISSN – 109973

**Cachero-Martínez, S. 2020.** Consumer Behaviour towards organic products: The moderating role of environmental concern. J. Risk Financ. Manag.13, 330

**Anupriya, S. (2017).** Buying Behavior of Consumers towards Ayurvedic Products with Special Reference to Patanjali Products in Coimbatore City. International Journal of Scientific Research and Management, 5(2), 5042-5052

**Ajeet Kumar, A., & Ahuja, I, Ajeet kumar, Ahnjain. (2017).** A study of factors influencing consumer buying behaviour. International Journal of Management Research & Review, 6(10), 1113-1120.

**Subbulakshmi, K. & Geethamani, P. (2017).** Herbal-Based Cosmetics: A Customer's Perspective on Quality and Price. Journal of Business and Retail Management Research, 11(3), 107-118.

