

# **Factors affecting Women towards purchase of Facial skin care Product of Patanjali (A case study of Lalitpur)**

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## **Abstract:**

*It was understood that Women and girls being more concerned towards their beauty also seems true in reference of this study. This study has been able to show the increased interest of young girls towards the use of herbal cosmetics Product of minimize the side effects and enhancing their beauty. Similarly increasing influence of Patanjali Product in Nepalese young girls' life also has been traced through this study as many respondents have shown their trust towards the brand of Patanjali. Young /teen aged girls of lalitpur seem to be highly influenced by their family members when it comes to use of cosmetics. Patanjali has been able to create the customers on the market who trust their brand because of various competitive advantages it owns in relation to other leading competitors like its natural indigents', strong image, popular figure.*

**Keywords:** Women, Facial Skin, Skin Care, Herbal cosmetics Product, Side effects, Beauty, Natural indigents

## **Background:**

Individuals are distinguished based on various inner traits as certain qualities, features, attributes and mannerism. However, a single glimpse of their appearance portrays a great deal of what they are in our day to day life. Thus, the desire to improve one's physical attractiveness seems to be an inherent characteristic of most individuals. Cosmetics have been traditionally used by people, especially Women, to control their physical appearance and presumably, their physical attractiveness.

Beauty is common culture of all Women, though beauty culture varies from culture to culture. Since, grooming Products are considered as a pervasive element of this Women beauty culture, beauty or cosmetic Products that fulfill the inner desires, fantasies and dreams of Women have become a growing industry ever since history has been traced.

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Cosmetic industry is one of the most discussed field regarding ecology and sustainability (Prothero, 1995; Prothero, 1996; Johri and Sahasakmontri, 1998; Dimitrova et al., 2009).

The popularity of cosmetics is increasing with a faster rate both in urban and rural areas; this extensive growth may be due to the increase in the purchasing power of Women as well as increase in their consciousness towards fashion and healthcare.

The term "Back to Nature" has somehow become dominant in this century due to this behavior of people. In the same time cosmetic consumers are moving towards the natural and herbal cosmetics Product because they feel that those natural Products can increase their physical appearance in a better way than the cosmetic from synthetic origin. They also believe that the cosmetic from the natural origin have fewer side effect when compared to the cosmetics derived from the synthetic origin. It has become notable that the side effects of cosmetics of synthetic origin are reflected directly in the face and hence make people uncomfortable.

Women as a consumer in the other hand have a great deal of factors that they usually consider before taking any purchase decision. The consumer will respond according to the Product quality and reliability, the fundamental understanding of Product is necessary to understand and Product features, Products reliability and Product benefits. Consumer, hence, tend to buy the Products that have a certain degree of reputation in the market. Consumer often judges the quality of a Product or service on the basis of a variety of information cues that they associate with the Product.

Patanjali Ayurveda Limited, an Indian FMCG (Fast Moving Consumer Goods) company manufacturing home care, natural cosmetics and health care, natural food, beverages and health drink is the fastest growing company in India under the endorsement figure Baba Ramdev. He is among the yoga and spiritual leader lending his name to everything from honey and herbal remedies to toothpaste and clothes. With a readymade clientele from his many more followers. He is helping to tap surging demand in India and Nepal for natural and Ayurveda Products to challenge the likes of Unilever, Colgate, Palmolive company and The Himalaya Drug Company.

### **Objectives:**

The objective of the study was to assess the factors/reasons that encourage Women to consume the cosmetic of facial skincare Product of Patanjali.

## Methodology:

To fulfill the objective, the study was followed descriptive and analytical research design. Lalitpur is the one of the main city, near by the capital city Kathmandu. Where most of the Women are educated, job holders and aware on their beauty. Researcher is also residing in above mention area. Therefore, the Pulchowk, Mangal bazar, Lagankhel, Sanepa, Ekantakuna, Bagdol, jawalakhel, Satdobato areas of Lalitpur Metropolitan city was selected purposively as the study area. The Total population set comprises of all the Women's who reside in this area and those who had already used the facial skincare Product produced by Patanjali. Among them a sampling was conducted to reach the respondent. The Total sample size was 50. Convenience sampling method was used to collect the data.

Primary data was collected from Women using patanjali Product while secondary information were gathered referring various books, reports articles, newspaper and websites.

Semi-structured questionnaire was used to collect the relevant information to fulfill the objective of this study. Both quantitative and qualitative data was collected which helped to know the factors that encourage Women to consume the cosmetic the facial skincare Product of Patanjali.

## Results and Discussion:

**Table No. 1 Age group of respondents**

Age group	Frequency	Percentage
Below 17 year	10	20
17-21 year	20	40
21-25	10	20
25-30	10	20
Total	50	100

*Source: (Field study, 2020)*

Above table showed that maximum number of respondents fall in between 17 to 21 years. That is forty percentages. Whereas remaining age group of respondents like below 17, 21 to 25, and 25 to 30 age group of respondents are equally twenty percent. It showed that 17to 21 years of Women are very conscious in their beauty and used the Products of Patanjali.

**Table No. 2 Marital status of respondents**

<b>Marital status</b>	<b>Frequency</b>	<b>Percentage</b>
Single (unmarried)	39	78
Married	11	22
Total	50	100

*Source: (Field study, 2020)*

Table no 2 showed that seventy-eight percent respondents are unmarried, whereas only twenty two percent of respondents are married. It showed that unmarried Women want to be look attractive to use facial care than that of the married Women.

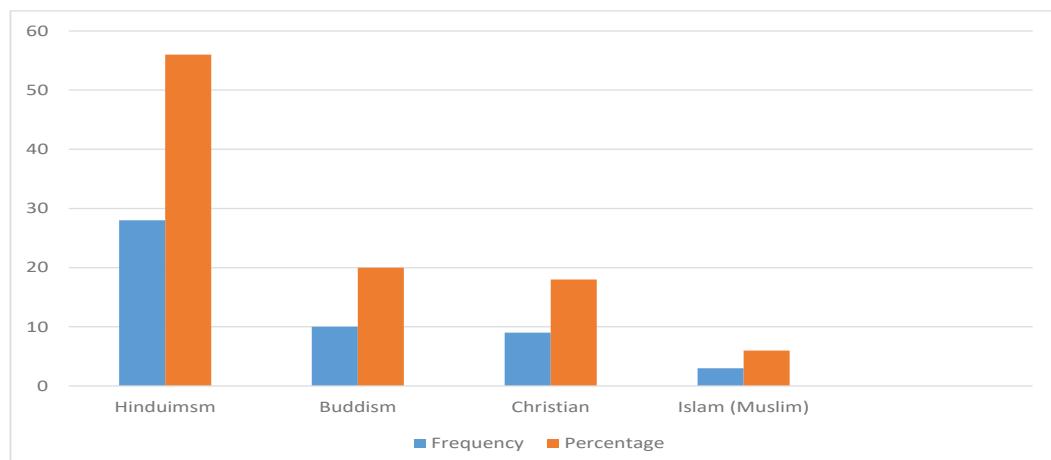
**Table No. 3 Religious belief of respondents**

<b>Religious belief</b>	<b>Frequency</b>	<b>Percentage</b>
Hinduism	28	56
Buddism	10	20
Christian	9	18
Islam (Muslim)	3	6
Total	50	100

*Source: (Field study, 2020)*

From the above table researcher can say that majority of the respondents followed Hindu religion followed by twenty percent Buddism, eighteen percent Christian and remaining six percent Islam religion. Just as census data of Nepal, Hindus are more in the country and study area too.

**will be better to put pie-chart**



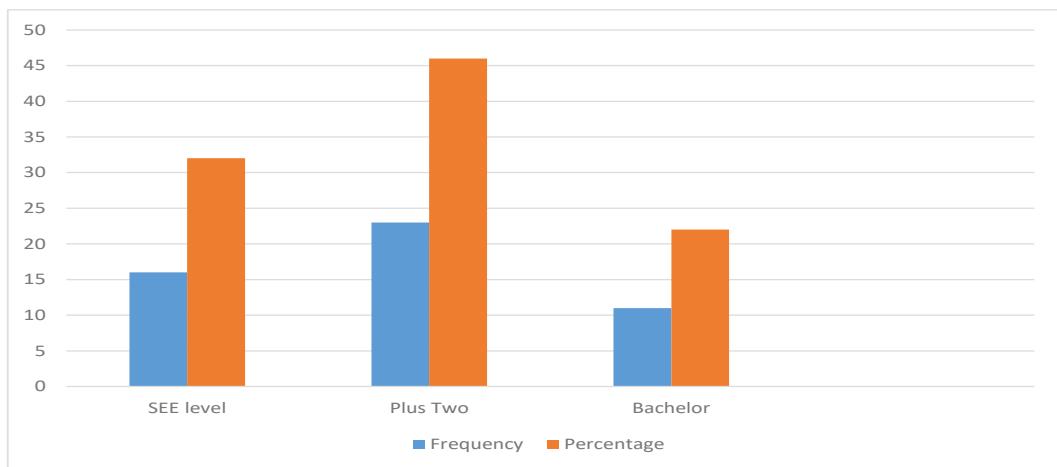
**Table No. 4 Educational status of respondents**

<b>Level of education</b>	<b>Frequency</b>	<b>Percentage</b>
SEE level	16	32
Plus Two	23	46
Bachelor	11	22
Total	50	100

*Source: (Field study, 2020)*

Table number 4 showed that most of the respondents have completed that their plus two level, I, e, forty-six percent. Similarly, thirty-two percent respondents have passed their SEE level and twenty-two percent accomplished their Bachelors level. The study clearly showed that teenagers are much more conscious about their facial skin and like to use the Patanjali Product. May be they know about the Patanjali Product is made by herbal plants and its price is reasonable too.

**will be better to put pie-chart**

**Table No. 5 Occupation of respondents**

<b>occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Full time Job holder	6	12
Part time job holder	14	28
students	30	60
Total	50	100

*Source: (Field study, 2020)*

Regarding the occupation or job, the study showed that most of them were students, who have no job, I,e, sixty percent. In the same way twenty-eight percent have part time job like sales representative, beauty parlor and sales girl. And only twelve percent have full time job like nurse, teacher, front desk in hotel and assistant level in bank. It also showed that students are more user of Patanjali than part time and full time job holder. It also showed non job holders can spend money for their beauty.

**Table no. 6: source of information**

occupation	Frequency	Percentage
family	21	42
Display	13	26
advertisement	9	18
Website	3	6
Baba Ramdev's program	4	8
Total	50	100

*Source: (Field study, 2020)*

The researcher asked one question about source of information regarding the facial Product. In this regards fourty-two percent respondents source were their family members. Similarly, 26 percent respondents were found influenced by display in point of sale, 18 percent from advertisement, 8 percent from program of baba Ramdev itself and 6 percent from website simultaneously. It showed that most of the students used their facial skin care from the help of their family members. That means they follow their family members to be attractive. It also showed family members are also interested to be looking nice. This is the main factors that encourage Women to consume the cosmetic of facial skincare Product of Patanjali.

**Table No. 7: Types of facial skincare Product**

	Frequency
Aloe Vera Gel	17
Face wash	35
Rose water	20
Sun screen cream	17
Beauty cream	14

*Source: (Field study, 2020)*

One of the main question asked to fulfilled the objective of the study was the type of the facial skin care used by the respondents. In this regard researcher found multiple choice answer, where they answered more than one option. The above table showed that 35 respondents, out of fifty said that, they used face wash for facial skin care. In the same way 20 respondents used rose water for skin care, 17 each respondent used aloe Vera gel and sun screen cream, and 14 used beauty cream simultaneously. It showed that most of the respondents used face wash as a skin care Product and less than half, I,e, used beauty cream. That means they have given highly prioritized to face wash than beauty cream.

**Table No. 8: Reasons for choosing**

	Frequency
Herbal ingredients used	46
Trust for brand	36
Less chance of side effect	42
Reasonable price	38
Easy to purchase	21
Clear description of ingredients	35
Popularity of Baba Ramdev	34

*Source: (Field study, 2020)*

One of the main question asked to fulfilled the objective of the study was the reasons for choosing the facial skin care used by the respondents. In this regard researcher found multiple choice answer, where they answered more than one option. The above table showed that 46 respondents, out 50 said that the reason behind choosing the Patanjali Product is used herbal ingredients. In the same way 42 respondents said less chance of side effect, 38 said reasonable price, trust for brand, clear description of ingredients popularity of Baba Ramdev and easy to purchase 36, 35, 34 and 21 percent respectively. That means teenager groups also want to use herbal ingredients. They are much more conscious about facial beauty. May be they are affected because of social media.

### **Conclusion:**

This study has been able to show the increased interest of young girls towards the use of herbal cosmetics Product of minimize the side effects and enhancing their beauty. Women and girls being more concerned towards their health and beauty also seems to be true in reference of this study. Similarly increasing influence of Patanjali in Nepalese life also has been traced

through this study as many respondents have shown their trust towards the brand of Patanjali. Young /teen aged girls of lalitpur seem to be highly influenced by their family members when it comes to use of cosmetics.

Most of the respondents were given herbal based cosmetics at reasonable amount showing their awareness and consciousness for using facial skin care Product that has less chemical effects and has positive impact on their attractive looks. Similarly, Patanjali has been able to create a good image among the girls of its herbal base natural indigents, reasonable price popular figure and popularity of the brand.

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