

A Study on Consumption Pattern of Herbal Personal Care Products among Male Consumers with Reference to City of Mumbai

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Abstract

In terms of economic output, the fourth-largest sector in India is fast-moving consumer goods (FMCG). The sector is divided into three primary segments: food and beverage, which makes up 19% of the sector, healthcare, which makes up 31%, and household and personal care, which makes up the remaining 50%.

From US\$ 31.6 billion in 2011 to US\$ 52.75 billion in 2017–18, the FMCG sector has increased. The sector is anticipated to expand at a further Compound Annual Growth Rate (CAGR) of 27.86%. In 2018, the market for personal care and cosmetics generated US\$14,443 million in revenue. The market is anticipated to expand by around 7.1% yearly.

When it comes to skin care, personal care, and makeup, the Indian consumer is getting increasingly oriented towards all things natural, organic, and herbal, and 2016 has been a definite advantage for this market.

Herbal products are those that are made with natural ingredients and are based on the Hindu practise of using herbal remedies rather than products that have undergone chemical treatment.

Today, personal care and cosmetics are no more perceived for female consumers only, but male consumers are also equally taking keen interest in finding a suitable personal care and cosmetic products which suit to their skin, colour, and body. But market of male consumers for personal care products is untapped market. The objective of this research paper to explore the consumption pattern of male consumers for herbal personal care products.

Keywords: Personal care products, Herbal personal care products, Natural ingredients

One of the industries with significant future potential for growth and job possibilities is the personal care goods sector. The growing consumer tendency towards self-care, self-improvement, self-confidence, and grooming has created new growth opportunities for the cosmetic and personal care industries. Personal care which accounts for the 50 percent of FMCG sector. A boom phase for herbal goods in the personal care market has resulted from consumers' expectations of natural, organic products. The herbal personal care market consists of herbal products for body, foot, body care, skin, hair, and other personal care needs.

Ancient humans and their cultures illustrate the idea of self-care, hygiene, aesthetics, and cosmetics. As they are well accepted and have the potential for long-term uses, herbal products have a long history of

use in India. When they began to be associated with religious practises, cosmetics and personal care products were brought into human existence. Humans have an innate drive to take good care of their bodies, encompassing their skin, mouth, hair, and hairstyles. Hence, it was a long time back when they have been using these personal care products.

In the beginning of human history, natural plants like ubtan, vegetable oils, turmeric, kumkum, etc. were all introduced. The use of natural and herbal ingredients in personal care products and perfumes dates back to ancient times.

Herbal products are typically understood to be all-natural goods that have herbs as their primary component. These plants are used for personal hygiene, cosmetic purposes, and the treatment of various skin conditions. To create novel medication products for cosmetic, personal care, and pharmaceutical uses, various plants and their components are utilised (Joshi, 2012).

Plants and their many parts, including roots, flowers, stems, fruits, etc., are the primary source of these herbal goods. These plants, as well as the numerous parts used to make the products, have a variety of health advantages and the capacity to treat a wide range of diseases, slow down the ageing process of the skin, maintain body hygiene, and more. In the realm of personal care and cosmetics, this has introduced a novel strategy.

Global demand for organic and natural herbal personal care products is rising quickly. Due to the development in health and environmental consciousness and consumer awareness of the negative effects of synthetic chemicals in non-herbal products worldwide, the demand for a healthy lifestyle and herbal personal care products is rising daily. Herbal products are more of a necessity because our bodies readily accept them, and they have fewer negative effects on our health. Our bodies are proven to be affected in some way when we consume non-herbal goods with chemical compositions. Utilizing herbal remedies would not only help us stay healthy, but will also keep us away from chemicals.

The tendency for utilising natural, herbal, and traditional personal care products goes hand in hand with modern synthetic personal care products, according to the present personal care product market environment in India and around the world. It has been discovered that the trend of health and environmental awareness will be crucial for both manufacturers and consumers of personal care products in the future.

The market for herbal personal care products has been the subject of numerous studies and analysis, which have provided a broad and in-depth picture of its past, present, and expected future developments. In the year 2020, global market for natural and organic herbal personal care products was expected to be worth \$7 billion. The CAGR between 2020 and 2027 is predicted to be 9.3%. (Globe Newswire 2021). In Indian herbal personal care products market, by FY2026, a CAGR of 14.69% is anticipated to be reached. India is now experiencing growth. The per capita income is also rising as a result of the growing GDP. Quality organic and natural personal care products are becoming more popular among Indian customers (techsciresearch 2021).

When examining the gender-specific patterns of consumption and spending, prior research has shown that female consumers were more inclined to demand and spend more money on personal care items. Yet, male consumers are starting to show interest in the market for personal care goods. Men shoppers are equally interested in finding the ideal products for their requirements. Globally, rising per capita

spending on self-care and self-grooming as well as the growing importance of male grooming in a range of industries, including fashion, business, aviation, the internet, and social media, are the key factors driving the growth of the male grooming industry.

According to studies and statistics, the Indian male grooming market was worth \$643 million in 2018 and is anticipated to reach \$1.2 billion by 2024. A CAGR of more than 11.0% is predicted for its expansion (Mishra2021). The information is being used by many companies and producers to launch specific male grooming products, both herbal and non-herbal. Men's grooming supplies include shaving foam, razors, trimmers, after-shave lotion, face wash, moisturiser, deodorant, perfumes, sunscreen, beard oil, and other items.

Objectives of Research Paper:

1. To understand the male-grooming market in India.
2. To analyse the frequency of use of herbal personal care products by male consumers.
3. To explore the consumption pattern of male consumers with regarding herbal personal care products.

Research Methodology:

Products for personal care come in a wide range of varieties. Products for skincare, oral care, hair care, body care, foot care, and other areas are included. For the above study purpose the products in herbal brands like toothpaste, soaps, shampoo, face cream, sunscreen, and body lotion have been taken into consideration.

The type of research is descriptive in nature. Through the use of structured questionnaires, the researcher has gathered the primary data. Most of the questions on the structured questionnaire use a Likert scale with five possible responses.

Mumbai City District was the area of study for which the researcher selected primary data gathering. South Mumbai and Old Mumbai are additional names for the Mumbai City District. It stretches from Colaba in the south to Mahim and Sion in the north. Around sample size of 200 males were considered for research purpose. Out of total sample size considered, the full responses from 188 male respondents were received and analysed.

For secondary data the researcher referred several publications from encyclopaedias, periodicals, newspapers, magazines, blogs, and journals.

Limitation of Study:

The research work is subject to certain limitations.

- The district of Mumbai City is the only one included by the study.
- Personal care items come in a wide variety. The study has looked into the popular and widely utilized restricted personal care products. The products chosen for the study include toothpaste, soaps, shampoo, face cream, sunscreen, and body lotion.
- The responses provided in response to a series of questions in questionnaires and interviews may change over time.

Data Analysis and Interpretations:

The data was collected from 200 male respondents but out of total 188 male respondents gave the full the response. Hence 188 male respondents’ responses were taken for data analysis purposes.

1. Data analysis on the age of male respondents:

Age	No. of respondents	Percentage
16-25	24	12.8%
26-35	59	31.4%
36-45	43	22.8%
46-50	33	17.6%
Above 50 years	29	15.4%
Total	188	100.0%

2. Data analysis on male respondents’ educational qualifications:

Educational Qualifications	No. of respondents	Percentage
12 th std and below	37	19.7%
Under – graduate	26	13.8%
Graduate	46	24.5%
Post -Graduate	51	27.1%
Professional	24	12.8%
Others	4	2.1%
Total	188	100.0%

3. Data analysis on marital status of male respondents:

Marital status	No. of respondents	Percentage
Married	115	61.1%
Single(Divorced/ Widowed)	15	8.0%
Unmarried	58	30.9%
Total	188	100.0%

4. Data analysis on monthly income level of male respondents:

Monthly Income (in Rs.)	No. of respondents	Percentage
Less than Rs. 50,000	47	25.0%
Rs. 51,000 – Rs. 2,50,000	94	50.0%
Rs. 2,51,000 – Rs. 4,50,000	31	16.5%
Above Rs. 4,50,000	16	8.5%
Total	188	100.0%

5. Data analysis on male respondents’ frequency of using Herbal personal care products:

Frequency	No. of respondents	Percentage
Sometimes	65	34.6%
Regular	123	65.4%
Total	188	100.0%

6. Data analysis on number of years the male respondents were using herbal personal care products:

Years of using Herbal Personal care products	No. of respondents	Percentage
For 1 year and less than 1 year	15	8.0%
For 2 years	39	20.7%
For 3 years	49	26.1%
For 4 years	23	12.2%
For 5 years	24	12.8%
More than 5 years	38	20.2%
Total	188	100.0%

7. Data analysis on consumption pattern of different herbal personal care products by male respondents:

Herbal Product	Every time		Often		Sometimes		Very Rarely		Not at all	
	No.	%	No.	%	No.	%	No.	%	No.	%
Toothpaste	91	48.4%	33	17.6%	19	10.1%	7	3.7%	38	20.2%
Soaps	64	34.0%	32	17.0%	34	18.1%	22	11.7%	36	19.2%
Shampoo	46	24.5%	56	29.7%	36	19.2%	14	7.4%	36	19.2%
Face cream	15	8.0%	21	11.2%	20	10.6%	26	13.8%	106	56.4%
Sunscreen	9	4.8%	17	9.0%	10	5.3%	31	16.5%	121	64.4%
Body lotion	10	5.3%	19	10.1%	25	13.4%	26	13.8%	108	57.4%

Interpretations and Findings:

1. It was found in survey that approximately 44.0% of total 188 male respondents were between age group of 16 to 35 years and 33.0% were above the age of 46 years. The researcher has included every age group of respondents.

2. The data showed that around 40.0% of total male respondents were post graduate and professionals and 33.0% were below the graduation degree.
3. The study discovered that more than 60.0% of respondents were married.
4. Further it is shown in data that majority of male respondents of 75.0% were having the monthly income up to Rs. 2,50,000.
5. It is explored in data analysis that more than 65.0% of male respondents were using the herbal personal care products regularly and remaining were using them sometimes.
6. Further it can be seen from the data that approximately 54.0% of total male respondents were using the herbal personal care products for 3 years and less while 33.0% were using for 5 years and more.
7. On consumption pattern with regarding to herbal toothpaste it was discovered 66.0% were buying and using the herbal tooth regularly and often while around 24.0% were using it rarely or not at all.
8. In reference to herbal soaps, the consumption pattern revealed that 51.0% of total male respondents were using the herbal soaps regularly or often while approximately 31.0% were using them very rarely or not at all.
9. For herbal shampoo it was explored that around 54.0% of total male respondents were using them regularly or often whereas roughly 26.0% were using them not at all or very rarely.
10. The data showed that for herbal face cream around 19.0% were using them regularly or often whereas approximately 70.0% were using them very rarely or not at all.
11. In relevance to herbal sunscreen, the figures showed that around 13.0% were using the herbal sunscreen regularly or often and approximately 81.0% were using them very rarely or not at all.
12. The consumption pattern for herbal lotion among all male respondents revealed that around 15.0% were buying and using the herbal lotion regularly or often whereas approximately 71.0% were using them very rarely or not at all.
13. The overall figures on consumption pattern showed that it was uniform for all the products. More than 50.0% of male respondents were using the herbal toothpaste, soaps and shampoo on regular basis or often whereas below 20.0% were using the herbal face cream, sunscreen and body lotion on regular or often basis.

Suggestions:

Due to rising literacy rates and more exposure to social media platforms, consumers nowadays are more aware of how different product chemicals affect their health. As a result, the usage of herbal products in healthcare has increased. People in India and other countries are learning more about the many advantages of using herbal remedies as an important part of their primary healthcare. The greatest domestic and global market for herbal products exists in India due to its size and population.

The uneven demand and consumption of various herbal personal care products especially among male consumers could be because of various reasons like effective marketing, distribution, proper creation of awareness and more.

Following are the suggestions:

1. For any product, it might be difficult to frame and construct efficient marketing and promotional tactics that will reach out to large numbers of people. To advertise herbal personal care goods at levels comparable to non-herbal products in the same product category that are currently in use, a potent marketing plan would be needed. Many herbal product dealers and producers have been found to have limited their exposure to these items by advertising on a small number of channels. Particularly on social media platforms, it is possible to notice their marketing and promotional offers of various herbal personal care brands and products in comparison to other conventional forms of advertising. As a result, they can suggest marketing tactics through several other channels, including local pharma stores, radio stations, television advertisements, posters, and television channels, to further raise knowledge of their products and encourage preference for them. Further, separate shelf for male grooming products also marketing of those products by male celebrity can impact on increasing more demand.
2. Successful product marketing depends on good sales and distribution channels and appropriate product placement. It is essential to establish a distribution network, guarantee quick product delivery, and, whenever possible, personalise delivery. When we examine the market's distribution of herbal personal care goods, we identify a small number of brands and the products they sell in adjacent retailers. In large cities with shopping malls and stores dedicated to selling herbal personal care products, one can get the necessary item, but this is not the case in smaller towns and cities. Hence a strong distribution of all various herbal personal care products is need of time to create awareness of presence of products and to meet demand of the products. The sellers should make available their products very effectively on both online platforms and offline stores. The strong presence of non-herbal personal care products does effect on the demand of herbal products.
3. Consumers generally perceive the pricing of herbal personal care products as costlier. More than there is a wide variation in pricing of different brands for same product. There is no strict regulatory control system on pricing on it at present in India. Successful product marketing depends on effective product positioning as well as reliable sales and distribution networks. The creation of a distribution network is essential, as are ensuring quick product delivery and, whenever possible, customising delivery. A few brands and their items are found in neighbouring retailers after we analyse the market's distribution of herbal personal care products. In metropolitan locations with shopping malls and stores dedicated to selling herbal personal care products, one can buy the necessary item, but in smaller towns and cities, things are different.
4. For herbal goods to meet quality standards consistently, testing is crucial. For herbal medicines and products, a consistent, dependable quality control system would guarantee security and dependability.

Conclusion:

The trend in consumption pattern of herbal personal care and cosmetic is showing that those products are not confined to female consumers and to specific aged consumers. In current scenario the personal care and cosmetics are bought and used across all age group and gender. But at the same time, it is a fact the consumption pattern among male consumers for herbal personal care products is not the same as among female consumers. Grabbing this gap as a opportunity, the producers and sellers can increase their sale and profits.

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