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Journal homepage: <https://www.jmra.in/>**Original Research Article****A study on awareness and attitude of youth towards the use of herbal cosmetic products in Rajkot district****J. M. Badiyani<sup>1</sup>, Hiren Kotadia<sup>2\*</sup>**<sup>1</sup>*Dept. of Business Administration, Faculty of Management, Maharaja Krishnakumarsinhji Bhavnagar University, Bhavnagar, Gujarat, India*<sup>2</sup>*Dept. of Business Administration, Faculty of Management, Christ Institute of Management, Rajkot, Gujarat, India***ARTICLE INFO***Article history:*

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**ABSTRACT**

There is a significance growth in allocation of funds in budget 2022-23 by government of India to Ministry of Ayush as compare to last 10years. At the same time data researched and revealed by ministry and CII shows that CAGR is increasing rapidly of herbal products. Rajkot district is populated and multi cultured city. Youth in particularly will be the contributor to this herbal cosmetic industry in future. Therefore this research mainly focused on awareness and attitude towards herbal cosmetic product amongst youth between 15-29 years of age. Study also focuses their difference of opinions based on gender and age wise.

Total Revenue in the Herbal Cosmetics segment amounts to US\$0.84bn in 2022. The market is expected to grow annually by 3.41% (CAGR 2022-2026). This shows the potential for growth but at the same time it is important to see awareness and attitude of youth in Rajkot district so that government and companies can design their strategies accordingly.

In this research, after studying a lot of literature, data released by government official and research output of CII, researcher has decided to use descriptive research methodology. Sampling technique used is Convenience (non-random sampling) sampling with sample size of 237 out of total population of Rajkot district within decided sample frame.

This study reveals that awareness amongst youth related to herbal cosmetic product is very high but at the same time only 9.3% respondents using herbal cosmetics products frequently in their day to day life. If respondents are given a chance they majority of respondents are willing to use herbal cosmetic products. This shows a huge potential to grow in this segment in near future.

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For reprints contact: [reprint@ipinnovative.com](mailto:reprint@ipinnovative.com)**1. Introduction**

Rajkot, is having the population of over 1.3 millions. By looking into the national average, we can safely assume that majority of this population is youth. To avoid any kind of misinformation, the age group between 15 to 29 is considered as youth for this research paper.

I hereby want to study the awareness and attitude of this large chunk of population from Rajkot district. The

government is trying to rejuvenate the brand “Ayurveda” in our country. Our country has been pivotal to give YOGA Day to the world. Ministry of Ayush has been incepted on the 9<sup>th</sup> of November 2014; the Ministry of Ayush was formed with a vision of reviving the profound knowledge of traditional Indian systems of medicine and ensuring the optimal development and propagation of the Ayush systems of healthcare.<sup>1-3</sup>

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### 1.1. Government's support to AYUSH

Over last 10 years, the budget allocation for the ministry has increased a lot, from around Rs 1,000 crore in 2011 to Rs 3,050 crore in the year 2022-23.

In the light of these many efforts, I want to study how aware is the youth of Rajkot towards herbal products and what is their attitude towards these products. Particularly cosmetic products are chosen as there is a generalized belief that youth is more looks conscious compared to the other classes of age demography.

**Table 1:**

Year	Fund allocated in crores	Year	Fund allocated in crores
2011	1064	2017	1,428.65
2012	1,161.20	2018	1,626.37
2013	1,249.60	2019	1,939.76
2014	1,252.05	2020	2,122.08
2015	1,197	2021	2,970.30
2016	1,323.20	2022	3,050

(Source : <https://www.deccanherald.com/business/union-budget/union-budget-2022-overview-of-ayush-ministry-and-its-budget-allocations-1073284.html>)

## 2. Literature Review

Bhat, B., Ashraf, S. S., & Shaheen, F. (2020), in this research, the author of the paper proves that the use of Herbal cosmetics is gaining preference over the years in the region of Kashmir. The probable cause of this trend can be the occurrence of adverse reactions because of traditional cosmetics. The use of the herbal cosmetic enhances physical and mental well-being, strengthen the immune system, increase stamina and reduce fatigue etc. At the end of research, the researchers prove that advertisements can lead to the increased sale of herbal cosmetics among the college going female students in the region of Kashmir.<sup>4-7</sup>

However, they also prove that this tool is not used up to its full capacity and hence the market is not fully tapped to its full potential. Still, there are miles to go before the positive perception regarding herbal cosmetics is built.

Dhivyasri, R., & Ganesan, P. (2019), the researcher has chosen the region of Coimbatore for conducting the research because of the demography of the population available there.

Large number of population there is youth because of a lot of academic institutes' existence in that region. The researcher has articulated that customers prefer ayurvedic/herbal products more for the kids. It is also noted in this paper that price, availability and brand popularity are the major reasons of products not being adopted up to its full potential.

Desai, K., (2014), It was reported that the major part of cosmetic market is covered by females and quality followed

by Media and reference groups are the main factors to influence consumer buying decision. The major reason being the unawareness of people about the health benefits of using the natural cosmetic products. The cosmetic products used for maintaining one's beauty, be it natural or synthetic, has an impact on a person's health too so it is vital to probe about the constituent ingredients and the method of cosmetic production before buying and using any cosmetics.<sup>8-15</sup>

Kumar, P., & Patel, J. (2014), It was reported that quality and price are the major key factors which can persuade cosmetic consumer buying behavior.

Sankar, A., & Srinivasan, K. (2013), it was reported that family income per month and amount spending for herbal products are positively correlated. The study further revealed that Quality of product was ranked as most important factor that influences consumers to purchase cosmetics. The study concluded with a note that consumers believe that herbal cosmetics are not a luxury now and should be used by consumers for health benefits.

## 3. Research Methodology

### 3.1. Research problem

As per the article published by the Hindu business line, on September 25<sup>th</sup> 2020, the Indian cosmetics market, valued at nearly \$11.16 billion in 2017, is expected to grow at 5.91 per cent (compound annual growth rate) during 2017-25. This showcases that the market of cosmetic products is growing exponentially in the Indian context. Revenue in the Natural Cosmetics segment amounts to US\$0.84bn in 2022. The market is expected to grow annually by 3.41% (CAGR 2022-2026). In relation to total population figures, per person revenues of US\$0.59 are generated in 2022.<sup>16-18</sup>

(Source: <https://www.statista.com/outlook/cmo/beauty-personal-care/cosmetics/natural-cosmetics/india>)

By the above data and point the researcher sees the scope of the research gap for the awareness and attitude of the youth towards the use of Herbal Cosmetic Products in Rajkot district.

## 4. Research Objectives

1. To study the awareness of herbal cosmetic products among the youth of Rajkot district.
2. To study the attitude towards herbal cosmetic products among the youth of Rajkot district.
3. To study whether the awareness regarding herbal cosmetic is independent of gender.
4. To study whether the preference of market place to purchase herbal cosmetic is independent of gender.
5. To study whether the preference of market place to purchase herbal cosmetic is independent of Age.

5. Research Design

5.1. Type of research

Descriptive, Quantitative

5.2. Population

The youth of Rajkot District.

5.3. Sample size

230

5.4. Sampling method

Convenience – non-probability sampling technique

5.5. Sampling Instrument

Questionnaire

5.6. Data analysis and interpretation

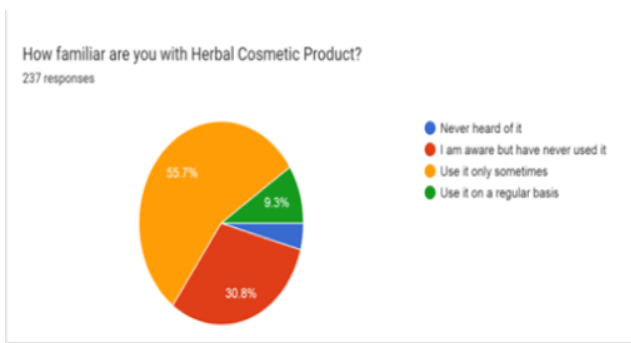


Figure 1: How familiar are you with herbal cosmetic product ?

The data shown in Figure 1 represents that.

5.7. 8% respondents are familiar about the products

Out of them, only 9.3% respondents use it regularly.

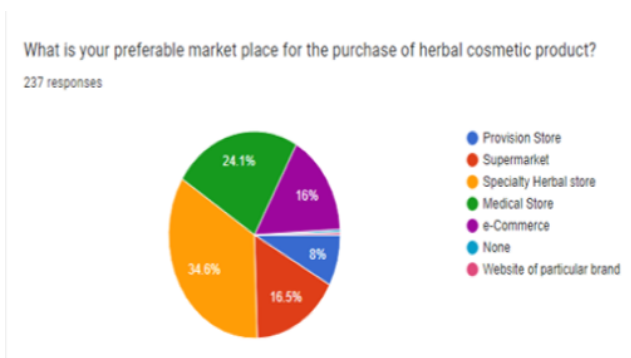


Figure 2: What is your preferable market place for the

The data shown in Figure 2 represents that.

Majority of the respondents prefer to buy from Specialty stores and medical stores and very rare of the respondents prefer the websites of particular brand

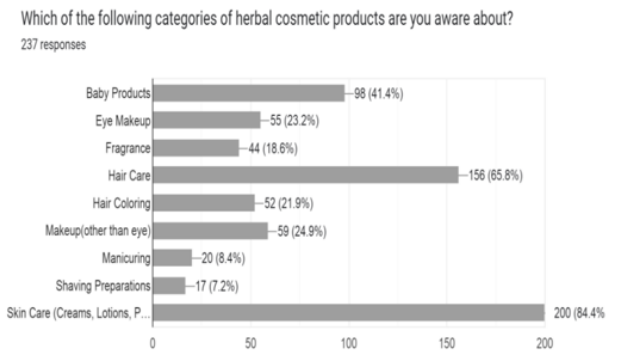


Figure 3: Which of the following categories of herbal cosmetic products are you aware about ?

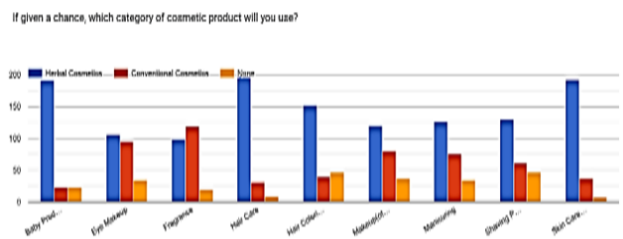


Figure 4: if given a chance which category of cosmetic product will you use?

Data shown in Figure 4 clearly represents that if respondents are given a chance to use herbal products then they prefer herbal cosmetic product over conventional cosmetic products except in fragrance category.

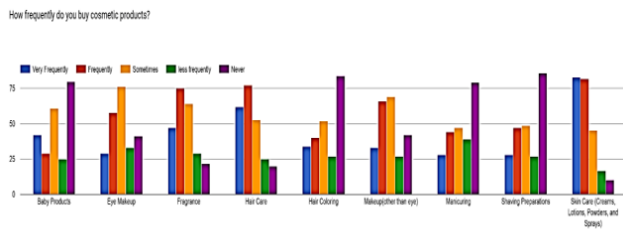


Figure 5: How frequently do you cosmetic Products ?

The Data shown in Figure 5 clearly represents that respondents are very frequently using skin care, Hair care and fragrance compare to other cosmetic product category

**Table 2:** Demographic profile of respondents

	15-19	20-24	25-29	Total
Male	8	17	2	27
Female	98	107	5	210
Total	106	124	7	237

**Table 3:** Observed frequency– contingency table

	Provision Store	Supermarket	Specialty Herbal Store	Medical Store	e-Commerce	None	Website of Particular Brand	Total
Male	1	5	9	4	7	1	0	27
Female	18	34	73	53	31	0	1	210
Total	19	39	82	57	38	1	1	237

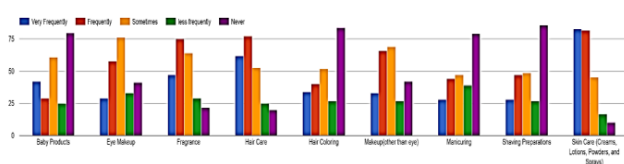
**Table 4:**

Observed Frequency	Expected frequency	Observed – Expected Frequency	(Observed –expected frequency) <sup>2</sup> / expected frequency
1	2.165	-1.165	0.626545266
5	4.443	0.557	0.069818601
9	9.342	-0.342	0.012503859
4	6.494	-2.494	0.957608508
7	4.329	2.671	1.647827374
1	0.114	0.886	6.891701828
0	0.114	-0.114	0.113924051
18	16.835	1.165	0.08055582
34	34.557	-0.557	0.008976677
73	72.658	0.342	0.001607639
53	50.506	2.494	0.123121094
31	33.671	-2.671	0.21186352
0	0.886	-0.886	0.886075949
1	0.886	0.114	0.014647378
		Total	11.64677757

**Table 5:** Observed Frequency – Contingency table

	Provision Store	Supermarket	Specialty Herbal Store	Medical Store	e-Commerce	None	Website of Particular Brand	Total
15-19	9	17	35	25	20	0	0	106
20-24	10	22	44	30	17	0	1	124
25-29	0	0	3	2	1	1	0	7
Total	19	39	82	57	38	1	1	

How frequently do you buy cosmetic products?



**Figure 6:**

5.8. Chi-square test – Test of independence

Null Hypothesis: Gender and preferable market place for the purchase of herbal cosmetic product is independent.

Alternate Hypothesis: Gender and preferable market place for the purchase of herbal cosmetic product is dependent.

Level of Significance = 0.05 degree of freedom = (R-1)\*(C-1) = 6

$$\chi^2_{tab} = \chi^2_{0.05,6} = 11.07$$

Ho is rejected as observed Chi-square is greater than critical Chi-Square.

Therefore, Gender and preferable market place for the purchase of herbal cosmetic product is dependent.

Null Hypothesis: Age and preferable market place for the purchase of herbal cosmetic product is independent.

Table 6:

Observed Frequency	Expected frequency	Observed – Expected Frequency	(Observed –expected frequency) <sup>2</sup> /expected frequency
9	8.49789	0.50211	0.030
17	17.44304	-0.44304	0.011
35	36.67511	-1.67511	0.077
25	25.49367	-0.49367	0.010
20	16.99578	3.004219	0.531
0	0.447257	-0.44726	0.447
0	0.447257	-0.44726	0.447
10	9.940928	0.059072	0.000
22	20.40506	1.594937	0.125
44	42.90295	1.097046	0.028
30	29.82278	0.177215	0.001
17	19.88186	-2.88186	0.418
0	0.523207	-0.52321	0.523
1	0.523207	0.476793	0.434
0	0.561181	-0.56118	0.561
0	1.151899	-1.1519	1.152
3	2.421941	0.578059	0.138
2	1.683544	0.316456	0.059
1	1.122363	-0.12236	0.013
1	0.029536	0.970464	31.887
0	0.029536	-0.02954	0.030
		Total	36.922

Alternate Hypothesis: Age and preferable market place for the purchase of herbal cosmetic product is dependent.

Level of Significance = 0.05 degree of freedom = (R-1)\*(C-1) = 12

$$\chi^2_{tab} = \chi^2_{0.05, 12} = 21.026$$

Ho is rejected as observed Chi-square is greater than critical Chi-Square.

Therefore, Age and preferable market place for the purchase of herbal cosmetic product is dependent.

## 6. Conclusion

As per released data by Ministry of Ayush and CII, It is clear that government is taking very sincere steps to promote herbal cosmetics industry. In last decade, budget allocated to Ministry of Ayush has been increased 3 times compare to 2011-12. In align to this effort this research shows that majority of respondents are aware and positive about herbal cosmetic product. If respondents are given a chance to use herbal cosmetic products then majorly all are ready to use herbal products over conventional cosmetic products. But in reality according to this study the frequency to usage of herbal cosmetic product is high in skin care and hair care category not in all product categories. It clearly shows that gender and awareness of herbal cosmetic products are independent. While Gender and preferable market place for the purchase of herbal cosmetic product is dependent and age and preferable market place for the purchase of herbal cosmetic product is also dependent.

## 7. Source of Funding

None.

## 8. Conflict of Interest

None.

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