

A Qualitative Investigation of Customers' Preferences for Ayurvedic Beauty Products over Cosmetic Products

Laxmi Kirana Pallathadka¹, Harikumar Pallathadka² and Mairembam Sangita Devi³

¹Manipur International University, Imphal, Manipur, INDIA.

²Manipur International University, Imphal, Manipur, INDIA.

³Manipur International University, Imphal, Manipur, INDIA.

²Corresponding Author: harikumar@miu.edu.in



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ABSTRACT

Today, everyone is keen on showing their actual appearance as excellence. Also, they like to defend themselves from wellbeing risks by utilizing different restorative things. The explanation is that many organizations are fabricating both synthetic and ayurvedic-based restorative items. At first, natural items have a low market. Then, at that point, the acknowledgment of natural items is expanding in India and global business sectors.

Moreover, this was occurred after understanding the side effects of synthetic-based restorative items. In this unique circumstance, the analysts have chosen to direct the field study identifying with customer mindfulness and inclinations towards ayurvedic restorative items in Coimbatore city. To work on the nature of the exploration, the scientists have chosen to think about the mindfulness and inclinations of customers towards ayurvedic and non-ayurvedic restorative items. The measurable devices like the chi-square test and rank examination are utilized to find the significant relationship between close-to-home elements of respondents and different parts of the items.

Keywords- Ayurveda, herbal cosmetics, organic products.

I. INTRODUCTION

Ayurveda' is the 'study of life. Since life is inseparable from wellbeing, Ayurveda is considered as the 'study of human wellbeing.' Ayurveda's methodology towards recuperating is all-encompassing. It does not manage individual organs in segregation yet regards the body overall. It does not give transitory alleviation, but it fixes the illness.

A few scientists hold that this beginning stage of customary Indian medication distinguished 'fever (taken), hack, utilization, looseness of the bowels, dropsy, abscesses, seizures, cancers, and skin infections (counting uncleanliness).' Treatment of intricate infirmities, including angina pectoris, diabetes, hypertension, and stones, likewise followed during this period. Plastic medical procedure, waterfall medical procedure, penetrating to deliver liquids in the mid-region, extracting

unfamiliar components, therapy of butt-centric fistulas, treating breaks, removals, cesarean areas, and sewing of wounds were known. The utilization of spices and careful instruments became broad.

In the Indian structure, perspectives and mentalities of a brand are exceptionally central for the relationship since Indian clients depend upon their friends and family view and choices before they purchase or start utilizing the thing. There is a rising in the data on Indian clients towards the significance care things, which prompts the move in the overall improvement of the remedial business. There is an effect on the web, TV, and so on. Individuals are exceptionally acquainted with these various channels, which ultimately prompts the idea in individuals concerning important care things and makes them outstanding (Bera & Malik, 2019).

In the review, it was seen that the purchaser's brain is changing, and they are moving towards the

standard and homegrown restorative items since they feel that these regular items can expand their actual appearance in a preferred manner over that of corrective from the engineered beginning. They also feel that restorative from the regular beginning has fewer aftereffects compared to the beauty care products from the engineered beginning. The symptoms of the beauty care products from the engineered beginnings are pondered the face and subsequently make individuals feel off-kilter. The fame of restorative is expanding quicker; the explanation might be because of the ones who are turning into a piece of labor force nowadays. Henceforth, their extra cash is expanding and working on their way of life. In metropolitan and in-country, the prevalence of restorative is expanding as the rustic ladies attempt to resemble their metropolitan partners. Developing at a CAGR of around 7.5% somewhere in the range of 2006 and 2008, Indian beauty care products had a fast development in last decade the explanation for the development might be because of the increment in the buying force of ladies just as expansion in their cognizance towards style (*Rekha and Gokila, 2015*).

There is a flood of various Ayurveda products in Indian Ayurveda that is full of well-known and recognized Ayurveda brands. The consumers of the present age are very much concerned about their health, and they try to maintain a good quality of life and avoid using and consuming chemical products and medicines that can harm their health. Any consumer's usage and choosing a particular type and brand of a product depends on the quality and benefits that that product or brand offers. Ayurveda is a "science of life, as life is about good health." Ayurveda is considered as the science of human health. The approach of Ayurveda towards healing disease is expansive and modern. It does not deal with the individual organs but treats the complete body. Ayurveda does not give temporary treatment, but it cures the disease completely. It treats complicated diseases like angina pectoris, diabetes, hypertension, and stones. Some of the other known treatments that are done through Ayurveda are the treatment of anal fistulas, treating fractures, amputations, extraction of foreign elements, as well as stitching. Using herbal and surgical tools has become widespread in the present time.

Ayurveda is one of the oldest and most widely accepted traditional medical systems globally. This traditional system of medicine's old wisdom has yet to be fully explored. Ayurveda studies life that focuses on a person's total wellbeing rather than an illness. This science has been developed in India over the period of thousands of years. Many of the Ayurveda practice records were handed by word of mouth. In old times, people spent a lot of their time searching for herbs to treat their disease and safeguard them from chemical treatment side effects. In old times, they were dependent upon natural treatment. However, now, people are very busy with their work and do not have time to have a healthy life

and eat a healthy diet. When talking about healthy life, people do not spend time doing exercises and eating healthy food; instead, they take medicines, supplements, and other products to maintain good health. There are various herbs available to maintain good health, such as Tulsi, Amla, Sandalwood, Neem, Saffron, etc., that can be used as a natural product instead of other chemical products that can cause harm to our body.

II. LITERATURE REVIEW

One of the critical operation roles for any organization in the market about a cosmetic herbal product is the satisfaction and perception of their customers. Therefore, if a customer is not satisfied with the product, they will stop buying that particular product and other products of that particular brand. All the services and hard work done by the company are irrelevant if the customer is not satisfied with the product. Herbal products that are available in the market are made up of herbs, and they are known for long effects after their usage without giving any kind of side effects after their usage. Herbs are called food instead of medicine as they give complete treatment to the disease, and the medicines are made of natural herbs instead of chemicals. These herbs supplement the body and maintain good health, which can also be used for other purposes. Some herbal products are also used as tablets, powders, capsules, and liquid form. Compared to chemical beauty products, people nowadays are using herbal beauty products as it is safe for the skin and does not cause any harm to the skin. Good growth is seen in the purchase of herbal beauty products as customers have now understood their importance and safety compared to chemical beauty products.

Being sound and helpful to individuals is the fundamental issue driving the plans of such things. Since this portion of industry was significant, this offers an abundance of chances to the social event affiliations that market things in typical, standard, ayurvedic, or normal. In India, the enormous clients transcendently based on the relationship for deals are the young age who are getting and are correct now deciding to put or spend in these things (*Guptaa and Desi, 2016*).

In the nation of the colossal individuals, the improvement of interest for conventional, customary, and ayurvedic grandness and unique idea region has made an incredible test among the associations (*Raju and Rahul, 2016*). Talking about models, Patanjali Ayurveda and other Consumer Products presented different new things for getting the best slice of the pie. Forest area Essentials and Kama Ayurveda are the most brought up in this piece of things, and others are at present after these affiliations' model. Moreover, the fundamental guard behind the progression of the late arose affiliations is the increased interest in these run-of-the-mill things (*Chandiraleka and Hamsalakshmi, 2016*).

The possibility of eminence and magnificence care items is old-fashioned as humankind and progressed women look fantastic. Along these lines, they use specific grandness things that have flavors to look engaging and energetic. Indian flavors and their significance are popular all over the planet. Local excellence care items have fostered an interest in nature. There are many ladies from one side of the world to the other. The Indian greatness care market is depicted as solid skin, hair care, covering gloriousness care things, fragrances, and oral idea portions. It justifies the US \$19.3 billion of each 2014 and is relied on to make at 15-20 % as shown by the assessment of this space. Today respect for essential things, treatment, plan, and preparation is extraordinarily high (Amberg and Fogarassy, 2019).

At present, a combination of Greentech courses of action is open in the cosmetics business. Using these game plans, environment very much discarded normal magnificence care items can be made. There are countless assessments into using new innocuous to the biological system inventive plans. This concentrate, by and large, spins around presenting the impacts of natural and thriving consideration plans on the beauty care products business for both the maker and client sides. The central matter of the assessment was to see the elements influencing green buyer direct flawlessly. The parts gigantic for the assessment of examination questions were tracked down utilizing principal appraisal, explicitly, online review. Considering the making sources, coming up next were overviewed: A short history of ordinary greatness care things, the focal points disengaging between eminence care things, the movement of organic affirmation standards, the security rules (Mati and Puh, 2016).

As alluded to already, client purchasing conduct is straightforwardly uncommon from the buyer's lead and its disposition. Different things join to cultivate the direction of any person. The essential concern which impacts the client immediately and shapes it is his way of life. Culture assembles the solid impression of the things in the clients' brains. As per Rai, 2013, there are several public and generally speaking brands that individuals are evident and have solid comprehension into their frontal cortexes. These perceptions are squeezed to them because of their way of life, ways of life, and natural parts. In like way, sees have a significant effect in outlining customer lead (González-Minero and Bravo-Díaz, 2018).

Advancements are additionally a wellspring of building trust. The buyer is incited fundamentally if he is taking a gander at the quality and costs of the things. Buy mentality can in like way be made by thing assessment and memorability. Buyers from one side of the planet to the next are drawn towards the brand and genuinely add things with their practices. Assessments observed that invigorated affiliations have a tremendous effect on the clients and their purchasing conduct as individuals will, when in doubt, associate themselves with the brand.

Consumer loyalty and client insight are homegrown corrective items that have turned into the critical functional objective for each association in the market job. What counts today is consumer loyalty and shopper insight; assuming the clients are not fulfilled, they will quit working with that association. All of the things that our association does are accomplish quality and give. Great assistance is not significant by any means if it does not result in consumer loyalty. Homegrown item alludes to things that are ready and handled with the assistance of the spices. Spices are viewed as food instead of medicine because they are finished, all regular and unadulterated, as typically planned. Natural items are meds gotten from plants. They are utilized as enhancements to develop wellbeing and prosperity further and might be utilized for other restorative reasons. Natural item is accessible as tablets. Cases, powders, different teas, and so on. Natural restorative, wellbeing, and enhancements are accessible in many structures, remembering for tea sacks, cases, tablets, fluids, and powders. Instances of average homegrown wellbeing items and enhancements included Echinacea, garlic, ginkgo, saw palmetto, and so forth, Himalaya Herbal, Lotus Herbal, Khadi Natural, Vaadi Herbals, Just Herbs, Biotique, Forest Essentials, Ayur Herbals, VLCC, and JOVEES Herbal. The homegrown corrective and individual consideration industry has developed exceptionally quickly (Zappelli et al., 2016).

During the olden days, individuals invested a ton of energy looking for spices to extricate their benefits to protect themselves from different wellbeing dangers. Back then, they depended uniquely upon common spices for mending. In any case, today, individuals are driving an exceptionally bustling life. They do not even find sufficient opportunity to spend more than five minutes to eat something of their everyday food (Nalina, 2018). Moreover, regarding medical care and fitness, they do not have the opportunity to spend on their outer appearances. There are 1,000 assortments of herbals that are being utilized for excellent care reasons. Generally, excellent instances of such spices are Neem, Amala, Tulsi, Gooseberries, Sandal Wood, Hibiscus, and Saffron. Individuals utilized these spices as their beauty care products to fix skin issues. Since we are living in a quick world, nobody has sufficient opportunity to go for these regular home-grown cures, even though they know the benefits of these spices (Chin et al., 2018).

As we have the opportunity imperatives, nobody likes to invest their energy in making these spice blends. Thinking about these realities and to fulfill the requirements of the shoppers, presently, various restorative organizations in the market produce both substances just as ayurvedic-based corrective items (Bello-Bravo, Lovett and Pittendrigh, 2015).

There is additionally an immense assortment of brands accessible on the lookout. According to a review directed by the corrective business, it is said that the age factor does not influence the utilization example of these

restorative items. Because of the country's technological progression and other modern advancement, there are likewise bunches of contamination, hurting the body's inner and outer pieces (Palanichamy, 2019). The skin is the most affected part of the human body because of ecological contamination. Even though there are numerous synthetic-based beauty care products, individuals feel that these items make more mischief to the skin. Accordingly, they have begun exchanging once again the ayurvedic restorative items. In Ayurveda, items are generally made of traditional spices with the lowest measure of synthetic compounds utilized and are less unsafe to the skin, decreasing side effects (Barbulova, Colucci and Apone, 2015).

Beauty care products, by and large, are not just utilized for working on their magnificence; they are additionally used to safe gatekeeper their skin and excellence from the outside perils. Thinking about this multitude of elements, then, at that point, they began to utilize the ayurvedic items (Md and Yadav, 2015). The natural restorative fragment is seeing a growth pace of 60%, which is in contrast with 20-25% of the whole corrective industry. Unadulterated natural restorative portions comprise around 11% of the all-out superficial industry market of Rs.20 billion. There are numerous ayurvedic restorative organizations on the lookout. The opposition among the Indian organizations has expanded quickly. Other than these Indian organizations, MNC organizations have been inspired by our market, where both are contending vigorously. This prompts the corrective organizations to give the best items to the purchasers to draw in the clients (Amberg, 2018).

The point of the investigates is to be familiar with the customers' consciousness regarding ayurvedic corrective items and realize their inclinations regarding these ayurvedic beauty care products conveyed a review to be aware of purchaser discernment towards homegrown items. The targets of the above study were to know the reasons for utilizing different natural items (Joshi, 2017).

The ultimate objective of the above focuses on expert accumulated data from 60 customers using local things in three urban spaces of Bhopal. In light of their examination, they found that people shift it to ordinary things because of risks made by compound things (Anupriya, 2017). Not settled forever that all customers had an inspiring standpoint towards local things and there was no delayed consequence looked by these people. As indicated by researchers in their audit on the client wisdom on online shopping. It is seen that a larger piece of respondents is content with web shopping, and they feel great as they get extra offers and fundamental return limits from the traders. It also saves time and development costs (Ismailamiya and Kumar, 2019).

A couple of experts have broken down a survey on thing arranging of Patanjali things. They surmised that Patanjali had gotten a gigantic slice of the pie inside a

brief period of time at this point; the shortfall of these things is the major problem looked at by customers these days (Sivaranjani, Uma and Yuvaraj, 2019).

There is an ascending in the information on Indian customers towards the importance care things which prompts the move in the general improvement of the medicinal business. As a climbing considering, a real worry for existing things is seen the affiliations are going with new things having new parts (Rajani, 2016). As shown by the Indian Cosmetic Sector Forecast to 2015, there is a mind-blowing opportunity for existing in an essentially similar way as new players. There is an impact on the web, TV, etc. People are incredibly familiar with these different channels, which finally prompts the thought in people concerning significance care things and makes them exceptional. In a country like India, the augmentation of interest for standard, customary, and ayurvedic brilliance and individual idea fragment has made an absurd test among the associations (Sivakumar, 2016).

The extension of interest for standard, close by, and ayurvedic importance and individual thought part had made a crazy test among the affiliations. Discussing models, Patanjali Ayurveda, Hindustan Unilever, Colgate-Palmolive India, Dabur India, Emami, Marico, and Godrej Consumer Products introduced distinctive new things for getting the ridiculous piece of the overall business. Backcountry Essentials and Kama Ayurveda are the most principal in this piece of things, and others are now following these affiliations' model. What is more, the critical leisure activity behind the progress of the actually emerged affiliations is the development interest of these customary things (Banu Rekha and Gokila, 2015).

In the country of the immense people, the development of interest for standard, typical, and ayurvedic importance and individual thought segment has made a mind-boggling contention among the affiliations. Woods Essentials and Kama Ayurveda are the most raised in this piece of things, and others are at this point following these affiliations' model. What is more, the central legitimization for the movement of the actually emerged affiliations is the creating interest in these standard things (Kaur, 2016).

III. OBJECTIVES

1. To find the reasons for customers' preferences for Ayurvedic Beauty Products over cosmetic products.
2. To ascertain the reasons for customers' preferences for Ayurvedic Beauty Products over cosmetic products.

IV. RESEARCH METHODOLOGY

The present study is descriptive in nature wherein the reasons for customers' preferences for Ayurvedic Beauty Products over cosmetic products were analyzed. The sample taken for the study is 150. The

information was gathered with the assistance of an organized poll on a five-point scale and investigated with the assistance of the mean qualities and t-test.

Table 1: Demographic profile of the respondents

Variables	Number of respondents	% Age
Gender		
Males	48	32%
Females	102	68%
Total	150	100%
Profession		
Businessman	21	14%
Teacher	59	39%
Housewife	48	32%
Student	22	15%
Total	150	100%
Age		
20-35	65	43%
35-50	54	36%
50-65	31	21%
Total	150	100%

Table 1 presents the demographic profile of the respondents on the reasons for customers' preferences for Ayurvedic Beauty Products over cosmetic products. There are 32% males and 68% females in the study. Among the respondents, 14% are into business, 39% are teachers, 32% are homemakers, and 15% are students. The 43% of the respondents are 20-35 years of age, 36% are 35-50 years of age, and 21% are 50-65 years of age.

Table 2: Mean Value of the reasons for customers' preferences for Ayurvedic Beauty Products over cosmetic products

Sr. No.	The reasons for customers' preferences for Ayurvedic Beauty Products over cosmetic products	Mean Score
1.	People are gradually turning towards organic cosmetics	4.05
2.	Indian consumers depend on their family and friends for taking references for buying things	4.01
3.	People now understand the power of natural products	4.06
4.	Ayurvedic beauty products help the environment too	4.10
5.	Considering the extent of global warming, it has become quite imperative to switch to only Ayurvedic products	4.02
6.	Ayurvedic products do not have any kind of side effects	4.14

7.	Ayurvedic products are suitable for every skin type	4.15
8.	Advertisements are suitable for building customers trust	4.09
9.	Survival of a brand or a product in the market depends largely on consumer loyalty	4.03
10.	Customers prefer Ayurvedic products because they do not support experiments on animals	4.11

Table 2 shows the opinions of the respondents. It is observed that Ayurvedic products are suitable for every skin type, with a mean value of 4.15. Ayurvedic products follow it do not have any kind of side effects (4.14), customers prefer Ayurvedic products because they do not support experiments on animals (4.11), and Ayurvedic beauty products help the environment too (4.10). Advertisements are suitable for building customers trust (4.09), People now understand the power of natural products (4.06), People are gradually turning towards organic cosmetics (4.05), Survival of a brand or a product in the market depends largely on consumer loyalty (4.03) and considering the extent of global warming, it has become quite imperative to switch to only Ayurvedic products (4.02) were also considered essential. Reasons like Indian consumers depend on their family and friends for taking references for buying things (4.01) were also viewed as necessary.

Table 3:

Sr. No.	The reasons for customers' preferences for Ayurvedic Beauty Products over cosmetic products	Mean Score	t-Value	Sig
1.	People are gradually turning towards organic cosmetics	4.05	6.809	0.000
2.	Indian consumers depend on their family and friends for taking references for buying things	4.01	5.938	0.000
3.	People now understand the power of natural products	4.06	6.359	0.000
4.	Ayurvedic beauty products help the environment too	4.10	5.819	0.000
5.	Considering the extent of global warming, it has become quite imperative to switch to only Ayurvedic products	4.02	5.292	0.000
6.	Ayurvedic products do not have any kind of side effects	4.14	7.346	0.000

7.	Ayurvedic products are suitable for every skin type	4.15	7.751	0.000
8.	Advertisements are suitable for building customers trust	4.09	7.782	0.000
9.	Survival of a brand or a product in the market depends largely on consumer loyalty	4.03	6.353	0.000
10.	Customers prefer Ayurvedic products because they do not support experiments on animals	4.11	7.359	0.000

Table 3 shows the results of the t-test. It is found from the table that the significance value for all the statements is below 0.05; hence all the statements regarding customers' preferences for Ayurvedic Beauty Products over cosmetic products are significant.

V. CONCLUSION

The review uncovers that many respondents know about ayurvedic beauty care products. Individuals, presently, are not thinking about beauty care products as an extravagance. Most of the purchasers feel that there were more manufactured mixtures in excellence care items, which cause many side effects and trading back to ayurvedic-based magnificence care items. After understanding the clients' needs, the remedial gathering association started ayurvedic-based excellence care items. Various respondents feel that there is more compound mix in the ayurvedic remedial, which can be diminished by the producers, which would fabricate the costumers for their things. This audit engaged the producers to know the need and tendencies of the client, which the creators can execute to deal with their thing and arrangements additionally. It has been inferred those individuals of Coimbatore city are very much aware of ayurvedic items. A more significant part of individuals is visiting Arya Vaidya Sala for ayurvedic medical services items. Individuals of Coimbatore had not reacted according to our assessment, and henceforth the outcomes may be smidgen strayed from careful circumstance winning in India for Ayurvedic items.

The beauty concept and cosmetics are as old as humanity, and women are infatuated with looking beautiful. To look beautiful and charming, women use various cosmetic beauty products. Sometimes they use chemical products that could be harmful to them and their skin these days. Ayurveda herbal products are trendy in the market, and people are trying them and are satisfied with their results. Using herbal products is good for the skin; herbs like neem, aloe vera, chandan, saffron, etc., are used in natural and Ayurveda beauty products and give outstanding results compared to other chemical

beauty products are harmful to its users. The cosmetic market has various products for hair care, skincare, fragrances, etc. These include Ayurveda products and other chemical products. Looking at customers' demands, particularly women, safe and harmless beauty products are produced using herbs and other natural things. A wide variety of brands and their products are available in the market. Women nowadays prefer more natural products than other unnatural and chemical products. They have understood the importance of herbs and natural products as they are suitable for their health and skin. Skin is the most sensitive and most affected part of the human body, and it quickly gets affected due to pollution. After experiencing the side effects of harmful and chemical beauty products, customers switch to herbal and Ayurveda beauty products to keep their skin healthy and beautiful. Thus, it can be said that customers prefer ayurvedic beauty products at present.

DISCLOSURE

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