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KANAKAPURA MAIN ROAD

BENGALURU, 560082, INDIA

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“PENETRATION OF ORGANIC PERSONAL CARE PRODUCTS INTO INDIAN MARKET”

A Project Report for the partial fulfilment of the requirement for

Post-Graduate Diploma in Management

Subject: Market Research

Under the supervision of

Prof. Narendra Babu

Submitted to the Indus Business Academy, Bengaluru

Submitted by,

M.Srinivas

FPB1921/122

Indus Business Academy, Bengaluru, India

Signature of Project Supervisor:

Dated: 10 May 2020

## **DECLARATION**

I M.Srinivas, hereby declare that the project report entitled “**PENETRATION OF ORGANIC PERSONAL CARE PRODUCTS INTO INDIAN MARKET**” submitted in partial fulfilment of requirements for the degree of Post Graduate Diploma in Management (PGDM) of Indus Business Academy, Bangalore, is my original work and not submitted anywhere else for award of any degree/diploma fellowship/any other similar title in any other institute or university.

M.Srinivas

FPB1921/122

Indus Business Academy

Bengaluru 560062

## **DIRECTOR'S CERTIFICATE**

This is to certify that M.Srinivas, FPB1921/122, student of Indus Business Academy, Bangalore has done a market research on “**Penetration Organic Personal Care Products into Indian Market**” in partial fulfilment for the award of PGDM and has submitted the report.

To the best of my knowledge this project work is original and it has not been previously submitted as part of another degree or diploma of any other institute or university.

**Dr. Subhash Sharma**

Director

Indus Business Academy

Bengaluru 560062

## **ACKNOWLEDGEMENT**

I am using this opportunity to express my profound gratitude and deep regards to everyone who supported me throughout the course of my market research. I am thankful to my friends and faculty members.

I take this opportunity to extend my sincere thanks to Mr Manish Jain, CEO for offering me such a unique platform to exposure and learn.

I wish to thank my Mentor Prof. Narendra Babu B V for his exemplary guidance, monitoring and constant encouragement throughout the course of the Market research titled,

**“PENETRATION OF ORGANIC PERSONAL CARE PRODUCTS INTO INDIAN MARKET”**

**M.Srinivas**

FPB1921/122

Indus Business Academy

Bengaluru 560062

## **CERTIFICATE**

This is to certify that Mr M.Srinivas of INDUS BUSINESS ACADEMY, Bengaluru, Registration number: FPB1921/122 is pursuing a Post Graduate Diploma in Management under my guidance, he has submitted his project entitled “**Penetration Organic Personal Care Products into Indian Market**” in partial fulfilment of the requirement for the Market Research during the Post Graduate Diploma in Management.

This report has not been previously submitted as part of another degree or Diploma of another Business School or University.

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Prof. Narendra Babu B V

Indus Business Academy, Bengaluru, 560082, India

## **ABSTRACT**

The study aims in finding the awareness levels of Organic Personal Care Products which is a growing trend and also satisfaction level of customers towards Organic Personal Care Products. The global organic personal care market size is USD 13.33 billion in 2018 and is going to increase at a CAGR of 9.4% from 2019 to 2025. Increasing demand for cosmetics and skin and hair care mixed with increasing need for environment- and animal-friendly products is expected to increase the growth. Rising R&D expenditure to introduce products which are made out of plants is expected to further promote the product demand. And also with the increase in the government norms many companies started looking into Organic Products. It is found that at least 25% of the personal care products consists of chemicals which causes cancer and other deadly diseases. Customers start feeling the need of Organic products which can be healthy and also natural. This started growing trend in Organic Personal Care Products. It is expected that there will be a great increase in Organic Personal Care Product market from 2017-2021. So In this paper we try to find out the awareness level of customers in parts of Karnataka and Andhra Pradesh. From this research we found that Customers are well aware of Organic Personal Care Products. They came to know about these products through media and friends & family. And they are well satisfied with the Organic Personal Care Products which is a good sign for the increase in the trend of Organic Products.

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## **Personal care products & Cosmetic Industry**

Personal care products & cosmetic industry comprises of companies that manufacture and supply the products which are used by the customers for his personal use like skin care products, toiletries, personal grooming products. These personal care products are used to enhance once appearance and looks. The cosmetic industry includes mostly products like makeups and beauty enhancing products and there are lot more products which gives various benefit claims so this made many companies to manufacture different kind of products and attract customers so that customers will try their products so many companies are focus in their development and growth they use social media , television ads, and paper advertisements. And they are also investing more in research & development and also awareness campaigns to boost their sales. New era made the industry to move towards e-commerce so many companies are selling their products through these sites so that it can be convenient to the customers also to go through the details of the product easily and they will also have their physical stores.

## **Emerging trend in the industry**

As the income levels of the population is increasing many people became more concerned towards personal care products so the Industry is growing rapidly it is growing at over 4.4% per year bringing market of 134.8 billion in 2018. In between 2019-25 it is going to increase more at a CAGR of 7.2% during 2019-2024.

## **Natural & Organic Industry**

Natural & Organic Industry comprises of companies that manufacture and supply that products that are organic and natural in their nature. These products are manufactured without any pesticides, chemicals, artificial ingredients or preservatives. Before natural & organic industry is a niche market now a days the industry is gaining recognition and popularity, because the customers are showing interest towards natural & organic products this is because of the products which are made up of natural and organic material. Natural means the product is created with the ingredients that available in nature and organic means the material which we use for manufacturing are pure. The industry has seen a huge growth and the commonly used products are Non-chemical perfumes, makeups, hair conditioners, shampoos, tooth pastes and also house hold products. Many consumers are now trying these products and it now became competition to normal products that is why now a days many companies are also focusing on pesticide free products.



## Organic Personal Care Products



Organic Personal Care Products are divided into

- Skin care
- Hair care
- Oral care
- Cosmetics
- Deodorants
- Perfumes

Among these products skin care products are mostly widely used products globally. And these products distributed in channel wise the major distribution channel are supermarkets and hypermarkets

The market value of natural and Organic Personal Care Products is \$ 15500 Millions in 2018 is expected to reach \$25200 Million by 2025 with the growth rate of 7.2%.

Some of the manufacturers of Organic Personal Care Products are L'oreal, weleda, Burt's Bbee, Groupe Rocher, Avon, shiseido, Amore Pacific, Procter & Gamble, Natura Cosmeticos, Johnson & Johnson, L'Occitane, Unilever, FancI, Mustela, DHC, Pechoin.

In some countries like US there are bodies which regulate the Organic Personal Care Products like USDA. This body approves only if the product certain organic standards. A personal care product in US can only claim that they are USDA Certified product. Many big companies like Avon and Revlon are removing chemicals like formaldehyde, phthalates from products. Johnson & Johnson removed parabens from their products and certain fragrance chemicals also. Most of the companies are making organic products now a days but the scope in the Indian market is less compared with the other country markets.

## **Literature Review**

year	Author	Literature review
2011	Kim and chung	From his study he came to know that the increase of health, appearance and environmental concerns, consumers are tending to avoid using product that contain synthesized ingredient and chemical substance. They are more inclined towards organic product.
2016	Emerald et al.	In his study he found that the market demand for natural and organic skincare and personal products is growing faster than the overall market growth rate and the global demand for organic product and it is expected to reach USD13.2 billion by 2018.
2013	Ling	From his study he found that The penetration of brand owners of organic personal care product can be achieved through by franchising to widen distribution channels. However the acceptance of organic product by consumers was significantly different between markets .this gap is need to be fulfilled by the organic marketers if they want to further explore to the market of Organic Personal Care Products.

2015	Matic and puh	From their study they found that female consumers 'beauty product shopping behavioural patterns also include their perceived importance of the product's attributes and their purchase attitude towards natural products. Results show that consumers' product attitudes and shopping behaviour are influenced by their health and environmental consciousness.
2017	Creative econ	It state that organic skincare and personal care product are targeted on the sensitive and allergic skin market with a USDA organic certification to ensure that the product are high quality and environmental friendly.
2015	Santos, Antonio and chorill	From their study the understood that the marketer should understand the external factors ,internal factors ,intention etc. about the customer which will help them in designing the marketing program to be able convince consumers to buy Organic Personal Care Products.
2017	Lalil	He states that social influence is referring to the change in the individual thinking, feelings, attitudes or behaviours resulting from the influence from another individual or group. For example , many brands communicate to the consumer in term of emotional benefits more than functional benefits.
2011	Noorita mohamad	From this study he came to know that use of organic personal care product have greater impact not only to the consumer long-term benefit but also to the nation.

2004	Hwang	The study result that the intention to use organic personal care product is directly influenced by the consumer perceived safety, healthy etc.
2010	Murphy, grabber and Stewart	They conducted a survey that involved a large number of participants to show how consumers respond to green marketing across countries. The result indicate that the consumers are generally accepting green marketing efforts.
2006	Kumar,massie and dumonceaux	They state that the cosmetic industry is a very innovative ,lucrative and fast paced industry where product innovation is the key to success.cosmetics come in many forms ,ranging from powders, body makeup,soap,shampoo, and toothpaste.
2008	Alice	According to her the driving trend for eco-conscious beauty is actually derived from consumer passion on natural, environmentally responsible-ingredients and organic food movement.however,currently there are no mandated standards defining organic when it comes to cosmetics.
2007	Rajagopal	He states that the organic cosmetics are facing exponential growth. The use of organic cosmetics and toiletries manufactured from herbs and plant extracts has been popular in many develop countries. In Asia consumer demand for natural origin and anti-aging functions. Herbal medicinal cosmetic products.
2000	Johri and sahasakmontri	They conducted a research on green cosmetics in Thailand. The result shows that companies have attempted to use green marketing

		strategies, the consumer still consider non-green attribute are more important in making purchase decisions.
2008	Rajagopal	In his research he found that strategic product and positioning and effective retailing strategy can change consumers perception and values towards non-conventional products or unfamiliar brands.
2008	Pickett-baker	In his study he found that the stronger the environmental beliefs, the more likely people would make use of green products, which explains the reason why green product performance beliefs are significantly influenced by environmental beliefs. The report found that the consumer who are more environmental concern they are more aware about the green product marketing.
2011	Kim	From his study he came to know about that the purchase of green product can be significantly determined by environmental concern of the consumer.in particular, consumers' environmental concern shows to be closely related to their value system.
1999	Vlosky et al.	He states that the research shows that consumers may be more willing to pay premium price or extra cost to purchase wood products should they have favourable attitude towards products that have environmental certification.
2009	Miranda	She states that cosmetic and personal care products are items that can offer social and self-image enhancement. Thus it is believed that consumers, attitude on green personal care

		and cosmetic product are influenced by value of appearance consciousness.
2011	Chung	He found that consumer's attitude, and past experience with other organic products such as organic food will positively impact on purchase intention towards organic and natural care products. it can be concluded that consumers who purchase organic food will also be inclined toward purchasing organic and natural personal care products.

## **RESEARCH METHODOLOGY**

### **Problem Statement**

- From my Literature review know Organic personal care product market is niche market and many people are not aware and has less knowledge on Organic Personal Care Products.
- There are few reasons where Consumers are facing many problems regarding personal care products.
- Consumers are not satisfied of Organic Personal Care Products.

### **Objectives**

- To find the awareness level of consumers on Organic Personal Care Products.
- To find whether customers are satisfied with Organic Personal Care Products.
- To find problems facing by consumers to buy Organic Personal Care Products.
- Psychological factors influencing consumers to buy Organic Personal Care Products.

### **Method**

The Study is an analytical and descriptive one. The data is collected from primary source (i.e., customers) & secondary source (i.e., online journals, reports and literature studies). For data collection we use survey method in this research. The data is collected by using structure questionnaire. The samples were chosen by using convenience sampling technique from population.

## **Primary Source**

Primary data is collected from parts of Karnataka and Andhra Pradesh of different age groups, profession and income groups through a structural questionnaire.

Sample Size: 121

## **Secondary Source**

The collection of secondary data is done from various sources like research gate, existing literature review, Google scholar, Ebsco etc..

## **Hypothesis:**

**H<sub>0</sub>:** The awareness level on Organic Personal Care Products among the Indian customers is low.

**H<sub>1</sub>:** The awareness level on Organic Personal Care Products among the Indian customers is high.

**H<sub>0</sub>:** Customers are not satisfied with Organic Personal Care Products

**H<sub>1</sub>:** Customers are satisfied with Organic Personal Care Products

## **Gap analysis**

From the secondary research conducted, I came to know that many pieces of researches have been done on the customer buying behaviour and awareness levels towards Organic Personal Care Products but they all are done in different countries and some are done by using the sample data from college students itself. The variables measured by them are also limited to measure customer awareness levels and thereby here in this research, we are using awareness levels and satisfaction towards Organic Personal Care Products of Indian Customers. From the literature review, we observed that some have already done research on buying behaviour but the gap observed here is that awareness levels of Indian customers.

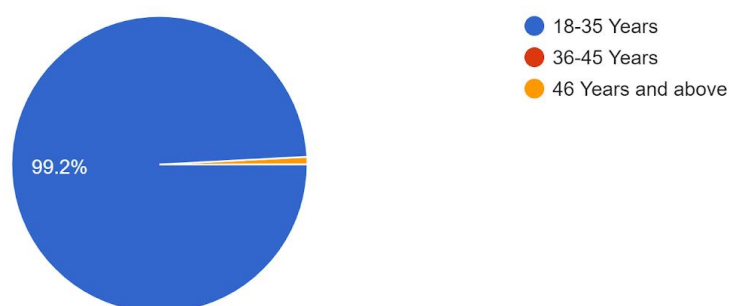
## Data Analysis and Interpretation

### 1. Age

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
18-35 Years	120	99.2%	99.2%	99.2%
36-45 Years	0	0	0	99.2%
46 Years and above	1	0.8%	0.8%	100%
Total	121	100%	100%	

Age

121 responses



### Interpretation

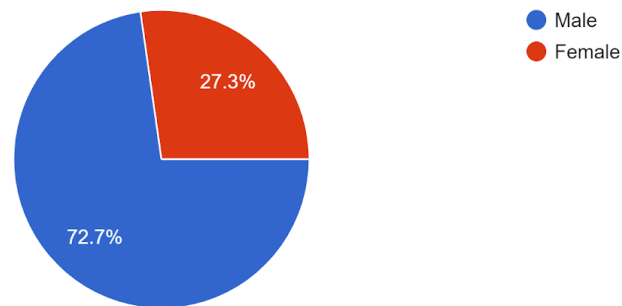
From the above data and graph we can observe that maximum respondents are from age group of 18-35 years which contribute 99.2% of total. 46 years and above holds only 0.8% of total. By this we found that maximum percentage of 18-35 years age customers were showing interest for survey.

### 2. Gender

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Male	88	72.7%	72.7%	72.7%
Female	33	27.3%	27.3%	100%
Total	121	100%	100%	



Gender  
121 responses

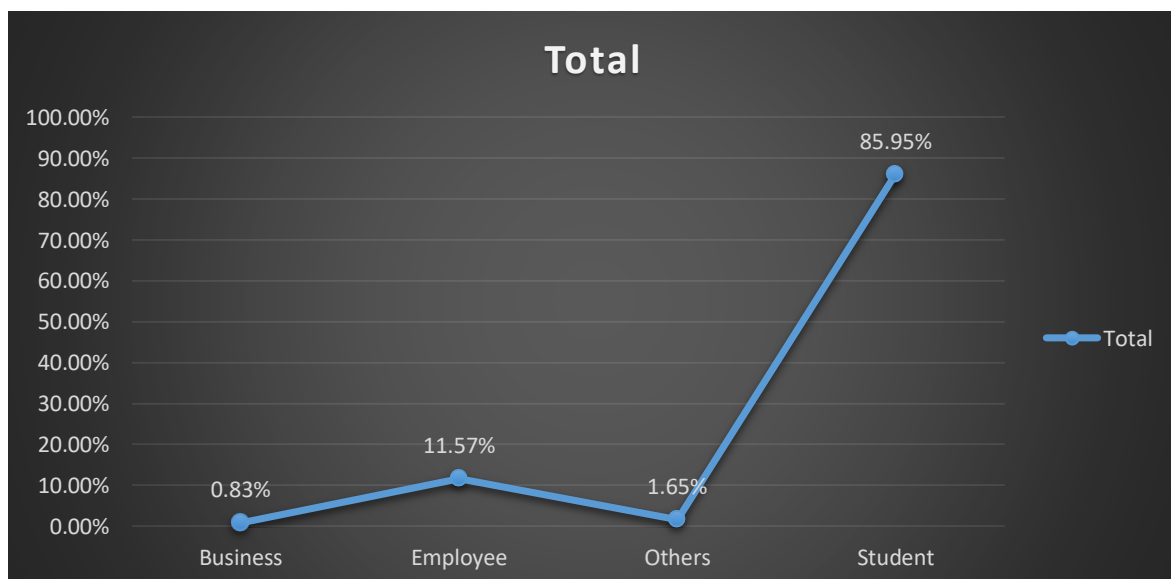


### Interpretation

From the above pie chart and table, it clearly shows that number of male respondents are more which consist 72.7% as compared to female respondents which 27.3% of total. Which indicate that male consumers are more interested towards survey.

### 3. Occupation

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Students	104	85.95%	85.95%	85.95%
Employee	14	11.57%	11.57%	97.52%
Business	1	0.83%	0.83%	98.35%
Others	2	1.65%	1.65%	100%
Total	121	100%	100%	

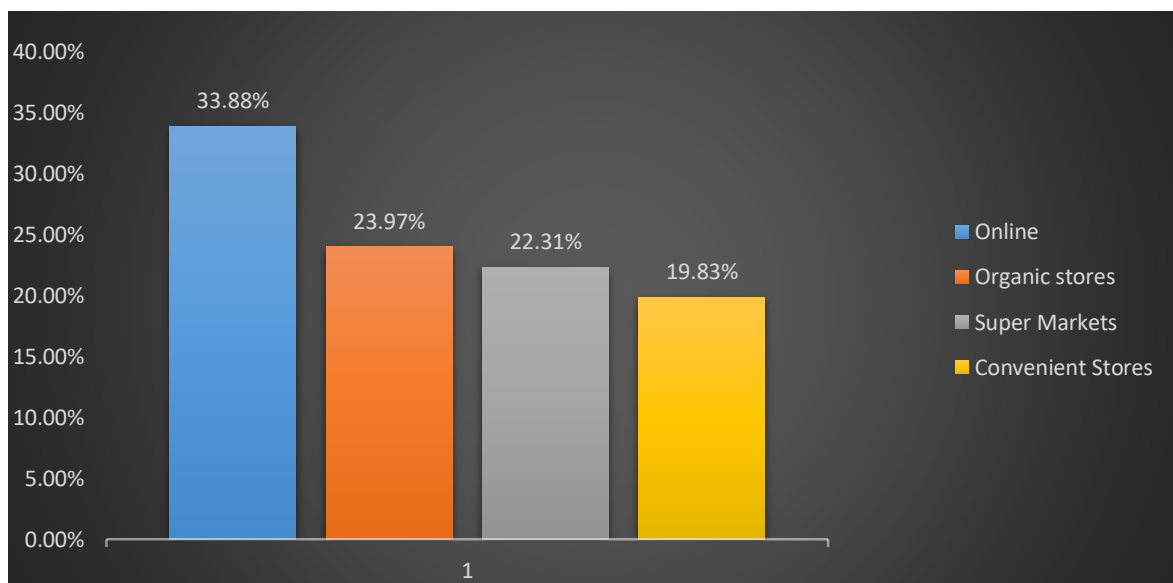


### **Interpretation**

- The above chart and graph depicts that the maximum respond belongs to student group which contribute 85.95%
- After student group number of employee are maximum in number which is 11.57% and business group constitute 0.83% whereas others constitute 1.65% of total.

### **4. Where customer buy Organic Personal Care Products**

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Online	41	33.88%	33.88%	33.88%
Organic stores	29	24%	24%	57.85%
Super Markets	27	22%	22%	80.16%
Convenient Stores	24	20%	20%	100%
Total	121	100%	100%	



### **Interpretation**

- The above table and chart shows that consumers are more willing to buy Organic Personal Care Products from online store as it is easy and convenient to buy and which also provides discounts and offers to them. The maximum respondents of online category are 33.88%
- 23.97% of respondents prefers to buy from organic stores where they can check the product before buying it.

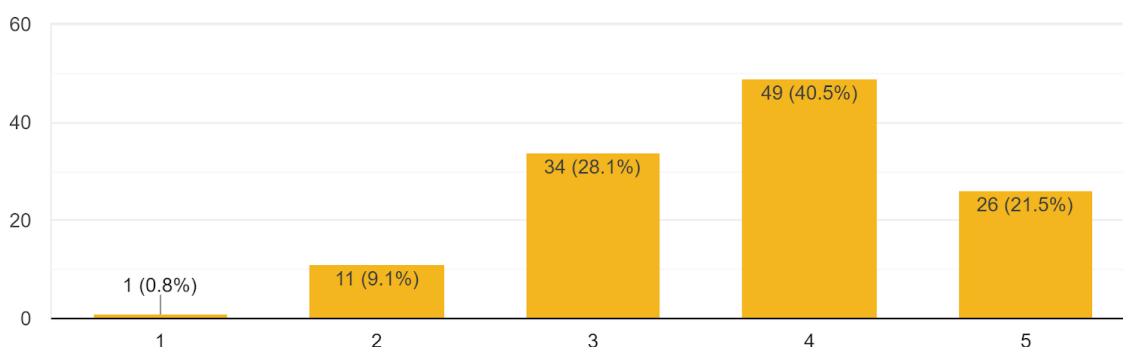
- 22.31% respondents buy from supermarket where the remaining respondents prefer to buy from convenient stores.

## 5. Awareness level of Organic Personal Care Products on five point scale

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
1	1	0.8%	0.8%	0.8%
2	11	9.1%	9.1%	9.9%
3	34	28.1%	28.1%	38%
4	49	40.5%	40.5%	78.5%
5	26	21.5%	21.5%	100%
Total	121	100%	100%	

How much likely are you aware of Organic personal care products

121 responses

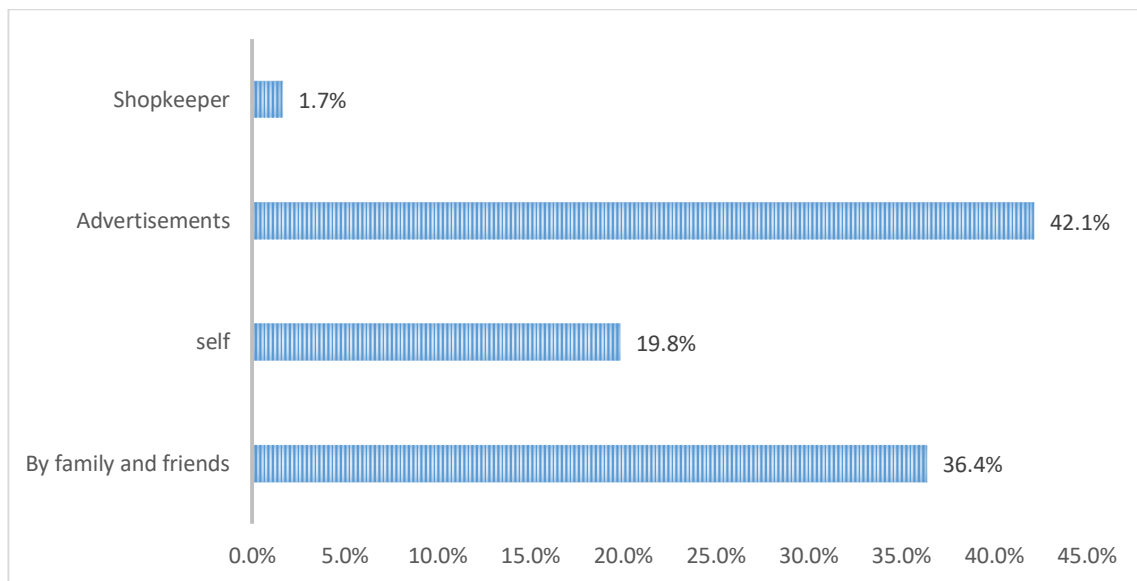


### Interpretation

- Above table and chart 21.5% of respondent are more likely aware of Organic Personal Care Products means know about organic personal care product which plays a vital role in their daily life keeping health and hygiene as an important factor.
- Maximum respondents 40.5% of total are aware of Organic Personal Care Products and they would be using in their day to day life. Whereas in other side respondents which constitute 28.1 % of total are partially aware of the products.

## 6. How customers came to know about Organic Personal Care Products

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
By family and friends	44	36.4%	36.4%	36.4%
Advertisements	51	19.8%	19.8%	56.2%
Self	24	42.1%	42.1%	98.3%
Shopkeeper	2	1.7%	1.7%	100%
Total	121	100%	100%	

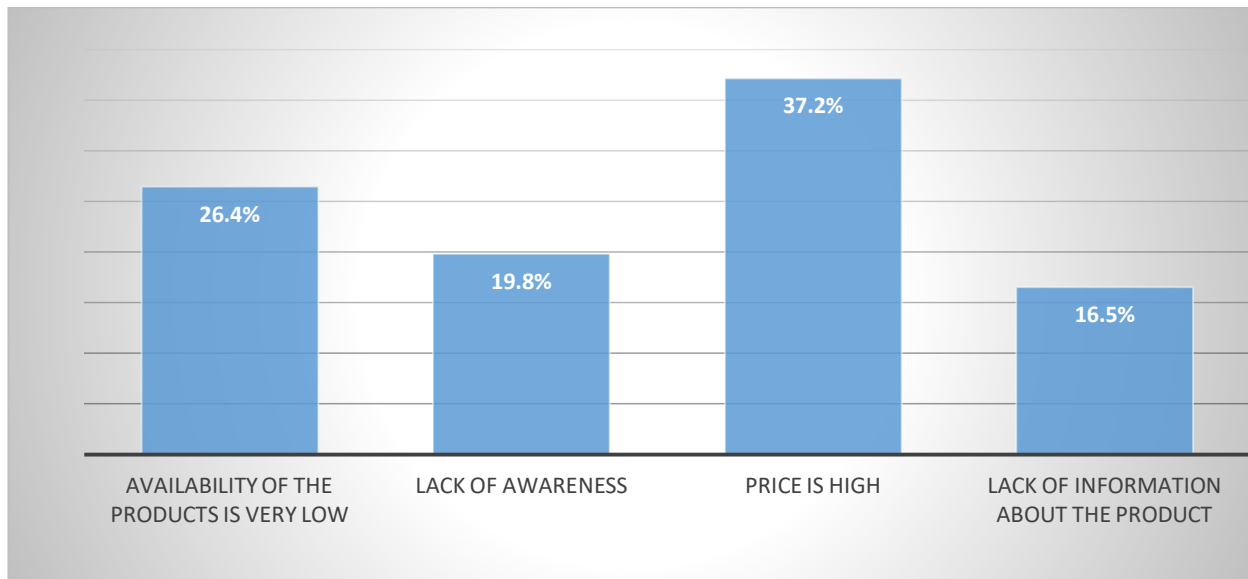


### Interpretation

From the data analysis we can depict that respondents came know about Organic Personal Care Products through advertisement which is 42.1%. Around 36.4% came to know about Organic Personal Care Products through family and friends. Self are just 19.8% and through shopkeeper is 1.7%.

## 7. Problems faced by the customer

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Availability of the Products is very low	32	26.4%	26.4%	26.4%
Lack of awareness	24	19.8%	19.8%	46.3%
Price is high	45	37.2%	37.2%	83.5%
Lack of Information about the product	20	16.5%	16.5%	100%
Total	121	100%	100%	



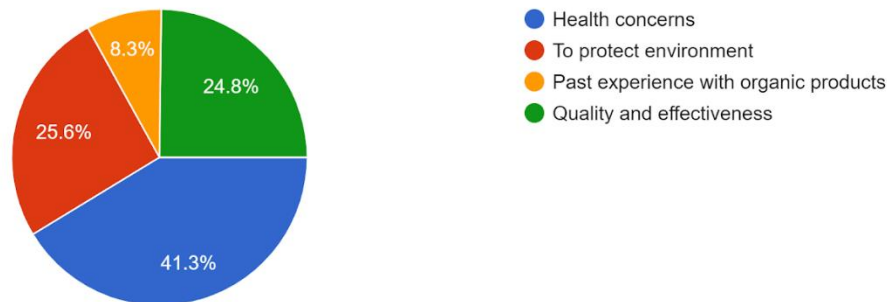
### **Interpretation**

From the above data and graph, it depicts that 37.2% respondents are facing problem while using Organic Personal Care Products the major problem which they face is price of Organic Personal Care Products is high sometimes low middle class are not able to buy it even they are willing to. Other than that 26.4% have face problems like low availability of product as the availability of Organic Personal Care Products is less and 19.8% respondents they don't even have proper awareness about the products and 16.5% respondents haven't found information about Organic Personal Care Products how it is beneficial to health of a person.

### **8. Why do customer prefers Organic Personal Care Products**

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Health Concerns	50	41.3%	41.3%	41.3%
To protect environment	31	25.6%	25.6%	66.9%
Past experience with organic products	10	8.3%	8.3%	75.2%
Quality and effectiveness	30	24.8%	24.8%	100%
Total	121	100%	100%	

Why do you want to prefer Organic personal care products  
121 responses

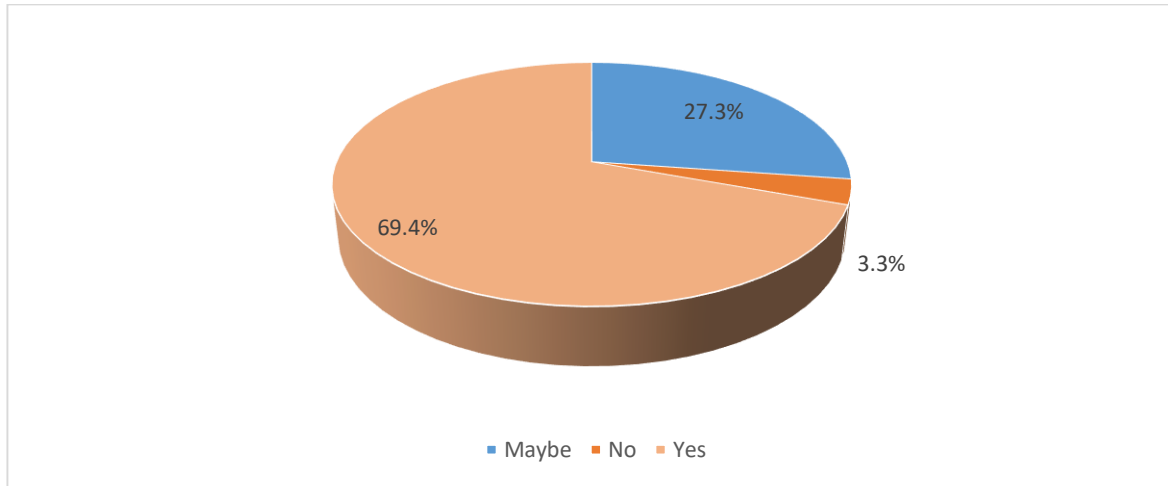


### **Interpretation**

From the above pie chart, it is clearly shown that respondents are preferring organic product due to various factors. They are mostly health conscious which is the main motive behind organic product use which contribute around 41.3% of total respondents. Other factors are to protect environment means these respondents are eco-friendly consumers which holds 25.6%. Other two factors which attracts consumers is past experience with organic product and quality and effectiveness which contribute 8.3% and 24.8% respectively.

### **9. Do you believe in Organic Personal Care Products**

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
Yes	84	69.4%	69.4%	69.4%
No	4	3.3%	3.3%	72.7%
Maybe	33	27.3%	27.3%	100%
Total	121	100%	100%	



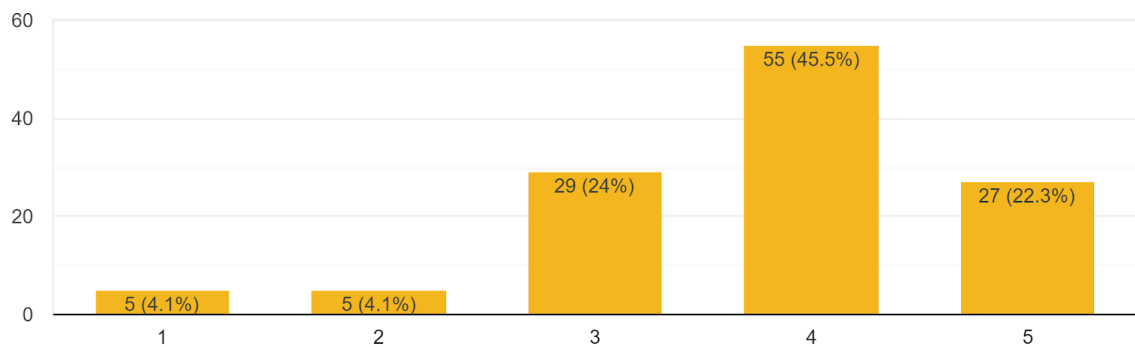
### **Interpretation**

From the data and graph we can analyse that 69.4% of the respondents believe Organic Personal Care Products which means that they have trust and they are using Organic Personal Care Products and 27.3% of the respondents are neutral means that they may not have awareness on Organic Personal Care Products and only 3.3% of the respondents has no belief in Organic Personal Care Products.

### **10. Customer Satisfaction level towards Organic Personal Care Products**

Particulars	Respondents	Percentage	Valid Percentage	Cumulative Percentage
1	5	4.1%	4.1%	4.1%
2	5	4.1%	4.1%	8.2%
3	29	24%	24%	32.2%
4	55	45.5%	45.5%	77.7%
5	27	22.3%	22.3%	100%
Total	121	100%	100%	

Rate your satisfaction level towards organic personal care products  
121 responses



### **Interpretation**

- From the above analysis we can see that respondents are satisfied towards use organic products which contribute 45.5%.
- 22.3% of respondents are highly satisfied with the product use.
- Around 24% of respondents are neutral they are neither satisfied nor dissatisfied by using the product.
- The remaining 4.1% each of respondents are dissatisfied with the use of product.

### **Hypothesis Testing-1**

**H<sub>0</sub>:** The awareness level on Organic Personal Care Products among the Indian customers is low.

**H<sub>1</sub>:** The awareness level on Organic Personal Care Products among the Indian customers is high.

The data collected for testing awareness level of customers regarding Organic Personal Care Products is Nominal which is Non-parametric data. The test used for checking hypothesis is t Test two sample assuming unequal variance. We took two variables which are consumer aware of Organic Personal Products or not and number of times purchase per month.



t-Test: Two-Sample Assuming Unequal Variances		
	How much likely are you aware of Organic Personal Care Products	How many times you buy Organic Personal Care Products in a month?
Mean	3.727272727	1.785123967
Variance	0.866666667	1.270110193
Observations	121	121
Hypothesized Mean Difference	0	
Df	232	
t Stat	14.61489135	
P(T<=t) one-tail	4.95341E-35	
t Critical one-tail	1.651448062	
P(T<=t) two-tail	9.90682E-35	
t Critical two-tail	1.970241936	

### **Interpretation**

T Stat value is 14.61 and t Critical two tail value is 1.97 from the data analysis we found that T stat is greater than t Critical two tail which mean than our null hypothesis is rejected. So we can say that Customers are aware of Organic Personal Care Products.

### **Hypothesis Testing-2**

**H<sub>0</sub>:** Customers are not satisfied with Organic Personal Care Products

**H<sub>1</sub>:** Customers are satisfied with Organic Personal Care Products

The data collected for testing whether customers are satisfied with Organic Personal Care Products is Ordinal which is Non-parametric data. The test used for checking hypothesis is Chi Square. The two variables are customers are satisfied with Organic Personal Products or not and which organic products they prefer the most

Are you satisfied with Organic Personal Care Products * Which Organic Personal Care Products do you buy the most? Crosstabulation						
			Which Organic Personal Care Products do you buy the most?			
			1	2	3	4
Are you satisfied with Organic Personal Care Products	1	Count	45	37	17	10
		Expected Count	42.3	35.1	20.7	10.8
		% within Which Organic Personal Care Products do you buy the most?	95.7%	94.9%	73.9%	83.3%
	2	Count	2	2	6	2
		Expected Count	4.7	3.9	2.3	1.2
		% within Which Organic Personal Care Products do you buy the most?	4.3%	5.1%	26.1%	16.7%
	Total	Count	47	39	23	12
		Expected Count	47.0	39.0	23.0	12.0
		% within Which Organic Personal Care Products do you buy the most?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.031 <sup>a</sup>	3	.018
Likelihood Ratio	8.695	3	.034
Linear-by-Linear Association	6.021	1	.014
N of Valid Cases	121		

## Interpretation

For 95% Confidence Interval we found that Asymptotic Significance value is less than alpha which mean than our null hypothesis is rejected. So we can say that Customers are satisfied with Organic Personal Care Products.

## **Findings**

- consumers are aware of Organic Personal Care Products.
- Most of the consumers came to know about Organic Personal Care Products through Advertisement which is half of the total respondents and also from family and friends.
- Most of the consumers are facing issue with Organic Personal Care Products the main problems are price is high and availability of the product is low.
- Most of the consumers are preferring Organic Personal Care Products because of Health concerns this means that most of the consumers want to prefer Organic Personal Care Products because to maintain good health and remaining few customers are eco friendly customers.
- Most of the consumers believe Organic Personal Care Products.
- Almost 78% of the consumers are satisfied with Organic Personal Care Products.

## **Suggestions**

- Though most customers are aware of Organic Personal Care Products It is a niche market sales are very less so we can increase the level of the market with deep penetration.
- Consumers are facing some issues with Organic Personal Care Products like availability of the product is very low it is available only in specific stores so we can increase the availability of the product by spreading it to more stores
- And some consumers are feeling that price of Organic Personal Care Products is high which may effect middle Income consumers. So the manufacturers should try to reduce cost.
- As the most of the consumers have health concerns we can promote product with the main priority as health.
- Some customers are neutral they responded neutral when they are asked whether they believe in Organic Personal Care Products so we can focus these kind of customers through providing them trail sachets so that they can try and believe in these products.
- To a very few unsatisfied customers we should take feedback from them and try to improve the products according to their requirements.

## **Conclusion**

From this research we want bring out the awareness level of Organic Personal Care Products and also satisfaction level of customers which is emerging trend in the Organic Industry from this research we found that Customers are well aware of Organic Personal Care Products and are satisfied with those products which decreases many kind of deadly cancers. The companies also reaching with Organic Products towards customers because of the increasing growth towards Organic Products. So this Organic market has huge potential in the coming future.

## **Questionnaire**

1. Name

2. Age

- a) 15-25                      b) 26-35                      c) 36-45                      d) 46 years and above

3. Gender

- a) Male                      b) Female

4. Occupation

- a) Student  
b) Service  
c) Self employed  
d) Unemployed

5. Which of the following retail formats do you prefer to buy Organic Personal Care Products?

- a) online  
b) Super Market  
c) Convenient Stores  
d) Departmental store

6. How much likely are you Aware of Organic Personal Care Products

- a) Not very likely      b) Somewhat Likely      c) Neutral      D) Likely      e) Very Likely

7. How you came to know about Organic Personal Care Products

- a) Self
- b) By family or friends
- c) Advertisement(TV, Radio)
- d) shopkeeper

8. Which Organic Personal Care Products do you buy the most?

- a) Cosmetics & Skin care products
- b) Hair care Products
- c) Deodorants & perfumes
- d) Feminine Hygiene paper products.

9. What problems you faced with Organic Personal Care Products

- a) Price is high
- b) Availability of the products is very low
- c) Lack of awareness
- d) You want to use existing products which you are using

10. why do you want to prefer Organic Personal Care Products

- a)Health concerns
- b)Protect the environment
- c)past experience with organic products
- d) Quality and effectiveness

11. Do you believe in Organic Personal Care Products?

- a) Yes
- b) No
- c) May be

12. Are you satisfied with Organic Personal Care Products?

a) Yes

b) No

13. Rate your satisfaction level towards Organic Personal Care Products?

a)1

b)2

c)3

d)4

e)5

14. How many times you buy Organic Personal Care Products in a month?

### **Responses**

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13
1	1	1	1	5	1	1	1	1	1	1	5	2
1	1	1	1	5	3	3	1	1	1	1	5	1
1	1	1	1	3	3	3	3	2	1	1	3	1
1	2	1	4	4	1	4	1	1	1	1	5	1
1	1	1	2	3	2	1	1	2	3	1	3	1
1	2	1	2	4	2	1	1	1	3	1	4	2
1	1	1	1	4	2	1	2	1	3	1	3	1
3	1	4	3	5	1	1	1	1	3	1	3	1
1	1	1	1	5	1	2	3	2	1	1	5	2
1	2	1	1	4	2	2	2	4	1	1	4	2
1	2	1	3	3	1	4	1	2	1	1	3	3
1	2	1	3	4	3	3	2	1	1	1	5	3
1	1	1	4	5	1	1	3	1	1	1	4	1
1	1	1	2	4	2	1	2	1	2	1	4	1
1	2	1	2	4	2	2	2	2	1	1	4	1
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1	1	1	2	5	1	3	3	2	1	1	5	2
1	2	1	2	4	2	2	2	4	1	1	4	2
1	1	1	1	3	2	1	2	1	1	1	4	1
1	1	1	1	4	1	3	1	1	1	1	4	1
1	1	1	3	3	2	2	2	2	1	1	4	2
1	2	1	4	4	2	1	4	1	1	1	4	0

1	2	2	1	3	2	2	3	3	1	1	4	1
1	1	2	3	2	2	3	4	2	1	1	3	1
1	2	1	4	4	3	1	3	4	1	1	4	5
1	1	1	4	4	2	1	3	4	1	1	4	1
1	1	1	1	5	2	1	1	2	1	1	5	1
1	1	1	1	5	2	2	2	2	1	1	4	0
1	1	2	3	4	2	2	2	1	1	1	4	2
1	1	2	3	4	1	2	2	1	3	1	3	1
1	1	1	2	3	3	1	2	1	1	1	4	2
1	1	1	4	4	1	1	2	3	1	1	4	1
1	1	1	4	5	3	1	3	1	1	1	5	2
1	1	1	3	2	3	1	4	1	3	1	3	3
1	1	2	4	4	1	1	2	1	1	1	4	5
1	1	2	3	4	2	2	2	1	1	1	4	2
1	1	1	2	4	3	1	2	4	1	1	4	1
1	1	1	1	2	3	2	2	1	1	2	2	0
1	1	1	2	4	2	2	2	3	1	1	4	3
1	2	1	4	5	2	1	1	1	1	1	4	1
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1	2	2	1	5	2	3	2	1	1	1	4	2
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1	2	2	4	4	1	2	2	4	1	1	4	1
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1	2	1	3	5	1	4	3	4	3	2	1	1
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1	1	2	4	3	4	1	3	1	1	1	5	2
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1	1	2	1	2	1	3	4	1	3	1	3	2
1	1	1	1	5	2	1	2	4	1	1	5	1
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1	2	4	3	3	2	3	4	1	3	1	3	1

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