



Factors Influencing Consumer Purchase Behaviour Towards Herbal Cosmetics in Tamil Nadu: The Roles of Product Quality, Brand Trust, and Digital Marketing

Dr.K.Umamaheswari¹

Assistant Professor

Department of Management

Faculty of Arts Science Commerce and Management

Karpagam Academy of Higher Education

Coimbatore¹

Dr.M.Sathyapriya²

Assistant Professor

Department of Management

Faculty of Arts Science Commerce and Management

Karpagam Academy of Higher Education

Coimbatore²

Abstract – Herbal cosmetics have become an important area of consumer interest, creating opportunities for marketers to develop effective product positioning, branding, and promotional strategies. Understanding the factors influencing consumer purchase behaviour is important for herbal cosmetic businesses seeking to build consumer trust and long-term customer relationships. This study aims to examine the relationships between perceived product quality, brand trust, digital marketing exposure, price perception, and purchase intention towards herbal cosmetics among consumers in Tamil Nadu, India. The proposed study adopts a quantitative, cross-sectional research design using a structured questionnaire administered to consumers who have used herbal cosmetic products. Descriptive statistics, reliability analysis, correlation, and multiple regression are proposed for analysing the collected data. The study will examine the extent to which the selected marketing-related factors are associated with purchase intention and whether purchase intention is associated with actual purchasing behaviour.

Keywords - Herbal cosmetics, consumer behaviour, purchase intention, brand trust, product quality, digital marketing, Tamil Nadu.

I. INTRODUCTION

The cosmetics industry encompasses a wide range of products intended for skincare, haircare, personal hygiene, and appearance enhancement. Within this industry, herbal cosmetics represent a product category associated with plant-derived ingredients and traditional or botanical formulations. Consumer interest in these products provides an opportunity to examine how product perceptions, brand communication, and marketing practices influence purchasing decisions.

Marketing plays an important role in communicating product attributes, developing brand identity, and establishing consumer relationships. For herbal cosmetic products, consumers may consider perceived quality, product information, ingredient transparency, brand reputation, price, and promotional messages when evaluating alternatives. However, the relative importance of these factors may differ across consumer groups and market settings.

Digital platforms have also changed how consumers discover and evaluate cosmetic products. Social media content, online reviews, influencer communication, and digital advertising can provide information about products and brands. At the same time, consumers may need to assess the credibility of promotional claims and distinguish substantiated product information from unsupported claims.

Tamil Nadu provides a relevant geographical context for examining consumer behaviour towards herbal cosmetics. Understanding the factors associated with purchase intention among users in this setting may help marketers develop more appropriate communication and customer-engagement strategies.

Although existing research has examined natural cosmetics, green marketing, and consumer purchase intention, further investigation is needed to establish how selected marketing variables relate to herbal cosmetics purchasing behaviour within the defined study population. Accordingly, this research proposes an empirical



examination of perceived product quality, brand trust, digital marketing exposure, and price perception among herbal cosmetics users in Tamil Nadu.

II. RESEARCH PROBLEM

Herbal cosmetic brands operate in a competitive market in which consumers encounter different product claims, price levels, promotional messages, and brand identities. However, marketers may not have sufficient context-specific evidence about the factors most closely associated with consumer purchase intention.

The research problem addressed by this study is the need to investigate the relationships between selected marketing factors and purchase intention among herbal cosmetics users in Tamil Nadu. The study also examines whether purchase intention is associated with actual purchasing behaviour.

Research Objectives

The primary objective is to examine factors associated with consumer purchase behaviour towards herbal cosmetics in Tamil Nadu.

The specific objectives are:

- To assess consumer perceptions of the quality of herbal cosmetic products.
- To examine the relationship between perceived product quality and purchase intention.
- To investigate the relationship between brand trust and purchase intention.
- To analyse the relationship between digital marketing exposure and purchase intention.
- To examine the relationship between price perception and purchase intention.
- To assess the relationship between purchase intention and actual purchasing behaviour.
- To suggest evidence-based marketing strategies for herbal cosmetic businesses.

III. REVIEW OF LITERATURE

1. Consumer Behaviour Towards Natural Cosmetics

Research on natural cosmetics provides a theoretical and empirical foundation for understanding the preferences and purchasing decisions of consumers interested in plant-based or naturally positioned personal-care products. Previous studies should be examined to identify relevant consumer characteristics, behavioural variables, and theoretical frameworks.

Tengli and Srinivasan (2022) investigated gender-related purchasing behaviour towards natural cosmetics using a

framework informed by the Theory of Planned Behavior. Their work provides a starting point for examining the relationship between consumer attitudes, behavioural intentions, and purchase decisions.

The present study will build on relevant natural-cosmetics research while focusing specifically on herbal cosmetics users in Tamil Nadu.

2. Perceived Product Quality

Perceived product quality refers to a consumer's evaluation of a product's overall quality and expected performance. In the herbal cosmetics context, consumers may consider product consistency, perceived effectiveness, formulation information, packaging, and suitability for their personal-care needs.

When consumers perceive a product as offering satisfactory quality, they may be more willing to consider purchasing it. This relationship must be tested empirically within the study population.

3. Brand Trust

Brand trust concerns the extent to which consumers believe that a brand is dependable and communicates product information honestly. For herbal cosmetics, trust may be relevant to ingredient information, product labelling, brand reputation, and the credibility of promotional claims. The proposed study examines whether greater brand trust is associated with stronger purchase intention.

4. Digital Marketing

Digital marketing allows brands to communicate with consumers through social media, online advertising, websites, digital reviews, and other online channels. These platforms can provide product information and facilitate brand engagement.

Begum and Kalpana (2025) examined social media marketing and green cosmetics purchase intention in South India. Their research offers a relevant regional reference for investigating digital marketing in a cosmetics-related context. The current study will examine digital marketing exposure specifically in relation to herbal cosmetics users in Tamil Nadu.

5. Price Perception

Price perception refers to consumers' evaluations of product affordability, price fairness, and value for money. Consumers may evaluate price in relation to perceived quality, brand reputation, and available alternatives.



This study proposes to examine whether favourable price perceptions are positively associated with purchase intention.

6. Research Gap

The literature review will compare previous studies in terms of geographical setting, product category, sample characteristics, variables, and analytical methods. The research gap will be finalised after a systematic examination of the relevant literature.

The proposed contribution is to examine perceived product quality, brand trust, digital marketing exposure, and price perception together in relation to purchase intention among herbal cosmetics users in Tamil Nadu. This contribution must be justified by the completed literature review rather than assumed in advance.

Research Hypotheses

The following hypotheses are proposed for empirical testing:

- **H1:** Perceived product quality is positively associated with purchase intention towards herbal cosmetics.
- **H2:** Brand trust is positively associated with purchase intention towards herbal cosmetics.
- **H3:** Digital marketing exposure is positively associated with purchase intention towards herbal cosmetics.
- **H4:** Favourable price perception is positively associated with purchase intention towards herbal cosmetics.
- **H5:** Purchase intention is positively associated with actual purchasing behaviour.
- **H6:** Perceived product quality, brand trust, digital marketing exposure, and price perception jointly explain variation in purchase intention.

IV. RESEARCH METHODOLOGY

1. Research Design

The study will adopt a quantitative, cross-sectional survey design. This approach will enable the collection of structured responses from herbal cosmetics users and the statistical examination of relationships among the selected variables.

2. Study Area

The proposed study area is Tamil Nadu, India. The final manuscript will specify the districts or cities included in the survey and explain the rationale for their selection.

3. Target Population

The target population will comprise adults who have personally used at least one herbal cosmetic product within the six months preceding the survey. Eligible products and the operational definition of herbal cosmetics will be clearly explained in the questionnaire.

4. Sample Size and Sampling Technique

An initial target of approximately 200–300 usable responses may be considered, subject to feasibility and an appropriate statistical power analysis. The final sample size will be reported after data collection.

The sampling technique will be selected according to respondent access and the available sampling frame. If convenience or purposive sampling is used, the resulting limitations in representativeness will be acknowledged.

5. Data Collection Instrument

Primary data will be collected using a structured questionnaire. The instrument will include respondent profile questions, purchasing behaviour questions, and multi-item measures of perceived product quality, brand trust, digital marketing exposure, price perception, and purchase intention.

Where possible, measurement items will be adapted from established scales in previous studies. The questionnaire will be reviewed and pilot-tested before the main survey.

6. Data Analysis

The collected data will be analysed using an appropriate statistical software package. The proposed analyses include:

- Frequency distributions and percentages for respondent characteristics.
- Descriptive statistics for the main study variables.
- Reliability analysis for multi-item measurement scales.
- Correlation analysis to assess preliminary associations.
- Multiple regression analysis to examine the predictors of purchase intention.
- Appropriate regression analysis to examine the relationship between purchase intention and actual purchasing behaviour.

The final analytical methods will depend on the measurement properties, data quality, and assumptions of the selected statistical tests.

7. Ethical Considerations

Participation will be voluntary and based on informed consent. Respondents will be informed of the purpose of the research and how their responses will be used. Personal information will be minimised, and data will be stored and handled appropriately. Any institutional ethics approval required for the study will be obtained before data collection.

V. RESULTS AND DISCUSSION

This section must be completed after the survey has been conducted and the data analysed.



The results section will describe the final sample, present the descriptive statistics, report the reliability and validity evidence where applicable, and present the statistical tests of the research hypotheses.

Tables should include clearly labelled variables, sample sizes, relevant statistical estimates, and appropriate significance information. The discussion will compare the actual findings with the literature reviewed in Section 4.

No results or hypothesis decisions should be reported until they are supported by the collected data.

Managerial Implications

The managerial implications will be developed from the empirical findings. Depending on the results, the study may provide guidance to herbal cosmetics businesses on product communication, trust-building practices, digital engagement, pricing strategies, and consumer retention. Recommendations will distinguish between findings directly supported by the data and broader suggestions that require additional investigation.

VI. CONCLUSION

This study proposes an empirical investigation of factors associated with consumer purchase intention towards herbal cosmetics among users in Tamil Nadu. It focuses on perceived product quality, brand trust, digital marketing exposure, and price perception, with actual purchasing behaviour considered as an additional outcome.

The final conclusion will summarise the principal findings, explain the study's contribution to marketing research, and provide practical recommendations based on the empirical evidence.

Limitations and Future Research

The final paper will acknowledge limitations arising from the sampling method, geographical coverage, self-reported responses, and cross-sectional design. If a non-probability sample is used, findings will not automatically be generalisable to all herbal cosmetics consumers in Tamil Nadu.

Future studies may examine additional consumer characteristics, compare different product categories, investigate regional differences, or use longitudinal designs to explore changes in purchasing behaviour over time.

REFERENCES

1. Begum, [verify initials and full author details], & Kalpana, [verify initials and full author details].

(2025). [Verify the complete title and publication details of the study on social media marketing and green cosmetics purchase intention in South India]. <https://doi.org/10.32479/irmm.17391>

2. Tengli, A., & Srinivasan, S. (2022). An exploratory study to identify the gender-based purchase behavior of consumers of natural cosmetics. *Cosmetics*, 9(5), 101. <https://doi.org/10.3390/cosmetics9050101>