

**PROJECT DISSERTATION ON**

**CONSUMER BEHAVIOUR ON PURCHASE OF**

**LUXURY ORGANIC PERSONAL CARE**

**PRODUCTS**

Submitted by:

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## CERTIFICATE

This is to certify that the project dissertation report entitled “**Consumer Behaviour on Purchase of Luxury Organic Personal Care Products**” submitted by **Shivani Vishnoi (2K17/MBA/084)** in partial fulfilment of the requirement for the award of the degree of Master of Business Administration from Delhi Technological University, is an authentic record of the candidate’s own work carried out by her under my guidance. To best of my knowledge this work has not been submitted in part and full for any Degree or Diploma to this University or elsewhere.

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## STUDENT'S DECLARATION

I, Shivani Vishnoi, 2K17/MBA/084 student of MBA, hereby declare that the project dissertation report entitled “**Consumer Behaviour on Purchase of Luxury Organic Personal Care Products**” which is submitted by me to Department of Management Studies, Delhi Technological University, Delhi in the partial fulfilment of the requirement for the award of the degree of Master of Business Administration, is original and not copied from any source without proper citation. This work has not previously formed for the basis for the award of any degree, Diploma Associate ship, Fellowship or other similar title or recognition.

Place: Delhi

Shivani Vishnoi

Date:

## ABSTRACT

The purpose behind this study and examination is to look at the impact of various kinds of customer information and qualities on their frame of mind towards purchasing natural personal care items and their buy goals of natural individual consideration items. The point was to make a hypothetical commitment to the exploration zone of buyer conduct with regards to natural items. As there are very few researches and examinations which studies the consumers' idea and motivation of their frames of mind towards purchasing natural items and their buy goals of natural items, this study expects to address this gap. There have been a lot of studies which are being conducted but most of them focused on organic food items. The research I have undertaken focuses on natural personal care beauty and cosmetic care products.

The various kinds of buyer learning considered in this examination contained ecological education, past involvement with natural individual consideration items and item skill. The various qualities incorporate ecological cognizance, wellbeing awareness and creature prosperity concern. A reasonable model was created based on the Theory of Planned Behaviour, considering the previous factors so as to test the impacts of the various builds on buyers' dispositions towards and buy expectations of natural individual consideration items.

The examination was conducted utilizing a quantitative research strategy. Information was gathered from a set of buyers who buys luxury personal care products. The information was examined by utilizing the measurable examination program SPSS. The impacts were tested by utilizing Cronbach's Alpha examination, and a few Regression examinations. Customers' natural education, their past involvement with natural individual consideration items and their qualities including ecological awareness, wellbeing cognizance and creature prosperity concern were found to have a critical beneficial outcome on their mentalities towards acquiring natural individual consideration items. Addition to this, buyers' past involvement with natural individual consideration items, and shoppers' dispositions towards purchasing natural individual consideration items were found to have noteworthy constructive outcomes on customers' buy aims of natural individual consideration items while buyers' ecological proficiency was found to influence buy goals contrarily.

The results of this examination suggests that specialists should plan to improve buyers' past involvement just as their ecological education so as to upgrade their mentalities towards and buy goal of natural individual consideration items. It also explains that purchase of luxury personal care products is highly dependent on the status symbol and is also highly influential

in nature. The free campaign drives and advertisements which clearly educate customers about the use of organic products can be used. The impact of using organic products on their skin and the nature and environment is to be explained so that people have a fair understanding about it.

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