



A STUDY ON CUSTOMER SATISFACTION TOWARDS HERBAL PRODUCTS

Dr. K. S. Kavitha* & T. Anish Fathima**

Assistant Professor in Commerce (CA), NGM College (Autonomous),
Pollachi, Tamilnadu

Cite This Article: Dr. K. S. Kavitha & T. Anish Fathima, "A Study on Customer Satisfaction towards Herbal Products", International Journal of Current Research and Modern Education, Volume 2, Issue 2, Page Number 377-380, 2017.

Copy Right: © IJCRME, 2017 (All Rights Reserved). This is an Open Access Article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract:

Herbal products plays an important role in people's life to protect them against various health issues. The study aims to identify the satisfaction of the customers towards herbal products in Erode district. The study was based on questionnaire with a sample of 100 respondents. The findings were analyzed using simple percentage analysis, chi-square test and friedman ranking test. Findings reveal that age, gender, educational qualification and type of family have significant association with customers level of satisfaction towards herbal products.

Key Words: Herbs, Cosmetics, Natural, Herbal Products, Customers, Satisfaction & Health

Introduction:

Herbal products refer to items that are prepared and processed with the help of the herbs. Herbs are considered to be food rather than medicine because they're complete, all-natural and pure, as nature intended. Herbal products are medicines derived from plants. They are used as supplements to improve health and well being, and may be used for other therapeutic purposes. Herbal products are available as tablets, capsules, powders, extracts, teas and so on. Herbal health products and supplements are available in many forms, including in tea bags, capsules, tablets, liquids, and powders. Examples of common herbal health products and supplements include black cohosh, echinacea, garlic, ginkgo, saw palmetto etc.,

Herbs:

Herbs are generally defined as non-woody plants, which die after blooming. Fresh herbals and medicinal plants can be acquired by gathering them in dark forest, growing them in your own personal garden, or buying them from other gardeners and health food stores. Herbs are prepared for consumption and use in medicinal remedies. When herbs are prepared by steeping in boiling water to be drunk as a tea, they are known as an infusion. If these dried herbs get simmered in hot water, they are called as decoction. If gets incorporated in with other ingredients and made into cream, they are viewed as a herbal ointment. Sometimes used a Herbal compress where piece of cloth is soaked in an infusion or decoction and is wrapped and applied externally. If herbs are used to cleanse and heal externally, they are called herbal wash. Herbal infusions and decoctions can also be used as herbal bath for relaxation and healing. Always follow the recommended dosages on your preparations and recipes because over-use of herbs can defeat the purpose for which you are using them. Some of the most beneficial herbs can prove to be toxic if over used. Herbs have been used for uncounted time for various purposes like healing the sick and infirm. Most of the people still continue to use herbs to benefit their bodies. People thought that herbs keep the body in tune with nature as nature intended and maintain proper balance. Many scientific studies are still continued with modern research following the lead of old folklore and herbal uses to help finding new western medicine. Man has been aware of the effects of Herbs on the body, mind and emotion.

History of Herbal Medicine in India:

The World Health Organization (WHO) estimates that 80 percent of the population of some Asian and African countries presently use herbal medicine for some aspect of primary health care. In India, Herbal medicine has quite complex formulas with 30 or more ingredients, including a sizable number of ingredients that have undergone "alchemical processing", chosen to balance "Vata", "Pitta" or "Kapha". In Ladakh, Lahul-Spiti and Tibet, the Tibetan Medical System is prevalent, also called the 'Amichi Medical System'. Over 337 species of medicinal plants have been documented by C.P. Kala. Those are used by Amchis, the practitioners of this medical system.

In Tamil Nadu, Tamils have their own medicinal system now popularly called Siddha medicine. The Siddha system is entirely in the Tamil language. It contains roughly 300,000 verses covering diverse aspects of medicine. This medicine includes herbal, mineral and metallic compositions used as medicine. Ayurveda is in Sanskrit, but Sanskrit was not generally used as a mother tongue and hence its medicines are mostly taken from Siddha and other local traditions.

Top 10 Herbal Cosmetic Product Brands in India:

- ✓ Himalaya Herbals
- ✓ Lotus Herbals

- ✓ Khadi Natural
- ✓ Vaadi Herbals
- ✓ Just Herbs
- ✓ Biotique
- ✓ Forest Essentials:
- ✓ Ayur Herbals
- ✓ VLCC
- ✓ JOVEES Herbal

Need of the Study:

- ✓ To know the present scenario of the herbal products.
- ✓ To find out the people’s perception towards herbal products.

Review of Literature:

Yasmin Singaporewala (2008) observed that with the increasing globalization, the young Indian women have realized the importance of always looking good. Both the skin care and color cosmetics have seen steady growth throughout the past 5 years. According to the Euro monitor report on the Indian cosmetics and toiletries market, the color cosmetics market stands at \$113.4 million and skin care at \$346.9 million.

M. Banu Rekha and K. Gokila (2015) analysed the consumer perception and satisfaction of women towards cosmetics with special reference to Herbal Products. The primary objective of this study is to understand the consumer perception and satisfaction studying the awareness of the products within the consumers and the number of consumers who consumes the Herbal Cosmetics.

Gurmeet Kaur (2016) examine the customer satisfaction towards selected herbal cosmetic products. The present study is based on primary data collected through questionnaire administered on 100 female respondents using herbal cosmetic products. The study depicts that majority of the respondents are satisfied with quality and price of herbal cosmetic products. First use experience, repeat purchase experience and usages experience also satisfy the respondents.

Objectives of the Study:

- ✓ To identify the current herbal products scenario in India.
- ✓ To find the factors that determines the customer’s level of satisfaction of towards herbal products.

Hypothesis:

- ✓ There is no significant association between gender and satisfaction.
- ✓ There is no significant association between age and satisfaction.
- ✓ There is no significant association between educational qualification and satisfaction.
- ✓ There is no significant association between monthly income and satisfaction.
- ✓ There is no significant association between type of family and satisfaction.

Limitations:

- ✓ The result of the study is based upon the views expressed by the customers of Erode District.
- ✓ The statistical tools used to analyse the data have their own limitations.
- ✓ All the limitations of primary data are applicable to this study.

Research Methodology:

Area of the Study: The research study was done in Erode District.

Nature and Source of Data: The study is based on questionnaire method; Both Primary data and secondary data have been used for this study.

- ✓ Primary data has been collected from various customers in Erode District.
- ✓ Secondary data have been collected from related journals, Magazines and textbooks.

Statistical Tools Used for the Study:

- ✓ Simple percentage analysis
- ✓ Chi-Square analysis
- ✓ Friedman’s Ranking Test

Sampling Used: 100 customers were selected by randomly sampling method.

Analysis and Interpretation:

Table 1: Demographic profile of the Respondents

Particulars	Factors	No of Respondents n=100	Percentage
Gender	Male	40	40
	Female	60	60
Age(Years)	Up to 25	24	24
	26 to 50	50	50
	Above 50	26	26
Educational Qualification	Up to SSLC	20	20
	HSC	34	34

	Above UG Degree	46	46
Monthly Income	Up to Rs. 10000	46	46
	Above Rs.10000	54	54
Type of Family	Nuclear family	64	64
	Joint Family	36	36

Inference: Table No.1 describes the demographic profile of customers towards Herbal products for the study. Out of 100 customers who were taken for the study: it has been identified that most (60%) of the customers are female, (50%) whose age group is under 26 to 50, most (46%) of the customers are graduate, the monthly income of (54%) customers is above Rs.10, 000 and (64%) customers belong to nuclear family

Table 2: Source of knowledge about Herbal products

Source	Number of Respondents	Percentage
Own	22	22
Friends & Relatives	34	34
Media	44	44
Total	100	100

Inference: The above table shows that, out of 100 numbers of respondents 22% customers came to know about this herbal products through their own knowledge, 34% through friends & Relatives, 44% through Media.

Table 3: Level of Satisfaction towards Herbal products

Source	Number of Respondents	Percentage
Low	12	12
Medium	38	38
High	50	50
Total	100	100

Inference: The above table shows that, out of 100 respondents, level of satisfaction is found to be low with regard to 12% customers, in case of 38% customers level of satisfaction is medium and 50% customers are highly satisfied towards Herbal products.

Table 4: Relationship between Demographic Profile and Level of Satisfaction

S.No	χ^2 Value	Table Value	Remarks
Gender	10.89	5.991	S
Age	12.856	9.488	S
Educational Qualification	23.89	9.488	S
Monthly Income	4.425	5.991	NS
Type of family	8.445	5.991	S

Table No 4 depicts the relationship between selected demographic variables and It is clear that, the calculated Chi-square value is greater than table value at five percent level there does exist any significant association between gender, age, educational qualification level of satisfaction towards herbal product. Thus the null hypothesis is rejected. The calculated Chi-square value is less than the table value at five percent level, there exists no significant association between monthly income and level of satisfaction towards herbal product. Thus the null hypothesis is accepted.

Table 5: Customers Satisfaction – Friedman Rank Test

Factors	Average Rank	Rank
Low Price	3.7	4
Easy Availability	2.8	5
Healthy	6.8	1
Long relief	5.2	3
No Side Effects	4.6	2
No Chemicals	1.7	6
No Preservatives	1.2	7

The above table shows about the Friedman Rank Test for policyholder's satisfaction were the level of significance is at 0.000 which shows that there is a relationship between the ranks given. The satisfaction factor of the customers towards the herbal products through Friedman rank test, it is found that majority of the customers are satisfied on healthy, no side effects, long relief, low price, easy availability, no chemicals and no preservatives. Thus, it found from the above table that most of the customers are satisfied on healthy benefits towards the herbal products.

Conclusion:

Herbs is one of the most oldest, widely accepted, highly appreciated herbal products. It should reach each and every man for their health. There is a need for educating the consumers and awareness about herbal products. Today herbal products believe to help people build their good health with the help of natural sources.

Herbs do not produce instant cures, but rather offer a way to put the body in proper tune with nature. For thousands of years, humans have used herbs. Herbal medicines are thought to be safe as it is natural, but in fact it can cause serious adverse effects and interaction with other drugs and supplements. The research concludes that customer satisfaction plays a vital role in determining the usage of herbal products.

References:

1. Dr. K. Sirajuddin & T. Anish Fathima (2015) "Investment Habit of Household Women –A Study With Special Reference To Pollachi Taluk" *Quest International Multidisciplinary Research Journal*, Vol-IV, Issue-IV, April-2015.P.No.6-11.
2. Mrs. Gurmeet Kaur ,A Study Of Customer Satisfaction Towards Selected Herbal , *International Journal Of Business Management And Scientific Research* ,Vol : 19, July 2016, Issn: 2394 – 6636
3. M. Banu Rekha and K. Gokila , A study on consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Coimbatore city , *International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS)*, 2015, Vol 2, No.4, 96-100. 96 ,ISSN:2348-0343
4. Chuarienthong P, Laurith N, leelaponnpisid P (2010) Clinical efficacy of antiwrinkle cosmetics containing herbal flavonoids. *International journal of cosmetic science*, 32: 99-116
5. Dr. K. Veerakumar, "Consumer Behavior and Factors Influencing Purchase Decision of Durable Goods", *International Journal of Computational Research and Development*, Volume 2, Issue 2, Page Number 7-10, 2017.
6. Pandey S, Meshya N, Viral D (2010) Herbs play an important role in the field of cosmetics. *International Journal of Pharm Tech Research* 2: 632-639
7. Ms Yasmin Singaporewala (2008), "A study of consumer buying behavior for cosmetics marketed through network marketing in comparison to store based products in Mumbai's western suburbs", www.Scribd.com>Research>Humanities
8. Pandey S, Meshya N, Viral Momin NM, Disouza JI, Tatke PA, Melita Gonsalves, Aparna (2011) Marker Based Standardization of Novel Herbal Dental Gel, *Research Journal of Topical and Cosmetic Science* D (2010) Herbs play an important role in the field of cosmetics. *International Journal of Pharm Tech Research* 2: 632-639
9. Anil Samleti, Shrinivas Bumrela, Snehal Dhobale, Vaibhav Kekre (2012) Herbal cosmetics, *Indian stream research journal* 2: 123-34.
10. Capasso R, Izzo AA, Pinto L, Bifulco T, Vitobello C, Mascolo N (2000). "Phytotherapy and quality of herbal medicines". *Filoterapia*. 71 (Suppl 1): S58–65. PMID 10930714. The extensive use of plants as medicines has pointed out that herbal medicines are not as safe as frequently claimed
11. Jump up Robson, Barry & Baek, O.K. (2009). *The Engines of Hippocrates: From the Dawn of Medicine to Medical and Pharmaceutical Informatics*. John Wiley & Sons. p. 50. ISBN-978047028953
12. Hong, Francis (2004). "History of Medicine in China" (PDF). *McGill Journal of Medicine*. 8 (1): 7984. Archived from the original (PDF) on 2013-12-01.