

# Exploring the Factors Playing Vital Role in Gaining Customers for Herbal Products: A Select Study from India

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**Abstract:**

The herbal cosmetics and personal care businesses are developing rapidly now a day. Herbal have been utilized as medications for quite a while. Presently, it is used as important ingredients of a couple of items including cosmetics. Herbals are utilized more in cosmetics for a various reasons, such as natural, low cost and easy to use. As other Asian local, Indian individuals acknowledge how to utilize herbals for different purposes. The cosmeceutical businesses have reacted to these desires by flooding the market with a decent variety of items professing to be natural. Personal care products, which contain natural ingredients, are in high demand today. Accordingly, there has been a sensational development in the deals of normal and natural individual consideration items. Marketers are constantly analyzing the patterns of buying behavior and purchase decision. The purpose of this study is to look at various factors that impact buyer's discernment and purchasing conduct for herbal cosmetic products. For the purpose, respondents from Agra (Uttar Pradesh) were interviewed and recorded information was dissected utilizing SPSS and applying Z test. Respondents are classified into three categories: Current Users, Ex-Users (used and discontinued), and Non-Users (never tried). Study puts focus on identifying various factors which customers are taking into considering while taking a decision to purchase and use herbal products, their satisfaction level with the product, as well as the factors which are restraining them to do so.

**Keywords:** herbal products, personal care products, buying behavior**Article History**

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**I. Introduction**

The concept of herbal products is as ancient as mankind and civilization. Steeped in culture, subculture and beliefs, India is well-known as the birthplace of ayurveda, and exercise for natural healing stated to be in existence for hundreds of years.

Presently the Herbal industry is growing as customers are now becoming more health and skin conscious. The belief in herbal and chemical free products has given the rise in number of brands offering beauty or skin care products. Large number and variety of herbal products have been

introduced in Indian market and these products are focusing on the health of the customers and also focusing on the changing mindsets of consumers. With changing time the requirement and choices of the customers have changed. There are several factors that are responsible for this change. By 2022, Indian herbal cosmetic industry is expected to reach the figure of 316 Billion INR, and over the forecasted period of 2017-2022 CAGR of 19% is estimated. Herbal products are becoming popular globally day-by-day due to negligible side/after effects. Recent reports claimed about 446 million USD export value of ayurvedic and

herbal products in fiscal year 2019 from India to other countries.

## II. Literature Review

Adlakha and Sharma (2019) in their study highlighted the importance of marketing attributes which influence the consumer perception of herbal segment. Smriti(2019) mentioned that the demand for green products in the market has been increased due to the increased awareness about the herbal products. Meaning of green product may vary from customer to customer but the ultimate reason is to avoid the chemical base products and the potential side effects associated with the use of such cosmetic products. Reasons for purchase of these green cosmetic products vary from customer to customer. Vaish(2006) found that youth is more inclined towards use of herbal products as they perceive such products as less harmful while comparing with the chemical based cosmetic products. Joshi (2008) observed that people have positive impression in their mind for traditional herb based products and suggested that development of a strong system to promote herbal products may prove handy.

Arya et.al. (2012) stated that positive response received from the consumers towards the use of ayurvedic drugs & products, for which they even don't bother for the prescription of experts. Ayurveda is being treated as a lifestyle. Sultan and Huda (2013) mentioned that the quality of products nad marketing mix elements have significant role in decision regarding procurement of herbal products, specifically in case of younger generation ranging between 17-23 years of age. Awad and Al-Shaye (2014) focused their study on areas like awareness level, usage pattern and attitude of the users towards natural health and well being products. They said that herbal products are being considered by the users for prevention from illness, building good immune system, and good health. They further stated that

respondent stressed the need for consulting experts before taking herbal products into use. Kandish and Zimmerman (2012) in their study concluded that youth is well aware with the benefits of herbal products but they don't posses much knowledge and experience. Studies related to perception, familiarity, and knowledge of commonly used herbs were taken into consideration for framing the parameters. The response received favored the point that participants liked the usage of complementary alternative medicine and conventional medicine. Homsani (2020) in his paper mentioned that the customer started switching over to ayurvedic or herbal based products because they feel that there are no side effects.

Sawant (2013) mentioned that rural consumers give preference to natural products and use to correlate it with the old age therapies to prevent health detritions. Absence of side effects is considered as one of the major factor that influences women to make their decision regarding the purchase and use of herbal skin care product. Gokila and Rekha(2015) mentioned that herbal cosmetic products are no longer being considered as an item of luxury, and the customers are well aware about various herbal cosmetic products. These are being preferred over chemical base products because of the image as no side-effect products. Sinha and Singh (2015) highlighted that cut throat competition is increasing in the cosmetic and personal care product category. Indian and foreign brands offering herbal and chemical base products are applying various strategies to gain the market share. Since the youth is going for herbal products more so the well established cosmetic companies are also trying to adjust themselves accordingly. Ali and Yadav (2015) examine the respondents to utilize home grown items containing natural ingredients, and are fit for wellbeing and non-concoction. The vast majority of the respondents feel that home grown items are produced using

characteristic fixing so they confronted no symptom (Kumar and Janagam, 2011).

Pujari et.al (2015) mentioned that since people are busy in rush running life so they are more interested to get faster relief medication. They are using various non herbal products by taking the opinion of experts. They prefer some home remedies too for different purposes. Reddy and Naresh (2016) focuses on the factors are influencing customer perception on herbal product and several independent sources were used to guesstimate the accuracy and completeness of the survey. It was found that people use modern medicines for get instant relief, but still most of the people purchase herbal pharmaceutical products as an alternative. The herbal products are available in the market but these are the costly and they have no side effects. The self-interest of the people along with doctor suggestion and with the help of media influences the customers to consume the herbal products as well. Kaur (2016) in her study concluded that most of the users are conscious about the quality rather than the price of the cosmetic products. They are all satisfied with the product quality, price, first usage experience, repeat purchase experience for the herbal cosmetic products. Repurchase and continuous usage intentions were found in customers.

Anupriya (2017) mentioned that herbal ayurvedic or herbal products are very much appraised by the customers in terms of price, accessibility, ease of use and safety aspects. Study conducted by Kavitha and Fathima (2017) concluded that today people feel that herbal products enable them to maintain good health using natural sources.

### Research Methodology

Data collection process is done using the structured questionnaire. Respondents were chosen using convenient and snowball sampling techniques. Response of 284 respondents is taken into consideration for study. SPSS is used for the

purpose of data analysis, and Z test is applied to get the results.

### III. Data Analysis

#### IV (A). Current User Analysis

##### Type of Herbal Product

S.No.	Product Type	No. Of Respondents	Percentage
1	CREAM	79	36.07
2	OIL	21	9.59
3	SHAMPOO	49	22.37
4	ALL OF THESE	70	31.96
	TOTAL	219	100

##### Company Wise Users

S.No.	Brand	No. Of Respondents	Percentage
1	HIMALAYA	64	29.23
2	PATANJALI	87	39.72
3	OTHERS	68	31.05
	TOTAL	219	100

##### Purchase Frequency

S.No.	Frequency	No. Of Respondents	Percentage
1	OFTENLY	62	28.31
2	SOMETIMES	23	10.50
3	ALWAYS	134	61.19
	TOTAL	219	100

##### Trustworthiness Criteria

S.NO	Basis	Respondents	Percentage
1	PRODUCT ORIGIN	14	6.40
2	RECOMMENDATION BY EXPERTS	64	29.22
3	REFERRAL BY KNOWN	64	29.22
4	CELEBRITY ENDORSEMENT	23	10.50
5	BRAND NAME	54	24.66
	TOTAL	219	100

##### Perception towards herbal products

S.No.	Reasons	No. Of Respondents	Percentage
1	RELIABLE	69	31.51

2	BETTER QUALITY THAN CHEMICAL BASE PRODUCTS	77	35.16
3	UNIQUE	10	4.57
4	USEFUL	63	28.76
	TOTAL	219	100

### Test Results

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Pure	Female	103	4.11	.745	.111
	Male	116	4.21	.637	.088
Safe	Female	103	4.22	.704	.105
	Male	116	4.13	.715	.099
Usefulness	Female	103	3.93	.720	.107
	Male	116	3.87	.687	.095
Cheaper than chemical base products	Female	103	3.33	.977	.146
	Male	116	3.62	.844	.117
Better than chemical base products	Female	103	3.98	.723	.108
	Male	116	4.13	.658	.091
Easy to use	Female	103	4.00	.769	.115
	Male	116	4.08	.813	.113
Correct Claims	Female	103	4.02	.543	.081
	Male	116	4.10	.721	.100
Good experience	Female	103	3.36	.857	.128
	Male	116	3.31	1.020	.141
Low price	Female	103	2.33	1.206	.180
	Male	116	2.79	1.304	.181
Attractive Packaging	Female	103	2.93	1.176	.175
	Male	116	2.81	1.049	.145
Overall Better Quality	Female	103	3.96	1.278	.191
	Male	116	4.10	1.034	.143
Long freshness	Female	103	3.18	1.211	.181
	Male	116	3.00	1.328	.184
Fragrance	Female	103	3.00	1.331	.198

	Male	116	2.65	1.370	.190
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Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	Df	Sig. (2-tailed)
Pure	Equal variances assumed	0.659	0.419	-0.716	217	0.476
Safe	Equal variances assumed	0.05	0.823	0.606	217	0.546
Usefulness	Equal variances assumed	0.018	0.894	0.475	217	0.636
Cheaper than chemical products	Equal variances assumed	1.491	0.225	-1.526	217	0.13
Better than chemical products	Equal variances assumed	0.043	0.836	-1.119	217	0.266
Easy to use	Equal variances assumed	0.128	0.722	-0.477	217	0.635
Correct Claims	Equal	5.	0.	-	217	0.575

	al vari ance s assu med	10 4	02 6	0. 56 3		
	Equ al vari ance s not assu med			- 0. 57 5	213 .30 4	0.567
Good Experience	Equ al vari ance s assu med	1. 48 8	0. 22 6	0. 24 8	217	0.805
Low price	Equ al vari ance s assu med	0. 88 9	0. 34 8	- 1. 77 5	217	0.079
Attractive Packaging	Equ al vari ance s assu med	0. 94 2	0. 33 4	0. 55 6	217	0.579
Overall Quality better	Equ al vari ance s assu med	0. 87 7	0. 35 1	- 0. 59 9	217	0.551
Long freshness	Equ al vari ance s assu med	0. 98 4	0. 32 4	0. 68 5	217	0.495
Fragrance	Equ al vari ance s assu med	0. 88 2	0. 35	1. 25 7	217	0.212

#### IV (B). Non Users Analysis

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Expensive	Female	28	1.29	.460	.087
	Male	37	1.30	.463	.076
Undesirable results	Female	28	1.71	.460	.087
	Male	37	1.62	.492	.081
Poor quality	Female	28	1.79	.418	.079
	Male	37	1.57	.502	.083
Side effects	Female	28	1.43	.504	.095
	Male	37	1.54	.505	.083
Not easily available	Female	28	1.39	.497	.094
	Male	37	1.30	.463	.076

Samples Test		Independent				
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	Df	Sig. (2-tailed)
Expensive	Equal variance s assumed	0.04	0.84	-0.1	63	0.921
	Equal variance s not assumed			-0.1	58.51	0.921
Undesirable results	Equal variance s assumed	2.49	0.12	0.773	63	0.442
	Equal variance s not assumed			0.781	60.15	0.438
Poor quality	Equal variance s assumed	14	0	1.861	63	0.067
	Equal variance s not assumed			1.909	62.39	0.061

Group Statistics



Side effects	Equal variance s assumed	0.24	0.63	-0.89	63	0.379
	Equal variance s not assumed			-0.89	58.37	0.379
Not easily available	Equal variance s assumed	2.23	0.14	0.798	63	0.428
	Equal Variance not assumed			0.79	56	0.433

#### IV. Results

Analysis says that no significant difference is found in the response received from the male and female respondents. The occupation or profession doesn't have any specific role in making the choice between herbal and chemical base products. The results revealed the information that majority is considering herbal cosmetic products as useful and safe. Since herbal products contain natural ingredients only so people have positive belief regarding the safety and purity of herbal products. These are also considered as motivational factors towards the adoption of herbal products. Herbal products are also being considered cheaper and better than the chemical base products, and also don't require any specific knowledge regarding how to use such products. User experience is good and they believe that by use of herbal product will result into maintaining good health. One more observation during the study is many users feel that not all the claims made by the manufacturers are actually correct. When it comes to purchase intentions and the reason, most of the respondents said that they are not using herbal products just because these are low priced or cheaper, or the packaging is attractive, or soothing fragrance. Most of the respondents agree that quality is the factors which

influence the respondents to purchase the herbal. People purchase the herbal product because they feel that quality of herbal product is good, and it fulfills their requirements. Results of non-users highlighted certain issues regarding the perception of the respondents for herbal products as expensive, unsatisfactory or undesirable results, poor quality, side effects and availability issues. One more category is identified during the research as Ex-users of herbal products. The results from the response received highlighted that those who have discontinued the usage of herbal products were facing certain issues with the price(high price), quality, unavailability, difference in claims made and actual results, and inadaptability or suitability.

#### V. Conclusion

In India, the industry of herbal cosmetic product is growing at a good pace. Many national and international brands are paying their attention and putting efforts to grab the opportunities available. Growing awareness regarding the tentative side effects of chemical based cosmetic products, and the changing lifestyles are provoking the demand of herbal products. In India, it is also being supported by a strong tradition of Ayurvedic medicine, which provides a foundational familiarity with the concepts and ingredients involved in herbal and traditional products, as well as a partially established product offer.

As people are taking herbal products as replacement for chemical based beauty products so the market for herbal cosmetic product reflects wide range of opportunities. In India, people are using herbal products by taking reference from professional experts or from their known, i.e., friends, family members or relatives. Undoubtedly as the results section mentioned, the trends are going positive

for herbal product industries but they also have to take care of the claims being made because customers felt that not all the claims are found correct. For the same, they may conduct timely research to take inputs from the ex-users.

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