

# A STUDY ON BUYING BEHAVIOR OF HERBAL PRODUCTS IN TIRUPPUR DISTRICT

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## Abstract

*Buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. 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. The present study attempted to analysis the buying behavior herbal products in Tiruppur District. A sample of 150 respondents were collected through questionnaire and carefully analysis the results. The study highlighted that female customers are most attracted by the herbal products and influence to buy the herbal products. The study proved that there is a significant variation among gender and income level on the buying behavior of herbal products. It could be concluded from the study that buying behavior of female individuals is more influenced by the herbal products.*

**Keyword:** *Buying Behavior, Herbal Products*

## Introduction:

In Indian perceptions about a brand are important because Indian customers rely on the perceptions of the people around us affect our decision to buy or not to buy the products. Thus, in order to survive in the marketing environment of a country like India, brands need to be positioned in the minds of people. Perceptions are highly subjective and thus easily distorted. Herbal products refer to items that are prepared and processed with the help of the herbs. Herbs are 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 wellbeing and may be used for other therapeutic purposes. The term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items, That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it and how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it. Buying behavior is the sum of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. If marketer wants concrete positioning than the priority is to identify the consumers' buying behavior and marketer will be in better position to target that products and services to consumer. Buying behavior is focused towards the needs of

individual, group and organization. So, requirement is to have proper understanding related to relevance of those needs with consumers buying behavior.

### Review of Literature:

**Chattaraj, Dibyendu (2018)** investigated the buying behaviour of women consumers on herbal cosmetics in Kolkata district of West Bengal. The findings of the study showed a significant relationship between age, household income, and education with frequency of purchasing herbal cosmetics. The results suggested that Promotion, Attributes, Worth of Purchasing, and Demonstration Effect influenced the buying behaviour of herbal cosmetics. **Saratha, A (2018)** conducted in and around Thoothukudi and a sample of 60 respondents was taken. The study shows that consumers give more importance to the 'Price' of the personal care brands they buy. The finding of the study reveals that the maximum of the respondents is female and most of the respondents are graduates using HUL personal care Products

**Bhatt, Kruti (2017) attempted** to study the consumer buying behavior towards cosmetics. 100 samples were taken from Navsari city, Gujarat. The study highlighted that people consider quality as the most important factor to purchase cosmetics. The findings may be used to marketers to design marketing strategy for cosmetics. **Jose, Anu (2016)** conducted the comparative study of perception and consumer buying behavior regarding personal care products. The personal care sector is one of the best and important sectors at the present time. There is a lot of future opportunity in this sector. The increasing trend of different cosmetic products, beauty care products, skin care products, hair care products etc fuels the market growing opportunity for cosmetic products. **Joshi, G.R (2017)** stated that Most of the consumers feel that there were chemicals in herbal, which cause many side effects, and started switching over to ayurvedic based cosmetics. The study concluded that, most of the respondents are aware about the herbal products. The people now are not considering the herbal as luxury. **Rajeswari, P (2017)** stated that perceptions are highly subjective and thus easily distorted. In Indian perceptions about a particular brand are important because Indian customers rely on the perceptions of the people around us affect our decision to buy or not to buy the products.

**Nagananthi, T (2016)** determined the relationship between the demographic factors with the brand preference of respondents towards branded cosmetics. Based on the analyses it is concluded that Himalaya brand has a very good market and Brand choice. The family size and number of earning members in the family of respondents do influence the brand preference. **Naresh, B (2016)** stated that several factors that influence the customer perception like individual's perception, perception based on price, brand, benefits, etc. These are elements of behavioral study of consumer. People use herbal products on daily basis and believe in the usage of herbal product and the herbal medication. Other than perception some external factors like media, doctors' opinions etc.. Influence the purchase and use of herbal products. **Rajarajan, M (2016)** examined how the beauty of a person gives perceptual experience of pleasure or satisfaction. This study highlights the consumer behaviour towards herbal cosmetic products in India. The demand of herbal medicines is increasing rapidly due to their skin friendliness and lack of side effects.

**Jawahar, J. Vidhya (2013)** investigated the influence of attitude on cosmetics buying behaviour. The study had the objective of the attitudes do the customers have towards buying behaviour of cosmetic products. The result of the study confirms that age, occupation, marital status have positive influence towards cosmetic products. But income does not have any influence on the attitude towards cosmetic products.

## STATEMENT OF THE PROBLEM

The present study is an attempt to explore the buying behavior of herbal products in Tiruppur district. There are no doubt herbal products marketers face unique challenges in trying marketing efforts to sales results. Herbal products 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. Hence the study attempted to study the buying behavior of the herbal products.

## OBJECTIVES

1. To study the buying behavior of herbal products
2. To analysis the influence various factors on buying behavior of herbal products

## METHODOLOGY

The present study is descriptive and analytical in nature. The study has made use of both primary and secondary data. Questionnaire used to collect the data. For the study the researcher distributed and collected data from 150 participated from various places of Tiruppur district. After collecting the data, SPSS used to analyze the data. The results were presented in tables with percentage. Some of the data were analyzed with mean and standard deviation values. Using the regression, the study hypothesis was proved.

**TABLE NO: 1**  
**SOCIAL DEMOGRAPHIC PROFILE**

	Category	No of Respondents	Percentage
<b>Gender</b>	Male	69	46.0
	Female	81	54.0
	Total	150	100
<b>Age</b>	Below 25	26	17.3
	26-30	81	54.0
	31-35	12	8.0
	Above 35	31	20.7
	Total	150	100
<b>Educational Qualification</b>	Professional	13	8.7
	Post Graduate	37	24.7
	Graduate	83	55.3
	Other	17	11.3
	Total	150	100
<b>Occupational Status</b>	Self Employment	25	16.7
	Home Maker	37	24.7
	Professional	71	47.3
	Studying	17	11.3

	Total	150	100
<b>Monthly Income</b>	Below 15000	17	11.3
	15001-20000	41	27.3
	20001-25000	61	40.7
	Above 25000	31	20.7
	Total	150	100

The table no 1 shows the social demographic profile of the respondents. It is clear from the table that 46% of the respondents were male and 54% of the respondents were female. It is noticed that 54% of the respondents were belong to 26-30 age and 21% of the respondents were belong to above 35. Around 17% of the respondents were below 25 age and 8% of the respondents were aged 31-35. It is clear from the table that 55% of the respondents were graduated and 25% of the respondents were post graduated. Around 11% of the respondents had other educational qualification and 9% of the respondents had professional educational qualifications. It is noticed from the table that 47% of the respondents were professionals and 25% of the respondents were home makers. 17% of the respondents had self-employment and 11% of the respondents were studying. 41% of the respondents stated Rs. 20001 to 25000 of monthly income and 27% of the respondents had Rs. 15001 to 20000. Around 21% of the respondents mentioned above 25000 as monthly income and remaining 11% of the respondents had below Rs. 15000 as monthly income.

**TABLE NO: 2**  
**PROMOTIONAL FACTORS INFLUENCE TO BUY A HERBAL PRODUCT**

Sl. No	Factors	No of Respondents	Percentage
1	Advertising	51	34.0
2	Shop Display	23	15.3
3	Word Of Mouth	17	11.3
4	Family Friends	12	8.0
5	Dealer	14	9.3
6	Relatives	33	22.0
	Total	150	100.0

The table no 2 shows the respondents' opinion about the various promotional factors which influence to buy the herbal product. It is noticed that 34% of the respondents expressed that advertisement influenced to buy the herbal product. 22% of respondents told relatives suggested buying herbal product and 15% of the respondents said shop display influenced. 11% of the respondents told the word of mouth motivated to prefer the herbal product. 9% of the respondents told dealers and 8% of the respondents expressed the opinion of family friends influenced to buy herbal products.

**TABLE NO: 3**  
**REASON FOR MAKING TO PURCHASE HERBAL PRODUCT**

Sl. No	Factors	No of Respondents	Percentage
1	Discount	39	26.0
2	Variety	59	39.3
3	Services	29	19.3
4	Ambience	23	15.3

	Total	150	100
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The table no 3 shows the reasons which induced them to purchase herbal product. It is noticed that 39% of the respondents preferred herbal product for variety and 26% of the respondents preferred for discount for a product. Around 19% of the respondents preferred for service and 15% of the respondents preferred for ambience of the health product.

**TABLE NO: 4**  
**PREFERENCE OF VARIOUS HEALTH PRODUCTS**

Sl. No	Category	Mean	Std Div	Rank
1	Food items	2.49	0.757	5
2	Talcum Powder	1.89	0.935	3
3	Shampoo	2.37	0.523	4
4	Toothpaste	1.87	0.522	2
5	Bathing Soap	1.17	0.38	1

The table no 4 shows the respondents opinion about preference of various health products. Five Likert scale used to collect the opinion from the respondents. Based on respondents' opinion Mean and standard deviation, the results are presented in the ranking. Among the top most health product, bathing soap (M:1.17; SD: 0.38) ranked first, toothpaste (M:1.87; 4SD:0.522) ranked second, talcum powder (M:1.89; SD:0.935) ranked third, shampoo products (M:2.37; SD:0.523) ranked fourth and food items (M:2.49; SD:0.757) ranked fifth.

**TABLE NO: 5**  
**MODE OF PURCHASE THE HERBAL PRODUCTS**

Sl. No	Factors	No of Respondents	Percentage
1	Online	17	11.3
2	Retail Shop	33	22.0
3	Super Market	59	39.3
4	Shopping Malls	34	22.7
5	Others	7	4.7
	Total	150	100

The table no 5 shows the mode of purchasing the herbal products. It is noticed that 39% of the respondents were purchasing the herbal products through Super Markets and 23% of the respondents were purchasing the herbal products from shopping malls. Around 22% of the respondents were purchasing the health products from retail shops and 11% of the respondents were purchasing some health products through online shopping. 5% of the respondents were buying the health products from others mode.

**TABLE NO: 6**  
**MODE OF PAYMENT FOR HERBAL PRODUCTS**

Sl. No	Factors	No of Respondents	Percentage
1	Cash	64	42.7
2	Online Payment	33	22
3	Debit Card	35	23.3
4	Credit Card	18	12
	Total	150	100

The table no 6 shows the mode of payment for purchasing of herbal products. It is clear from the table that 43% of the respondents were paying cash for the purchase of herbal and 23% of the respondents were paying through debit cards for herbal products. Around 22% of the respondents were paying through online payment such as Paytm apps and 12% the respondents were using the credit cards for purchasing of herbal products.

**TABLE NO: 7**  
**EXPECTATION FROM HERBALPRODUCT TO BUY**

Sl. No	Factors	No of Respondents	Percentage
1	Brand	39	26.0
2	Product Info	43	28.7
3	Price Info	32	21.3
4	Celebrity	25	16.7
5	Discount	11	7.3
	Total	150	100

The table no 7 shows the respondents expectation from the herbal product to buy. It is noticed that 29% of the respondents were expecting the product information and 26% of the respondents were expecting about the brand information to buy herbal. Around 21% of the respondents were expecting price information and 17% of the respondents were expecting the celebrity advertise to buy the health product. Only 7% of the respondents were expecting the discount information of to buy the herbal product.

**TABLE NO: 8**  
**REASONS BEHIND BUYING OF HERBAL PRODUCTS**

Sl. No	Factors	Mean	Std. Div
1	The Products are manufacture without/ less chemicals	1.56	0.65
2	Traditional based manufacturing influenced to buy the products	1.93	1.011
3	Buying the Products for health Conciseness	2.11	0.994
4	Quality ofproducts influenced to buy	3.93	1.133

The table no 8 shows the various reasons of buying the herbal products. It is noticed that most of the respondents expressed that to buy the herbal product for making without or lesser with chemicals. Many respondents stated that they want to buy the traditional based manufacturing of herbal products. Some of the respondents shared that they want to buy the product for health conciseness. Less number of respondents reported that they can buy the health product based on the quality of the certain products.

**TABLE NO: 9**  
**REGRESSION BETWEEN GENDER AND BUYING BEHAVIOR OF HERBAL PRODUCTS**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 <sup>a</sup>	.465	.447	.370

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a. Predictors: (Constant), Food items, Talcum Powder, Shampoo, Toothpaste, Bathing Soap

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.199	5	3.440	25.067	.000 <sup>a</sup>
	Residual	19.761	144	.137		
	Total	36.960	149			

a. Predictors: (Constant), Food items, Talcum Powder, Shampoo, Toothpaste, Bathing Soap

b. Dependent Variable: gender

The table no 9 shows the chi square test gender and buying behavior of herbal products. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null hypothesis is rejected, and alternative hypothesis is being accepted. The Alternative hypothesis is *“There is a significant difference between gender and buying behavior of herbal products”*

**TABLE NO: 10**  
**REGRESSION BETWEEN MONTHLY INCOME AND BUYING BEHAVIOR OF HERBAL PRODUCTS**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 <sup>a</sup>	.167	.138	.613

a. Predictors: (Constant), Food items, Talcum Powder, Shampoo, Toothpaste, Bathing Soap

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.825	5	2.165	5.759	.000 <sup>a</sup>
	Residual	54.135	144	.376		
	Total	64.960	149			

- a. Predictors: (Constant), Food items, Talcum Powder, Shampoo, Toothpaste, Bathing Soap
- b. Dependent Variable: Monthly income

The table no 10 shows the chi square test the monthly 01 products. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null hypothesis is rejected, and alternative hypothesis is being accepted. The Alternative hypothesis is *“There is a significant difference between monthly income and Influence of advertisement to buy children products”*

## FINDINGS

- ❖ The study noticed that 46% of the respondents were male and 54% of the respondents were female. It is noticed that 54% of the respondents were belong to 26-30 age and 21% of the respondents were belong to above 35.
- ❖ 55% of the respondents were graduated and 25% of the respondents were post graduated. It is noticed that 47% of the respondents were professionals and 25% of the respondents were home makers.
- ❖ It is noticed that 41% of the respondents stated Rs. 20001 to 25000 of monthly income and 27% of the respondents had Rs. 15001 to 20000.
- ❖ The study indicated that that 34% of the respondents expressed that advertisement influenced to buy the herbal product and 22% of respondents told relatives suggested buying herbal product.
- ❖ The study noticed that 39% of the respondents preferred herbal product for variety and 26% of the respondents preferred for discount for a product.
- ❖ Among the top most health product, bathing soap (M:1.17; SD: 0.38) ranked first, toothpaste (M:1.87; 4SD:0.522) ranked second, talcum powder (M:1.89; SD:0.935) ranked third, shampoo products (M:2.37; SD:0.523) ranked fourth and food items (M:2.49; SD:0.757) ranked fifth.
- ❖ It is noticed that 39% of the respondents were purchasing the herbal products through Super Markets and 23% of the respondents were purchasing the herbal products from shopping malls.
- ❖ The study indicated that 43% of the respondents were paying cash for the purchase of herbal and 23% of the respondents were paying through debit cards for herbal products. Around 22% of the respondents were paying through online payment such as Paytm apps and 12% the respondents were using the credit cards for purchasing of herbal products.
- ❖ It is understanding from the study that 29% of the respondents were expecting the product information and 26% of the respondents were expecting about the brand information to buy herbal products.
- ❖ It is noticed that most of the respondents expressed that to buy the herbal product for making without or lesser with chemicals. Many respondents stated that they want to buy the traditional based manufacturing of herbal products. Some of the respondents shared that they want to buy the product for health conciseness. Less number of respondents reported that they can buy the health product based on the quality of the certain products.
- ❖ Hypothesis proved that *“There is a significant difference between gender and buying behavior of herbal products”*
- ❖ Hypothesis proved that *“There is a significant difference between monthly income and Influence of advertisement to buy children products”*



## IMPLICATIONS

The following are the implications from the study:

- ❖ As per the findings of the study, it is suggested that customers are expecting many information from the to buy the herbal products. Hence the herbal product companies should focus on that.
- ❖ From the study, it can be inferred that herbal product marketing lead to the digital money transactions and created more awareness.

## CONCLUSION

Herbs is one of the oldest, widely accepted, highly appreciated herbal products. It should reach 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. The present study aimed at studying the buying behavior of herbal products. The study portrayed very interesting results and thus it is concluded from the study that female customers are most attracted by the herbal products and influence to buy the herbal products. The study proved that there is a significant variation among gender and income level on the buying behavior of herbal products. It could be concluded from the study that buying behavior of female individuals is more influenced by the herbal products.

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