

Consumer Perception for Herbal products:An opportunity for the Fmcg Industry in the Post covid period

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1.Introduction

The demand for Herbal,Ayurvedic,Natural and Organic products have increased all over the world because people prefer to buy natural and safer products.This trend of using natural products is increasing because people have become more educated and they are conscious of every purchase they make.

Herbal products also called botanical products.These are the products which consist of natural ingredients and are made up of plant extracts.There are herbal cosmetics,herbal drinks,herbal supplements and herbal medicines available in the market.These herbal products are used to maintain and improve health and are also used in curing various diseases.According to World health Organisation study (2011), herbal products have been used in curing and preventing HIV /AIDS diseases.

There are number of studies which state that about 80% of the world population depend upon Herbal and natural remedies than modern medicines because they have a perception that herbal medicines are safer and and they are less expensive than modern medicines.(Kumar and Janagan ,2011) states that market for herbal products is increasing and it will reach \$ 5 trillion by 2050 .

According to the Planning commission (2011), there has been a tremendous growth ¹  lifestyle of  people has changed because of which demand for natural products which have better health benefits has increased,it has been found through research that the herbal industry would grow by 20 % by (2019-20) .The people nowadays have become more educated and they wish to have a safer lifestyle because of which they are moving towards Herbal and natural products.

Some of the the major companies producing herbal products are Dabur,Himalaya ,Patanjali,Biotique,Forest essentials,VLCC,Khadi,Fabindia etc.There are many local brands mushrooming up which are selling herbal products.The companies are competing with one another to sell their product which is more natural ,effective and without any side effect.

There is a lot of competition in the herbal market.Marketers have to ensure the consumers that their product is superior than their competitors,because of which they have to keep on updating their products (Schiffman & Kanuk,2008).In India it is because of shift in behavior

of consumers for the herbal products that the herbal producers have increased and their number is around 7800. Herbal manufacturers need to create awareness in the minds of the consumers for their product and they also need to create interest in the minds of the consumers about their product. Product and advertising are the two means by which awareness is created in the minds of the consumers. They have the potential to bring a change in the consumer behavior. These two powerful tools of marketing have the power to bring a drastic change in the behavior of consumers (McCarthy & Perreault, 2008). All herbal companies incur huge expenditure in promotional activities. All Herbal companies have realized that it is very important to retain the consumers, so they are spending their time, money and efforts on promotion so that sales can be increased through existing consumers. (Joshi 2013)

(Saumya et al., 2008) study finds that herbal skin care products are developed from plant extracts. It is the parts of the plants like seeds, barks, fruits, leaves, rhizomes, pollens which are used to produce different herbal products. Herbal ingredients are used in different kinds of skin care and hair care products. For manufacturing different kinds of cosmetics and perfumes different kinds of herbal remedies are used. (Rao & Rao 2004)

(Ritho, Klepsar and Doucette, 2002) have found that consumers nowadays are influenced to use herbal products. They are influenced by their own education system and beliefs, the influence on them is also by their society and also because of the benefits of herbal products. Consumers adopt herbal therapies because of their own demographic attributes. Educated and health conscious consumers are more inclined towards herbal products. Friends (positive word of mouth) played a dominant role in influencing people to use herbal products. Many companies have also appointed public relation officers who try to influence the consumers to adopt herbal remedies. A grocery store for example or a supermarket have their staff trained to encourage people to go for herbal products.

The demand for herbal products have increased all around the world. Countries like Africa, Australia, Bangladesh, Brazil, India and China have shown tremendous growth of herbal products. WHO estimated that more than 80% of the world population depends on traditional medicines (Basha, Anjaneyulu, Sudarsanam 2013) In countries like Bangladesh earlier herbal products were preferred by aboriginal communities as beauty care products but sooner they were also preferred by mainstream people. In Bangladesh people of different age, race and gender use herbal products. In Bangladesh Herbal products are being used across age, gender, race and religion. In Bangladesh people use herbal products for various purposes for example for taking care of their hair fall, baldness and dandruff they have lot of variety in Herbal products. Similarly for skin care also they resort to traditional herbal remedies. Herbal ingredients are also used in producing various kinds of health supplements and also in making various medicines.

In the pursuit of a healthy lifestyle and because of increase in demand for herbal products there has been an increase in demand for Ayurveda in India. Ayurveda has been regarded as a cure of different ailments and it has a storehouse of natural medicines. Yoga has become popular worldwide. There has been an increase in demand for Yoga and Ayurvedic treatments because nowadays people have started becoming more stressed and depressed and they want some treatment through which they can have peace. The increase in demand for herbal

therapies has led to the rise of Patanjali by Yoga Guru Ramdev. He tried to offer his offerings to meet the demand for herbal and natural products through Patanjali. Patanjali entered the Herbal retail market in the year 2012. Patanjali showed enormous and it offered Sadeshi products which were liked by people. When Patanjali entered Indian FMCG market, it gave a serious blow to Dabur, Shri Baidyanath, Vicco and Zandu Pharmaceuticals, etc. Patanjali has a brilliant future in India, at present it has already made a business of \$20 billion, and it has been researched that it will grow to \$5 trillion market by 2050. Patanjali market is growing at an increasing rate. Investors also have a perception that it is worth to invest in Herbal and Ayurvedic Industry because all categories people. The famous Indian FMCG brands are trying to cater to the increase in demand for these herbal products. They are trying to put herbal ingredients in all their products and they are also increasing their promotion for the same..

According to ASSOCHAM, the herbal Industry in India is growing at an increasing rate. It rather doubled from 7500 crore to 1500 crore by 2015. Patanjali Ayurved Ltd. was founded by Swami Ramdev and Acharya Shri Balakrishna on 27th September 2007. Patanjali was founded by them when they realised that consumers in today's time preferred to buy herbal and ayurvedic products than other modern synthetic products. Patanjali started operating from Kathmandu Nepal. Ramdev could foresee that there was a huge potential for Ayurvedic and Herbal market to grow in the FMCG sector. So Patanjali Ayurved which earlier started producing medicines very soon entered FMCG market. It was on April 23rd Patanjali entered FMCG sector and introduced cosmetics, toiletries and food items. Patanjali opened many of its retail outlets but Patanjali products became so popular that even big Supermarkets like Reliance, Big Bazar and Hypercity started selling Patanjali products. At present Patanjali Ayurved Limited has a capacity to produce 1000 tonnes of raw materials by its four manufacturing units in Haridwar producing medicines, food, cosmetics and toiletries. Patanjali showed a turnover of 1200 crores in 2013-14 by following content marketing and mass customisation. Patanjali had curtailed its expenditure on advertisements by 20 to 30% as against other FMCG companies which spend a lot on promotion of their products. Patanjali products follow three value principles as customer intimacy, leadership of its product and excellence of its operations. Patanjali products happen to be cheaper by 30% as products produced by other companies as it sources raw materials directly from farmers thereby generating employment opportunities to them. Patanjali products have gained popularity because of increase in demand for hygienic and healthy lifestyle. Patanjali opened franchise outlets, its products got placed on shelves of various big stores and also got available on e-commerce sites.

2. Literature Reviewed The process of perception is to give a meaning to the environment which an individual encounters (Robbins and Judge, 2013). Perception influences individual's consumer behavior, so it has been found that "perception is more important than reality" (Kotler, Keller, Koshy, & Jha 2014). There are four stages in which individuals gather information. The process of perception starts with exposure, that is when a

person is exposed to something. It is then followed by Attention, Interpretation and lastly retention. Perception actually accounts to first three stages. All these stages of perception are different for different consumers. Perception is a process which is highly subjective. When an individual uses his five senses of taste, smell, touch, hearing and sight and he senses some incoming stimuli, it is perception. Different people can have different perception for the same objects or things (Kurtz and Boone, 2006)

Consumers today have become more educated and health conscious and they take herbal cosmetics as a requirement and not as a luxury item (Rekha and Gokila 2015). Herbal cosmetics are preferred among all kinds of people, that is people showing different demographics prefer to buy herbal products as they are perceived to be natural and safe. The consumers of rural areas prefer to use herbal and Ayurvedic products (Sawant, 2013) They regard it as natural and native treatment. and both male and female prefer to use Ayurvedic products. The females prefer to use herbal cosmetics as they perceive it to be safer (Khan and Khan, 2013) Consumers have a positive attitude for herbal drugs and medicines and they often use it without doctors prescription (Arya et. al, 2012) People use Ayurvedic products owing to their lifestyle (Arya, Kumar & Kumar, 2011) People have positive attitude for herbal products and so there is a need to [REDACTED] Ayurvedic [REDACTED] herbal market have lot of potential and they have the power to meet modern unmet medical needs (Sen and Chakraborty, 2015)

Herbal market has lot of potential but it has been researched that all herbal products are not safe. It is very difficult to process herbal products. Quality control and prevention of adulteration are serious challenges which are faced by herbal manufacturers. The consumers should be informed properly what are the benefits and challenges of using herbal products and different herbal medicines. (T.P., Hisham, M, Madhu, & V. 2009) There has been an increase in usage of herbal medicines but consumers do not have sufficient information about them (Suleiman, 2014) All herbal remedies are not free from side effect so they should be used with proper care and precautions by pregnant women, children and elderly. The study of (Awad & Al-Shaye, 2014) talks about attitude of people for herbal products. It lays down awareness level of people for herbal products. It lays down herbal products help in building immune system and they are used for promoting health. Kotler P. 2004 lays down that there is a need to consult the doctor before using herbal products.

Actual purchase of herbal products are also because of perceived benefits as found by herbal consumers. Actual buying of herbal products are the result of positive attitude and intention to buy herbals (Sarina Ismail 1 and Sany Sanuri Mohd Mokhtar, 2015) Herbal products provide benefits of being natural, safe and environmental friendly which lead to customer retention.

Of late green movement has become very popular in countries including India. Indian population stands to 16% of the entire world population which is next to India. Even if small percentage of Indians go green they can contribute significantly to environmental protection. Indian marketers can go for marketing segmentation and can apply green marketing strategies to attract the customers and to cater to different demands (Jain and Kaur, 2003). Though green marketing has gained popularity but all consumers are not

green. Marketers need to segment the market for selling green products. They need to use differentiated approach for each target segment to sell green products (Jain and Kaur, 2004) (Rojanadilok Thanisorn, 2012), studied perception of Thai consumers for herbal cosmetic products. Product, Price, Place and Promotion of herbal cosmetics has a huge impact on demand for herbal cosmetics in Thailand. (Anand Agarwal, Jan P. Voona, Kwang Singh Nguib, 2011) did a study on Malaysian consumers, that is willingness to purchase organic food in Malaysia. The theory of Planned behavior helped to formulate the hypothesis and to design the research framework. Willingness to pay for organic food was the result of attitude, subjective norms and affordability. WTP in turn lead to actual purchase of organic. The affordability was found to have an insignificant effect. WTP was affected by attitude and subjective norms. The study showed that attitude of the consumer for organic products has a very significant effect on consumption (HeeYeon Kim and Jae-Eun Chung, 2011). This study focuses on consumer behavior for organic products in the USA. The study explores [redacted] for [redacted]. Further this study also finds what is the [redacted]

(Rajagopal, 2007) studied the [redacted] other [redacted] while purchase of organic products in city of Mexico.

People who used herbal products also experienced minor side effects. Those people who used herbal products demanded more information on their usage. (Kandish, 2002) found that the younger generation preferred to use herbal products but demanded more information on their usage.

(Subrahmanian and Venkatesan, 2011) found that elderly men preferred usage of herbal products, but major barriers in their purchase were lack of facility and availability. ([redacted]) found [redacted] a major [redacted] influencing [redacted] of herbal products.

There are studies which prove that marketing mix variables are the major factors which lead to the purchase of herbal products. (Huda and Sultan, 2013) shows how herbal products are becoming popular amongst the younger generation. The young population prefers to buy herbal products because they are affordable and easily accessible.

(Khan and Khan, 2013) found sale of herbal products is also because of the marketing strategies used by companies producing herbal products. The sale of herbal products increases when its promotion is increased and also when its quality is improved. This study also found that women skin care users are more exposed to media and advertisements and they are influenced to use herbal skin care products.

(Thaisorn et. al, 2012) found Thai consumers perception for herbal cosmetics. The study employed in depth interviews and content analysis to find marketing mix elements influenced Thai consumers to go for herbal cosmetics.

(Kewlani and Singh, 2012) found perception of people for herbal products is very much influenced by advertisements, small size packages, and its easy availability.

There is lot of competition in Herbal product market. (Sinha and Singh, 2015) study found that there is intense competition between herbal and chemical based products both at national

level and at international level. There is an increase in liking for natural products especially among females. This liking is forcing all cosmetic companies to produce herbal products.

According to various studies it has been found that demand for herbal and natural products have increased in India and abroad. It has been found that demand for herbal products is becoming more and more at an increasing rate. People prefer to buy herbal products because they have become more educated and they demand safer and healthier lifestyle. In order to meet this increasing demand companies producing herbal products have increased. The existing companies have also changed their products from synthetic to herbal.

3.Objectives:

- To study the status of Indian Herbal Industry
- To study perception of people for herbal products
- To know a favourable attitude for herbal products, followed by actual purchase.
- To lay a framework of strategies which can be applied by the Business Houses in the Post Covid Period

4. Methodology

The study is qualitative research which makes use of interview technique to collect the data regarding perception and attitude of people for herbal products. For the purpose of study stores selling herbal products in Delhi are taken. The 6 know perception of Indian for herbal products the survey was done of the following stores: (In the pre covid Period) Fabindia, Biotique, Khadi, Forest Essentials, Joves, Himalaya, Dabur and Just Herbs. In depth interview of open ended questions addressed to the Experts dealing as public relations officer is done. An attempt was made to know what marketing strategies are used in selling herbal products. An attempt was made to know what fascinated people to buy herbal products and also what problems were faced by consumers after using them.

Product : what type of product is offered by various herbal stores. Personal care products, Hair care products, Herbal Supplements, Herbal medicines, Herbal Tea, Coffee etc.

Price : price of product (product value) price is a barrier or not as compared to other brands.

Place : In what mode customers were comfortable, they preferred to buy products from physical stores or online delivery was preferred .

Promotion: what modes of promotion were used like social media was used as a tool of promotion or not and also what modes were used to attract customers

Other purchasing decision factors : like customer satisfaction and how to retain the customers were also assessed

5. Analysis and Findings:

On the basis of survey done and interview conducted of experts of herbal stores it was found

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Himalaya is one of the leading herbal brand dealing in personal care products. It has become of the trusted brands as far as herbal cosmetics are concerned. The company has been taking care of demand for herbal and natural products. One of the public relation officer from a reputed store of West Delhi when interviewed stated Himalaya has a vast line of products that claim to be natural and without any side effect. It uses one of the best ayurvedic, natural and herbal ingredients to manufacture its products.

Natural olives are used in Himalaya creams. Neem and turmeric are the main ingredients used in soaps and creams. Customers using Himalaya products are herbal making its cosmetic. Himalaya deals in Face Care products like scrubs, masks, toners, moisturisers, cleansers, and are there, besides and products.

People prefer to buy herbal products because it has been observed the products made by Himalaya are

1. Natural
2. Without any side effect
3. Standardised, claims on labels meet the product offered
4. Good quality
5. Lot of variety
6. Properly segmented
7. Very effective remedies
8. Not very expensive
9. Easily available on stores

Main competitors of Himalaya are Ayur, Beauty Basket, Just Herbs, Jovees. Himalaya follows the traditional ways of promoting its products but recently it has started social media marketing.

Patanjali Ayurved Ltd has shown tremendous growth giving a serious blow to Nestle, Colgate, HUL and other big FMCG companies. While exploring Patanjali stores it has been observed Patanjali sells Ayurvedic, natural and herbal products. It has lot of products being offered to public from edible oils, hair care, skin care, toothpaste to noodles, biscuits and other grocery items.

While interviewing one of the Expert from Patanjali store it was found Patanjali products are purchased because the company manufactures those products which are of premier quality and optimally priced. Customers who are purchasing Patanjali products are repurchasing them as there are fewer complaints and they are satisfied after using the product. The product has the ability to cure the problem. The products are natural and does not use harmful chemicals. Baba Ramdev had been earlier the brand ambassador of the product. Company is having a superior position in the market because of element of spirituality element involved

in its products. Company doesn't require huge advertisement as product sells by itself. Less promotion and use of swadeshi ingredients made Patanjali products cheaper as compared to other products.

Company uses unique information based advertisement in which it highlights positives of its products like cows ghee which enables the products sale.

Earlier followers of ramdev purchased Patanjali products, but now it has become a very popular brand throughout.

Sales dealers from Patanjali informed, the company has 30 products in its pipeline including health drinks, energy bars, cows milk powder, digestive biscuits and anti ageing creams and moisturising creams. The largest selling product of Patanjali is the Patanjali Ghee. The other products captured by Patanjali are Patanjali toothpaste which has 15% of the market share, face wash has 14%, dishwash Bar 35% and honey 50%.

New launches of Patanjali include Noodles by Patanjali, Dant Kanti Advance and Patanjali Chyawanprash which is sugar free, Power Vista, dietary supplement and powered hair dye.

The growth of Patanjali has led to the overall growth of Ayurveda, said Nitin Kochar, Vice President at market place Shopclues. Firms like Dabur, Biotique, Emami, Himalaya, Himalaya are regularly adding herbal products in their product portfolio. The competitors of Patanjali are

1. Himalaya Herbal HealthCare
2. Dabur India Ltd.
3. Nestle Ltd.
4. Hindustan Unilever Ltd.
5. Procter and Gamble.

Experts from Patanjali stores revealed company needs to improve upon its packaging. Earlier distribution network of patanjali was not that good but now the company's products are able to reach its customers through Ecommerce platform. The experts in marketing are also of the opinion that there is tough competition in the market for herbal products because of which the company should invest on training to dealers, sales executives should be trained about how to maintain good relationship with its customers.

Indian Herbal brand **Dabur** is one of the most famous herbal and natural brand which has its place in almost every Indian household. It is 133 old Ayurvedic brand which felt a serious decrease in its sale because of Patanjali. It had a tie up with Amazon recently to fight this competition.

On interviewing one of the Public Relation officer from Dabur Store it has been found Dabur is known for its herbal, ayurvedic and natural products. Its vatika hair oil and Meswak toothpaste are always in demand. Dabur has a wide variety of personal care products. It has Ayurvedic medicines and food products which claim to be pure and natural without any side effect.

It has shampoos ,conditioners,oils,hair masks,hair gels made from herbal and natural ingredients.Amla,almonds,jasmine,coconut,saffron,turmeric,sandal etc.are the ingredients used in making of oils,creams,lotions and moisturisers.Toothpaste and mouthwash are herbal and natural and effective.Dabur Honitus,Chyawanprash ,Ashwagandha,Hajmola are very popular ayurvedic remedies .Dabur produ⁴ line,width and depth is very large.Dabur hs a large portfolio of prescription as well as

Dabur tried to capture the demand for natural products and remedies via telemedicines.Ask dabur.com is a telemedicine initiative which provides free co⁴nsultations to the patients regarding Ayurvedic remedies. Ask Dabur.com is a telemedicine

Jovees brand of Herbal cosmetics was launched in India in 2004,it deals with³ cosmetic products.Public Relation officer of Jovees revealed Jovees products are very skillfully manufactured by experts by making use of herbal ingredients.The products manufactured and offered by the company are processed with care so that herbs do not lose their nutrients.The ingredients used in Jovees products are carefully processed so that the herbs retain their power of giving the best results..

The company has in its portfolio a wide variety of skin care and hair products.There are different varieties of face washes using natural ingredients like strawberry,Jojoba extracts,Vitamin E and olives . Jovees apricot and almond scrub is very popular among the Indian consumers.Its Pearl Whitening face wash is made from berries and cream.Its Natural neem face wash contain neem extracts.Sandalwood ,Honey , saffron,Lemon ,Almonds and Lemon are used in making hand and body lotions.Carrot,wheat germ,honey,fullers Earth are used in preparation of face packs and sunscreens.Cucumber is the main ingredient of skin toners.Thyme,Tea tree oil and lemon are used in making shampoos and conditioners.Honey,almonds,Papaya,Pineapple,Hazel,Basil and citrus fruits are used in making facial kits.

Customers find Jovees products natural and without any side effect.Their price is also affordable.Jovees products find ways through e-commerce platforms and rely on social media marketing.

Just herb is herbal ,organic,Ayurvedic luxury skin care brand.Expert from Just Herbs revealed that they have one whole line of bespoke, pure and organic/ayurvedic products which focus on skin care and are made by certified organic and wildcrafted ingredients chosen from all over our country . It has its stores in Chandigarh,Ludhiana and Hyderabad.they use organic and ayurvedic herbs which have scientifically proven to have benefits. These products don't have artificials like harsh chemicals, bleaching agents or any sulphates.

People often believe that the herbal products are not as good as artificial products. The brand, Just Herbs, aims to change this notion and wants to create a brand which stands for a pure

and pleasant experience and not just luxury. It imparts safety for the environment and the customer as a whole.

The brand has a wide variety of products in its product line. All herbal ingredients are used in their preparation. Sandalwood, honey and neem are used in preparing face washes. It offers a wide variety of creams, lotions, facial kits and face packs to suit Indian skin.

Lotus Herbals is also one of the most popular brand of herbal cosmetics in India. There are over 250 different cosmetics and herbal items which are made of herbs. The herbs used have medicinal and therapeutic properties. This brand is certified with the necessary certifications like ISO 9001 and has a holistic approach, which helps us make the most important aspect of a beauty routine in a less amount of time. It is available at the top leading stores of cosmetics in India. Lotus herbal products are available at the online stores also.

Kinds of Products Available: there are various solutions available for skin care like distinct face washes, a few toners, protectors, enhancers and quite a few lip care products.

There are also body care products that are available like ayurvedic bars and some lotions. Sun screens are also available to protect one from extensive heat.

There is a whole line of makeup products.

Hair care products are also available like tonics, hair care oils and shampoos.

It has been found that Lotus uses 95% natural ingredient in manufacturing its products.

Khadi Natural provides one of the best quality and purest herbal cosmetic products. It offers a wide variety of herbal products. This is a huge manufacturing company for herbal items in the country and is delivering the products since years according to the customisations given by the customer.

Types of products available

There is a wide variety of skin care products available like scrubs, packs, masks and some sprays along with masks.

There are hair care products also available like hair oils, mineral oils, shampoos and conditioners. A large variety of minor hair care products are also available.

Some body oils, salts, body washes and aromatic bubble baths are also available under the body care section.

Aromatherapy (essential oils and massage oils)

Herbs are used in hair oil for relaxation, Neem, Tea tree oil and Basil are used in Hair oils. Henna and Thyme are used in hair tonics. Pure amla and rosemary are other ingredients used in hair oils and tonics. Herbal hair colours and dyes are there. Bhringraj, Triphala, Henna, Tulsi, Shikakai, Aloe Vera are other ingredients used in herbal hair care and personal products.

Herbal Tea is a stress reliever. Herbal supplements and herbal energy drinks are also there. Aloe Vera is sold as a product for stomach aches.

Main competitor of Khadi is Forest Essentials. Social Media Marketing is followed by Khadi. Price has never been a barrier for Khadi as people prefer to buy its product for quality.

Fabindia stores are spread throughout Delhi, in areas of Gk market, Connaught Place, Rajouri, Kamla Nagar etc. Interviewing Public relation officer from FabIndia store it has been found that FabIndia is able to have good market for herbal products. It deals with Personal care, Hair Care, Herbal Tea, coffee etc.

Personal care range includes oils, creams, lotions, soaps, shampoos, conditioners etc. These products are 95% natural. Papaya, Neem, lemon, turmeric, Tulsi and other natural ingredients are used in making of oils, creams, lotions and soaps. Natural glycerine and honey is used to make soaps. Products are paraben free. Oils are extracted naturally from plants. Pure coconut oil is extracted from coconut. Almonds are used in making of Almond oil.

It has started with a new range of food items. It sells Herbal Tea, Coffee, health supplements, chutneys etc. In Herbal Tea and coffee Tulsi is used as a stress reliever and content of caffeine is less.

Fabindia products are expensive but price has never been a barrier for FabIndia products because it is the quality of its products which gets the customer.

As people have become more conscious for health and safety so every Income group customer buys Fabindia product.

Earlier Fabindia used traditional ways of promotion like newspapers, magazines, word of mouth were used to promote its products but now Fabindia has been using social media marketing for promoting its products.

Herbal Tea and coffee is made from Tulsi, ginger, Honey, basil, Ashwagandha and Brahmi.

Forest Essentials is one of the leading luxury labels of herbal and natural personal care products in India. It started from a single store in Khan Market and now has spread across 15 cities of India. Mira Kulkarni launched this beauty brand in home which was later made an icon among Indian luxury labels by his son Samrath Bedi who graduated from university of Rochester in New York.

It is one of the famous beauty care and skin care brand of natural and herbal cosmetics. The company ensures that every one of its products uses spring water and naturally grown herbs from forests. Moreover its products are made by farmers living in Himalayan villages.

Forest essential makes use of herbal formulation which is gentle, more effective and without any side effect. Its personal care range includes creams, lotions moisturisers, shampoos, oils, conditioners etc. No dangerous and caustic synthetic chemicals are used in its products. Products are herb enriched, Ayurvedic and herbal. Mashobra Honey, Saffron, Neem, lemon, Rose, sandalwood, Dead sea minerals, Henna, hibiscus, japa patti and neem leaves,

coconut milk and coconut oil are ³ main ingredients making .These ingredients make the products herb enriched which make them more natural and safe.

Forest Essential used tools of promotion to promote its products.It used ecommerce platform to sell its products.Social media marketing was used increasingly to promote its personal care range.

Forest Essential products are priced high ,but price was never a barrier for it as people bought its products because of its high quality.It has a selective group of customers from high income group.

Conclusion

According to interviews conducted of various departmental stores it has been found that consumers purchase herbal products as they have positive attitude which motivates them to go for herbal products. interviewees ingredients, effects, stores ingredients effects.

The consumers who go for herbal products they search for value for the money spent by them .They examine the quality of the product and look for its better performance.Consumers nowadays have become more familiar with herbal products.On the basis of literature reviewed and expert interview conducted it has been analysed that Dabur and Himalaya have become leaders in Herbal Industry as far as familiarity and performance is concerned .The most popular herbal brand which has shown tremendous growth at present is Patanjali. Fabindia, Joves, Just Herbs, Khadi ,Forest Essentials ,Biotique etc.are some other popular Herbal Brands.

A direct relation was found among the use of herbal products and awareness about them.Social media marketing relating to herbal products have also gained popularity.

It has been found that if herbal products are easily available then people prefer to buy herbal products rather than synthetic products.Some of the herbal brands like Himalaya and Dabur are also purchased from the medicine shops.Consumers show an increased liking for herbal products.Incase a particular herbal product is not available they go for some other

basis. most valuable herbal through advertisements also and society..The literature shows consumers have for .Majority agree products as they are effects

Expert Interviews revealed .There is not at all a shortage effects is herbal remedies.

In the Post covid period there is an opportunity for various brands of Fmcg products to cater to the demands of consumers who have a positive attitude for herbal and natural products. Consumers show positive attitude towards the products which are more natural, chemical free and pose no risk to their health. Health conscious consumers show an intention to purchase the products which promote their health and well being. The business houses need to change their marketing strategies in the pursuit of product attributes and promotion. In the current scenario consumers prefer e commerce platform than physical delivery of product. The consumers are likely to go for those brands which ensure their well being by including herbal ingredients which are harmless and boost their immunity. The well known Brand Fab India recently launched a new line of product which assures an increase in immunity if taken on regular basis. Dabur Chyawanprash, Himalaya Tulsi and Amla Juice can be taken as examples for other leading Fmcg brands to produce accordingly. Ramdev Patanjali has an opportunity in the post covid period to increase its production for its herbal and Ayurvedic products. Thus we see that a complete change needs to be incorporated for the business Houses for their growth. Leaders shall be the ones who are able to grasp this opportunity.

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