



A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS MARKETING MIX ELEMENTS OF HERBAL BEAUTY PRODUCTS IN COIMBATORE CITY.

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Abstract

In today's marketing world, business people are using the marketing element to drive their business to achieve a successful product promotion. Mean-while people are more conscious about the products what they are purchasing to protect their skin and their outlook. After the COVID situation, people continue to follow the healthy skin and body care products to take a good care. The main objective of the study is to know the consumer preference and satisfaction towards marketing mix elements of herbal beauty products with special reference to Coimbatore city. The study was based on both primary and secondary data. Primary data has been collected through questionnaire and a secondary data are collected from various websites, e-Journal and reviews.

Key Words

Herbal Beauty products, consumer preference, marketing mix, skin care

Introduction

Herbal merchandise is pores and skin-pleasant merchandise crafted from herbal nutrients and antioxidants. We can use natural merchandise to keep away from any pores and skin-associated diseases.

The natural merchandise assist to purify the pores and skin deeply and not using dangerous effects. In this modern world, Consumer satisfaction is the ultimate aim of all the business.

In current years consumers are greater aware of their fitness and out-look. Most of the consumers are involved to apply merchandise which can also additionally assist to glow their pores and skin immediately without any chemicals. In recent years purchasing of herbal beauty products are becoming more universal. Not only the upper class people but also all the consumers can buy the products which are

affordable to their cost. Now a day's herbal product are mostly welcomed by the consumers. Because in their busy schedule, people have no time to spent for their health and out-look. Most of the consumers are interested to use products which may help to glow their skin instantly without any chemicals. Natural products are playing a vital role in a beauty sector.

Objectives

- To analyse the consumer buying behaviour on herbal cosmetics products
- To find the reasons for using the herbal Cosmetic products.

Review of Literature

David et.al, (2020) A study on consumer satisfaction towards herbal cosmetic products towards organic cosmetic products, the researcher clarified about the satisfaction of consumer on herbal cosmetic products and also mentioned about the chemical combination. The study results that the majority of the consumers are switching over to the herbal cosmetic products.

Monica Bedi (2016) Consumer preferences for Herbal Beauty products the study has analysed about the perspectives of consumer towards herbal beauty products. the study has also determined the factor which plays a role on the preference of consumers buying behaviour. Primary and secondary data has been collected for the study and the researcher concluded the result in a positive manner that the consumers are more preferable towards Herbal beauty products.

Sidra Ishaq (2021) this study discussed about the Factors Influencing Female Purchase Behaviour for Organic Cosmetic Products. It examines consumer purchasing patterns for organic cosmetics and how consumers perceive the advantages for their health and the environment. The study's findings indicate that customers are more selective about the skincare products they use, and as a result, their product preferences are different from those for cosmetics.

Research Methodology

This research is based on descriptive study within Coimbatore city that is the area chosen for the study. By using the statistical tools, the result analysis has been described in the study. 57 respondents have been chosen as a sample for the research who were using the herbal beauty products. Samples are collected by implementing convenience sampling method. Primary and Secondary data have been used for the study. Primary data has been collected using questionnaire and secondary data are collected from published articles, books etc. Questionnaire has been given to 70 respondents and 57 were filled and returned by the respondents. So the sample for the study is 57. Percentage analysis and Rank analysis have been used to analyse the primary data.

Analysis and Interpretation

Table: 1 Percentage Analysis

Particulars		No.of.Respondents	Percentage
Age	less than 20 years	20	35.1
	21-30 years	24	42.1
	31-40 years	8	14.0
	More than 40 years	5	8.8
Marital Status	Unmarried	46	80.7
	Married	11	19.3
Education	School	6	10.5
	UG	38	66.7
	PG	13	22.8
occupation	Employee	13	22.8
	student	41	72.0
	House wife	3	5.2
Family Income	Less than 20000	13	23.0
	20001-25000	24	42.10
	25001-30000	11	19.30
	More than 30000	9	15.6

Source: Primary data

The above table shows that among the selected respondents, 35.1% are less than 20 years, 42.1% of the respondents are between the age of 21-30 years, 14.0% of the respondents are between the age of 31-40 years and 8.8% of the respondents are more than 40 years. 80.7% of the respondents are unmarried and 19.3% of the respondents are married. 10.5% of the respondents are educated at school level, 66.7% of the respondents are UG, 22.8% of the respondents are PG. 22.8% of the respondents are occupied as employee, 72.0% of the respondents are students, 5.2% of the respondents are housewife. 23.0% of the respondents' monthly family income is below 20000, 42.1% of the respondents' income are under 20001-25000, 19.3% of the respondents income are under 25001-30000 and 15.6% of the respondent income is more than 30000.

Table: 2 Rank Analysis

S.No	Products	Respondents	Rank
1	Hair Care	12	II
2	Body Care	6	IV
3	Oral Care	9	III
4	Skin Care	30	I

Source: Primary data

Out of the 57 respondents, Skin Care is in the 1st Rank, Hair Care is in 2nd Rank, Oral Care is in 3rd Rank and Body Care is in 4th rank.

Table : 3 Descriptive Statistics

Particulars	N	Respondents	Mean
It helps to maintain a healthy skin	57	9	15.8
Recommended by Skin specialist	57	7	12.28
It satisfies my expectation	57	12	21.05
Herbal Products quality is good compare to other products	57	22	38.59
Affordable price	57	7	12.28

Source: Primary Data

The table shows that the 38.59% are felt that the herbal products quality is good compare to other products, 21.05% are felt that the product is satisfies the expectation, 15.8% of the respondents felt the herbal products are helpful to maintain their skin in a healthy way and 12.28% of the respondents are chosen the herbal products by the recommendation of skin specialist and cost affordable. The respondents are highly preferred the herbal cosmetic products because of the good quality.

Hence, it is inferred that the respondents are highly preferred the herbal cosmetic products because of the good quality.

Conclusion

The study results that the respondents who are using herbal Beauty products as a daily use were highly satisfied with the product result and services. According to the research, consumers prefer herbal cosmetics because they are good for the skin and have an impact on the consumer's mind. As a result, consumers are aware of herbal beauty products and are gathering a lot of information before using a particular product and also the marketing elements of Place, Price, product and promotion are acting towards the satisfaction of consumer in the herbal cosmetic products which allowing marketers of organic cosmetics to modify or innovate the product in response to consumer preferences. Marketers can include additional features to satisfy all customer groups and encourage them to keep using the services.

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