



A STUDY ON CUSTOMERS SATISFACTION TOWARDS AYURVEDIC PRODUCTS IN ERODE DISTRICT

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ABSTRACT

Ayurvedic products play a significant role in our life. Ayurveda is the science that helps in the betterment of health, prevention of diseases and stay for long life. Four major brands like Himalaya, Patanjali, Herbodhaya and Dabur is taken for this study to find out the consumer's awareness, preferences and satisfaction towards the ayurvedic products. This study shows the relationship between demographic and study related factors. The questionnaire is used in the study to collect primary data. The sample size is 100 and adopting convenient sampling method. The study noted that maximum of the people aware about the products only through social media. From the study, it is exhibited that many people are interested in purchasing ayurvedic products because of natural ingredients, maximum of customers like to use skin care products. It is also noted that the majority of the customers are satisfied about ayurvedic products. The factors Gender, Age, Educational Qualification and Occupation except Marital status have no significant relationship with the level of satisfaction of the respondents towards Ayurvedic products.

Keywords: Ayurvedic products, awareness and satisfaction

INTRODUCTION

The outbreak of COVID-19 has created impact on almost all the businesses. But this outbreak has created a positive impact in the Ayurvedic market. Lot of demand is been created for food supplements and immunity boosters among the consumers to withstand and fight against COVID-19. This helped to increase the market size of ayurvedic products. Once Ayurvedic products are used only for the medicinal purposes to cure our health problems, but it was now used in many forms like for skincare, hair care, makeup products, eatables, baby care, etc. Ayurvedic products has started to attract the customers because it is traditional and does not cause any side effects. Many large and small companies have attained 50-90% of growth after the pandemic. Since March 2020, the demand for the products in Ayurvedic market like honey and turmeric has raised to 45% and 40% which is very high sales in the market history. In this way in India, the market size of Ayurvedic products has been favored in the pandemic and it helped to increase the sales.

PROBLEM

After COVID-19, the demand for Ayurvedic products is increasing. There are many competitors arising in the industry. The consumers are provided with various types of products. The market for Ayurvedic product has become very competitive. Consumer decision making is becoming more and more complex. The decision making process has been more complicated by the increasing number and variety of goods, stores and electronic shopping depends on the consumer's choice and option. The different brands of Ayurvedic products such as Patanjali, Himalaya, Herbodhaya and Lever ayush, etcare available in the market with various products. Customer is seeking more value in terms of improved availability, quality and pleasant shopping environment. The company must produce what is demanded by the consumers. This induced to study about customer preference and satisfaction towards Ayurvedic products. Such a study may also manifest the problems that system faces and puts forward possible measure to be taken in the future.

OBJECTIVES OF THE STUDY

The main objectives of the study are:

- ❖ To study the consumers awareness towards ayurvedic products.
- ❖ To identify the factors influencing customers to buy ayurvedic products.
- ❖ To study about the consumer preference towards ayurvedic products.
- ❖ To study about consumer satisfaction on ayurvedic products.
- ❖ To identify the barriers faced by the consumers while purchasing the products.

RESEARCH METHODOLOGY

Once the problem has been carefully defined, the researcher needs to establish the plan that will outline the investigation to be carried out. Research methodology is a systematic and purposive investigation to solve the research problems. The appropriate method will improve the validity of the findings. It includes the overall research design, the sampling procedure, collection and analyze of data. The research study applied here is purely descriptive.

REVIEW OF LITERATURE

Singh, Mathur and Subha(2021) showed that different factors influences consumer towards Ayurvedic products. Likewise quality, freshness, flavor, color, brand image, advertisements or offers and packaging have more explanatory capacity to explain the impact on purchasing decision Ayurvedic products. Similarly, factors altering trustworthiness of the product among respondents are product origin.

Kavitha and Fathima (2017) findings revealed that age, gender, qualification, education and type of family have significant association with customers level of satisfaction towards herbal products.

Raju and Rahul (2016) study found that consumers have become more concerned about their health which is reflected in their consumption of those products safeguarding their health as well as providing maximum satisfaction. Customer satisfaction is derived by the measurement of the extent to which the product is able

to meet the consumers expectations. It also indicates prices to be a very important variable along with ayurvedic and herbal.

Sthapit and Shakya (2010) found two main factors responsible for selection of brand by buyers-price and efficiency and also recommended strategies of advertising and brand promotion as well as of brand-tracking on critical KPIs of the brand and benchmarking.

Urvashi makkar(2007) revealed there was a huge demand of the herbal cosmetic products due to increasing population in middle class families and increasing their income. The study also revealed that middle class consumers have a strong and positive attitude towards herbal cosmetics products.

LIMITATIONS OF THE STUDY

The following are the limitations of the study

- The accuracy depends on the data collected from the respondents, the area of the study restricted to Erode District only, So the result of the study may not generalized to other places.
- Due to time constraint, the sample size is limited to 100 customers. Hence, the findings of the study may not be applicable to entire population.

FINDINGS

PERCENTAGE ANALYSIS

- ★ It is identified that the majority (60%) of the respondents are Female.
- ★ It is found that the majority (69%) of the respondents belong to the age group of Below 25 years.
- ★ It is inferred that the majority (77%) of the respondents are Unmarried.
- ★ It is found that the majority (50%) of the respondents are Student.
- ★ It is noted that the maximum (48%) of the respondents are Under graduate.
- ★ It is noted that the maximum (36%) of the respondents belong to Urban area.
- ★ It is identified that the majority (59%) of the respondents size of the family is 4-6 members.
- ★ It is identified that the maximum (34%) of the respondents monthly family income is between Rs.30,000 – Rs.50,000.
- ★ It is found that the maximum (48%) of the respondents came to know about Ayurvedic products through Social media.
- ★ It is identified that majority (56%) of the respondents selected Ayurvedic products for natural ingredients.
- ★ It is inferred that maximum (43%) of the respondents prefer to buy Skin care products.
- ★ It is found that majority (63%) of the respondents use Himalaya brand.
- ★ It is identified that the maximum (36%) of the respondents are using Ayurvedic products for upto 6 months.
- ★ It is found that the majority (50%) of the respondents like to purchase Ayurvedic products in Departmental stores.
- ★ It is noted that the maximum (40%) of the respondents purchase Ayurvedic products As& when required.

- ★ It is identified that the majority (74%) of the respondents think that Ayurvedic products are budget friendly.
- ★ It is noted that the majority (51%) of the respondents like Buy one get one offer.
- ★ It is inferred that the majority (60%) of the respondents spend Below Rs.1,000 while purchasing.
- ★ It is identified that the majority (57%) of the respondents are satisfied.

CHI SQUARE TEST

- ★ There is no significant relationship between gender and the level of satisfaction of the respondents.
- ★ There is no significant relationship between age and the level of satisfaction of the respondents.
- ★ There is a significant relationship between marital status and the level of satisfaction of the respondents.
- ★ There is no significant relationship between educational qualification and the level of satisfaction of the respondents.
- ★ There is no significant relationship between occupational status and the level of satisfaction of the respondents.

WEIGHTED AVERAGE SCORE RANKING METHOD

- ★ It is found from the analysis that the factor High price was ranked first by the respondents with the weighted score of 20.85 points.
- ★ It is inferred from the analysis that the factor Poor service was ranked second by the respondents with the weighted score of 20.04 points.
- ★ It is identified from the analysis that the factor Lack of availability was ranked third by the respondents with the weighted score of 19.66 points.
- ★ The analysis shows that the factor Inferior quality was ranked four by the respondents with the weighted score of 18.85 points.
- ★ It is noted from the analysis that the factor Duplicate product was ranked five by the respondents with the weighted score of 17.42 points.
- ★ It is identified from the analysis that the factor Poor packaging was ranked six by the respondents with the weighted score of 17.28 points.

SUGGESTIONS

- ★ The study was noted that majority of the customers using Ayurvedic products were Below 25 years. So, the manufacturers should launch more variety of products which is made for this age group of people.
- ★ Majority of the customers came to know about Ayurvedic products through only Social media. So, advertisement can be done more through other modes like TV Advertisements and Newspapers.
- ★ The study was observed that the customers selected Ayurvedic products for natural ingredients and quality of products. The company should ensure that they always maintain it.

- ★ Majority of the customers like to buy skin care products. They are not much aware of the other products and its uses in Ayurvedic products. So, they should advertise more about the other products and its uses to attract customers.
- ★ Most of the customers prefer to buy Ayurvedic products in the Departmental stores. So, the company should be ensured that their products are always available in the Departmental stores to retain the customer.
- ★ Customers mostly like Buy one get one offer. Many other offers also can be introduced to attract the customers for purchasing their brand in Ayurvedic products.

CONCLUSION

After the pandemic many manufacturers are started coming into the Ayurvedic industry. There is a heavy competition in this field. In such dynamic environment, the manufacturers of Ayurvedic products need to be more quality conscious. Since the products offered are almost similar by all the manufacturers in the industry. They should always ensure the usage of natural ingredients as the customers prefer to buy Ayurvedic products mainly because of this reason. The manufacturers need to take serious efforts to make their brand competitive and stable by focusing on the good quality of products and good service.

Consumers' preference is the main motive and the products should be produced according to their preference because their decision making in purchasing the product helps in growth of the company. High price should not be fixed because it may have impact on the sales. From the study, it can be concluded that Himalaya brand in Ayurvedic product have significant place in the market and capture a lot of customers due to its usage of natural products, quality, service, availability and packaging.

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