

Consumers Satisfaction on Herbal Products in Tirupur City

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Abstract

Herbal products play an important role in human life to protect them against various health issues. The majority of individuals exhibit a preference for utilizing herbal products as opposed to those containing chemical ingredients. Herbal products encompass items that are formulated and manufactured utilizing various types of herbs. According to the World Health Organization (WHO), a significant proportion of the populations in certain Asian and African countries currently rely on herbal medicine as a component of their primary healthcare, with estimates suggesting that this practice is adopted by approximately 80% of the population. Ayurveda, an ancient Indian system of medicine, is primarily rooted in the Sanskrit language. However, it is noteworthy that Sanskrit was not commonly spoken as a mother tongue, leading to the incorporation of medicinal knowledge from Siddha and other indigenous traditions into Ayurvedic practices.

1. Introduction

Herbal products play an important role in human life to protect them against various health issues. The majority of individuals exhibit a preference for utilizing herbal products as opposed to those containing chemical ingredients. Herbal products encompass items that are formulated and manufactured utilizing various types of herbs. According to the World Health Organization (WHO), a significant proportion of the populations in certain Asian and African countries currently rely on herbal medicine as a component of their primary healthcare, with estimates suggesting that this practice is adopted by approximately 80% of the population. Ayurveda, an ancient Indian system of medicine, is primarily rooted in the Sanskrit language. However, it is noteworthy that Sanskrit was not commonly spoken as a mother tongue, leading to the incorporation of medicinal knowledge from Siddha and other indigenous traditions into Ayurvedic practices. It uses more herbal products and medicines for treatment and foods. Herbal products assume a significant role in individuals' lives by serving as a protective measure against a range of health concerns. The consumer satisfaction and satisfaction is the ultimate aim of any business. Here, the researcher tried to measure the consumer's awareness and satisfaction towards the herbal products in Tirupur city. It has also determined the consumer's satisfaction on herbal products in the study area.

2. Literature Reviews

The literature reviews are Pawan and Jai (2019) investigated consumer satisfaction and level of satisfaction and the factors influencing consumer buying behavior towards herbal products from

Patanjali in Bilaspur City. The sample of 100 Patanjali consumers was selected using a multistage sampling technique. The study concluded that the consumers can be influenced by the herbal products because they can help sustain and promote health. Punitha (2022) found that most people prefer healthy products through advertisements; they purchase the product once a month the brand they highly prefer is Himalayan. The study concluded that Ayurveda products have expanded their importance in the market and captured an enormous number of consumers due to their quality, price, variety, loyalty location. Simran and Rita (2022) found that social media platforms have crucially created awareness on herbal personal care products, updating on information about products and also influenced consumer behavior in terms of frequency of buying and preference of herbal personal care products.

3. Statement of the Problem

Herbal products are widely accessible in our nation and have a significant impact on our daily lives. It is necessary to meet the needs of the clients. Everybody makes different decisions when it comes to what they buy. The consumers have more problems on utilizing the herbal products in the study area. They have unaware about the herbal products and difference benefits of the products. So, the research work has specifically explored the consumers satisfaction level towards herbal products in Tirupur city.

4. Objectives

The objectives of the study are given below:

1. To study about the demographic variables of the respondents in the present study.
2. To examine the consumers satisfaction towards the herbal products in Tirupur city.

5. Scope of the Study

The scope of this study aims to investigate the consumers' awareness and satisfaction towards herbal products in Tirupur city. The study has focused on identifying the factors that influence the consumer's satisfaction towards the herbal products in the health and wellness industry with marketing strategies of the herbal product sellers.

6. Methodology

The present study contains an empirical and descriptive approach for exploring the results by the researcher. The population size of the herbal users is unknown in the study area. So, the researcher has been chosen convenience sampling method for the present study. The researcher has selected 100 consumers from the Tirupur city and that questionnaire has distributed to the respondents. The study has collected primary data through questionnaire method and used the analytical tools like percentage analysis and ANOVA test in the present study.

7. Findings

The demographic variables of the present study are given below:

Table - 1 Demographic Profile of the Respondents

		Number of Respondents	Percentage
Age Group	Below 25 years	19	19.00%

	25-50 years	35	35.00%
	Above 50 years	46	46.00%
Gender	Male	43	43.00%
	Female	57	57.00%
Marital Status	Single	49	49.00%
	Married	51	51.00%
Monthly Income	Below Rs.15,000	30	30.00%
	Rs.15,001-Rs.30,000	37	37.00%
	Rs.30,001-Rs.45,000	17	17.00%
	Above Rs.45,001	16	16.00%
Literacy Level	College Level	59	59.00%
	Professional Education	30	30.00%
	Others	11	11.00%
Occupational Status	Employed	51	51.00%
	Business	28	28.00%
	Others	21	21.00%
	Total	100	100.00

Source: Primary data

Out of 100 respondents, 19.00% of respondents (19) belongs to below 25 years, 35.00% of respondents (35) belongs to 25-50 years. The remaining 46.00% of respondents (46) belongs to above 50 years in the present study. The majority of the respondents were above 50 years age group in the present study. 43.00% (43) of the respondents were male and 57.00% (57) of the respondents were female in the study. The majority of the respondents are female in the present study. 49.00% of the respondents (49) were single category and 51.00% of the respondents (51) were married category in the study. The majority of the respondents are married in the present study. 30.00% of the respondents (30) belong to below Rs.15000 income category, 37.00% of the respondents (37) belong to Rs.15001-Rs.30000 income category, 17.00% of the respondents (17) belong to Rs.30001-Rs.45000 income category. The remaining 16.00% of the respondents (16) belong to above Rs.45001 income category and the majority of the respondents have monthly income of Rs.15,001-Rs.30,000. 59.00% of the respondents (59) have completed college level and 30.00% of the respondents (30) have completed professional education level. The remaining 11.00% of the respondents (11) have other educational qualification in the study. The majority of the respondents have completed college degree level in the present study. 51.00% of the respondents (51) belong to employed category, 28.00% of the respondents (28) belong to business category. The remaining 21.00% of the respondents (21) belongs to other occupational category. The majority of the respondents are employed category in the present study.

Table – 2 ANOVA TEST

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	118.058	3	39.353	.796	0.048

Within Groups	35722.756	96	49.409		
Total	35840.814	99			

Table-2 revealed that the F value is 0.796 and the degree of freedom is 3. The null hypothesis is rejected and the significant value is less than 0.05 at the 5% significance level. The ANOVA result revealed that consumers satisfaction have significant changes with collection of information about herbal products (0.048).

Table-3 Satisfaction Level of Consumers on Herbal Products

Level of Satisfaction	No. of Respondents	Percentage
High	45	45.00
Medium	33	33.00
Low	22	22.00
Total	100	100.00

Source: Primary data

Table-3 presented the satisfaction levels of the 100 respondents regarding herbal products in the Tirupur city. Among these, 45 respondents (45.00%) have higher satisfaction level, 33 respondents (33.00%) have medium satisfaction level and 22 respondents (22.00%) have lower satisfaction level in the study. Therefore, the study indicated that the consumers have higher satisfaction on herbal products in Tirupur city.

8. Conclusion

Herbal products play an important role in human life to protect them against various health issues. The majority of individuals exhibit a preference for utilizing herbal products as opposed to those containing chemical ingredients. The ANOVA result revealed that consumers satisfaction have significant changes with collection of information about herbal products (0.048). Therefore, the study indicated that the consumers have higher satisfaction on herbal products in Tirupur city.

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