

A Study On Customer Satisfaction Towards Herbal Products In Tuticorin District

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ABSTRACT

Herbal products play an important role in people's life to protect them against various health issues. The study aims to identify the satisfaction of the customers towards herbal products in Tuticorin District. The study was based on questionnaire with a sample of 50 respondents. The findings were analyzed using simple percentage analysis and chi square test. Findings reveal the age, gender, educational qualification and family type have significant association with customer's level of satisfaction towards herbal products.

INTRODUCTION

Herbal products refer to object that are made ready and deal with the help of the herbs. Herbs are contemplated to be food rather than medicine because they're utter, all-natural and pure, as nature deliberate. Herbal products are medicines obtained from plants. They are used as supplementation to ameliorate health and well being, and may be used for further therapeutic determination. Herbal products are obtainable as capsules, extracts, powders, tablets, teas etc. Herbal health products and supplementation are obtainable in many forms,

including in tea bags, liquids, tablets, capsules, and powders. Examples of common herbal health products and supplementation include black cohosh, garlic, ginkgo, echinacea, saw palmetto and so on. Herbs: Herbs are normally expounded as non-woody plants, which die after blossom. Fresh herbals and medicinal plants can be obtain by assembly them in dark forest, get bigger them in your concede personal garden, or purchase them from other gardeners and health food stockpile. Herbs are making ready for utilization and use in medicinal treatment. When herbs are make ready by steeping in steaming water to be drunk as a tea, they are known as an admixture. If these dehydrated herbs get fiment in hot water, they are called as decoction. If gets incorporated in with other additive and made into cream, they are explore as an herbal ointment. Sometimes used an Herbal constrict where assemble of cloth is drowned in an infusion or decoction and is encased and enforced externally. If herbs are used to disinfect and alleviate externally, they are called herbal wash. Herbal admixture and decoctions can also be used as herbal bath for leisure and curative. Always pursue the recommended prescription on your precaution and program because over-use of herbs can debacle the aspiration for which you are using them. Some of the most constructive herbs can demonstrate to be lethal if over used. Herbs have been used for countless time for various aspirations like invigorating the sick and ailing. Most of the people halcyon continue to use herbs to prosperity their bodies.

TOP 10 HERBAL COSMETIC PRODUCT BRANDS IN INDIA:

- Lotus Herbals
- Himalaya Herbals
- Biotique
- Just Herbs
- Khadi Natural
- Ayur Herbals
- Vaadi Herbals
- Forest Essentials
- VLCC
- JOVEES Herbal

REVIEW OF LITERATURE:

1. Robert C Blattberg et.al. (1994) opined “There is only one valid definition of business purpose: to create a satisfied customer”, asserted Peter Drucker in 1954. Today, the advanced technologies of the information revolution allow virtually unlimited knowledge of customer behaviour-and competitive advantage belongs to those organizations best able to harness these technologies to deliver value to their customers. In this book, 23 expert-pioneers in marketing information science-assess the vast body of knowledge gained in the past decade. As the authors detail the driving principles and diverse uses of marketing information systems, they describe the insights gained from the experiences of leading American firms, including Quaker Oats, Procter & Gamble, CitiBank, Borden, Colgate and Maytag.
2. James L Heskett (2002) suggests that while customer satisfaction and loyalty provide a foundation for high level of customer lifetime value, they support a range of customer behaviours with widely varying values, characterized by mere loyalty (repeat purchase), commitment (willingness to refer others to a product or service), apostle-like behaviour (willingness to convince others to use a product or service), ownership (willingness to recommend product or service improvements). As a result of these findings, it is of increasing importance that the small number of apostles and owners in a customer portfolio that can drive all of the profits should be identified and cultivated.
3. Valdimar sigurdsson et al., (2009) explains An in-store experiment was performed to investigate the effects of shelf placement (high, middle, low) on consumers’ purchases of potato chips. Placement of potato chips on the middle shelf was associated with the highest percentage of purchases. The results confirm the importance of item placement as a factor in consumers’ buying behaviour.

OBJECTIVES OF THE STUDY

- To know the customer satisfaction
- To know the socio-economic outline of customer.
- To know the contentment level of respondents.
- To find the factors that determines the customer’s level of satisfaction of towards herbal products.

RESEARCH METHODOLOGY

The figures have been collected on the basis of the different beginning in order to accomplish the article of the project.

SOURCE OF DATA

Primary Data: The primary data collected through questionnaire managed to a sample of 50 consumers.

Secondary Data: Secondary data was collected through various publications of newspaper, magazines, books and articles.

RESEARCH DESIGN

- ❖ Questionnaire is being produced and corrected the faults in it.
- ❖ Sent it to specimen consumers.
- ❖ Got 50 reply.
- ❖ Examine the statistics and kept it in a format
- ❖ Explain the details and drawn the outputs
- ❖ The final data is expressed in the form of diagrams.

STATISTICAL TOOLS USED FOR THE STUDY

- Simple Percentage Analysis
- Chi-Square Analysis

ANALYSIS AND INTERPRETATION:

Particulars	Factors	No. of Respondents n=50	Percentage
Gender	Male	20	40
	Female	30	60
Age (Years)	Up to 25	12	24
	26 to 50	25	50
	Above 50	13	26

Educational Qualification	Up to SSLC	10	20
	HSC	17	34
	Above UG Degree	23	46
Family Type	Nuclear Family	32	64
	Joint family	18	36
Monthly Income	Below Rs.10000	11	22
	Rs.10001 – Rs.20000	12	24
	Rs.20001-Rs.30000	9	18
	Rs.30001-Rs.40000	8	16
	Above Rs.40000	10	20
Amount Spend	Less than Rs.200	14	28
	Rs.201 – Rs.500	19	38
	Above 501	17	24

Source: Primary data

CHI-SQUARE ANALYSIS

There is No Relationship between Monthly Family Income and Satisfaction on Purchase of Herbal Products

	Amount spend to purchase of herbal products			Total
	Less than Rs.200	Rs. 201to 500	Above Rs.501	
Below Rs.10,000	7	6	9	22
Rs.10,001 – Rs.20,000	6	7	12	25
Rs.20,001 – Rs.30,000	6	8	4	18
Rs.30,001 – Rs.40,000	4	7	5	16
Above Rs.40,001	5	10	4	19
	28	38	34	100

Source: calculated data

O	E	O-E	(O-E) ²	(O-E) ² /E
7	6.16	0.84	0.71	0.12
6	8.36	-2.36	5.6	0.67
9	7.48	1.52	2.3	0.31
6	7	-1	1	0.14
7	9.5	-2.5	6.25	0.66
12	8.5	3.5	12.25	1.44
6	5.04	0.96	0.92	0.18
8	6.84	1.16	1.34	0.19
4	6.12	-2.12	4.49	0.73
4	4.48	-0.48	0.23	0.05
7	6.08	0.92	0.84	0.14
5	5.44	-0.44	0.19	0.04
5	5.32	-0.32	0.10	0.02
10	7.22	2.78	7.72	1.07
4	6.46	-2.46	6.05	0.94
CALCULATED VALUE				6.7

$$\chi^2 = \frac{\sum(o - E)^2}{E}$$

Degree of freedom is = (R-1) (C-1)

$$= (5-1) (3-1)$$

$$= 4 \times 2$$

$$= 8$$

At 5% level of significance the table value of chi-square at 8 degree of freedom is 15.51

Calculated value = 6.7

RESULT

Since calculated value 6.7 is higher than table value 15.51. Therefore hypothesis is rejected.

Therefore there is significance difference between monthly income and satisfaction of purchase.

FINDING OF RESEARCH

- ❖ From this research it is clearly found that the satisfaction level of consumers in various heads like different group, age, gender, income levels, and elements influencing them to get Herbal products.
- ❖ Awareness of Herbal products is in medium level.
- ❖ Majority of the respondents say they do not face any problem.

SUGGESTION

- ❖ In order to magnify the market of the product, Herbal product must be made easily available.
- ❖ Due to over usage of chemicals, some of the respondents say that they face side effect. Hence, usage of chemicals should be reduced to the minimum.
- ❖ The company can pay more attention towards advertisement.
- ❖ Packaging of the products should be more attractive.

CONCLUSION

Herbs are one of the earliest, widely conventional, and highly acknowledge herbal products. It should attain each and every man for their strength. There is a need for enlighten the consumers and alertness about herbal products. Today herbal products admit to help people frame their good health with the help of natural authority. Herbs do not production instant antidote, but rather overture a way to put the body in proper composition with nature. For thousands of years, humans have used herbs. Herbal medicines are thought to be secure as it is natural, but in fact it cans element serious conflicting effects and communication with other drugs and supplementation. The research concludes that customer satisfaction plays a vital role in determining the management of herbal products.

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