

## **Factors Influencing The Choice Of Herbal Products**

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### **Abstract**

Factors are influencing the selection and buying decisions of consumers. Need recognition, promotional offers, and store physical facilities are some of the essential factors. The consumers' preference is purely based on taste and preference. This type of behaviour is called selective attention. In this study, a Convenient sampling (Non-Random sampling) method was adopted. Six hundred and five consumers were chosen. The findings of the study are consumer behaviour, which includes customers' demand, assessment, liking, deed, consumption information, happiness, and so on is being experimented by the researchers' various factors are influencing the selection and buying decisions of consumers.

**Keywords:** Factors, Herbal products, buying behavior, Preferences

### **INTRODUCTION**

Various factors are influencing the selection and buying decisions of consumers. Need recognition, promotional offers, and store physical facilities are some of the essential factors. Not every promotional aspect and advertisement attract a consumer. Few consumers do not consider the advertisements shown in the media. The consumers' preference is purely based on taste and preference. This type of behaviour is called selective attention. Consumer refers to how an individual paying attention to one particular message. A consumer would prefer something, which attracts him the most. Positioning meaningful messages in the minds of consumers is called selective retention. The mental and emotional process of consumer behaviour during the time of the search, making a purchase, and post-consumption of a particular product or service is considered as consumer behaviour. It involves the study of

why they buy, how they buy, what they buy and when they buy. It consists of the following basic elements such as sociology, economics, psychology, and anthropology. This consumer behaviour also influences groups such as family members, friends, and relatives and reference groups while making a purchase decision.

## **BUYING PROCESS**

### **➤ Need Recognition**

This is often identified as the first and most important step in the customer's decision process. A purchase cannot take place without the recognition of the need. The need may have been triggered by internal stimuli (such as hunger or thirst) or external stimuli (such as advertising or word of mouth).

### **➤ Product Evaluation**

Consumers will evaluate different products or brands at this stage on the basis of alternative product attributes – those which have the ability to deliver the benefits the customer is seeking. A factor that heavily influences this stage is the customer's attitude. Involvement is another factor that influences the evaluation process.

### **➤ Product Purchase**

The penultimate stage is where the purchase takes place. Kotler (2009) states that the final purchase decision may be 'disrupted' by two factors: negative feedback from other customers and the level of motivation to accept the feedback.

### **➤ Product Consumption**

The consumers after purchasing the products they need to consume it based on their requirements. This disposal of products will be the end part of its life cycle. In this stage, the products must satisfy the consumers and based on the level of satisfaction the consumers will react in their next purchase.

### **➤ Post-Consumption Stage**

Customers will compare products with their previous expectations and will be either satisfied or dissatisfied. Therefore, these stages are critical in retaining customers. This can

greatly affect the decision process for similar purchases from the same company in the future, having a knock-on effect at the information search stage and evaluation of alternatives stage.

**FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR**

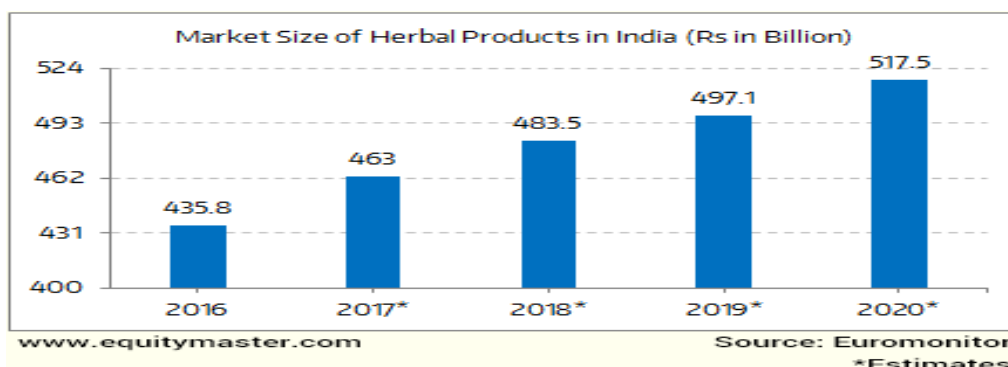
Cultural Factors	Personal Factors	Psychological Factors	Societal Factors
Culture	Personality and Self-Concept	Motivation	Reference Groups
Subculture	Occupation	Perception	Family
Social Class	Economic Circumstances	Beliefs and Attitudes	
	Gender, Age and Stages of Life	Learning	
	Lifestyle	Attitude	

**Herbal Products**

Traditional herbal products were able to address some modern medical needs, and providing the basis for developing potential. It is difficult to process herbal products for its Quality control, other harmful chemicals and prevention of adulteration is a challenge. In recent, the familiarity of herbal products has increased globally; not only as part of remedies for diseases and healthcare management. Lack of drug standardization, information, quality control, and strict monitoring are the primary lacunae in the promotion of traditional Indian herbal products(Sen and Chakraborty (2015).

**Advantages of Herbal products**

- ✓ Natural products
- ✓ Safe to use
- ✓ Compatible with all skin types
- ✓ Wide selection to choose from
- ✓ Fits your budget
- ✓ Not tested on animals
- ✓ No side effects

**MARKET SIZE OF HERBAL PRODUCTS IN INDIA****REVIEW OF LITERATURE**

Shimpi and Sinha (2010) investigated and evaluated the product attribute variables', which influence the buyingbehaviour of male consumers on cosmetics products in Pune city. The objective of the study is, to get the detailed insight of 'product attributes' of male cosmetic concept on the consumer buying behaviour and to understand and select the key variables of 'product attributes' of male cosmetic concepts which affect the consumer buying behaviour.

Foster and Cadogan (2000) examined how customers' loyalty is influenced by their relationship with the firm at two distinct levels: the specific relationship customers have with their salesperson, and the overall relationship customers have with the firm. The findings highlight the importance of strong customer-salesperson relationships in the development of customers' overall evaluations of the supplier firm. Furthermore, both types of the relationship were found to impact positively on the probability of customers exhibiting behavioural loyalty.

Suman and Mansi (2014) analyzed the intensive empirical survey of the various factors influencing the buyer's behaviour on consumer durables. Being the study exploratory as well as descriptive in nature; findings have been made through survey analysis which consisted of 200 consumers in the market. The study was conducted to identify the Branding strategies Impact on Consumer buying behaviour in the Fast Moving Consumer Durables (FMCD) industry was concerned.

**RESEARCH METHODOLOGY**

The descriptive research design is used for this study. In this study, a Convenient sampling (Non-Random sampling) method was adopted. Six hundred and five consumers (Sample Size is based on Krejcie& Morgan Model of Infinite Population – the Minimum sample size is 384 {online Calculator}) were chosen. Both primary and secondary data have been used in this study. A structured interview schedule was developed with the help of a literature review, pilot study and under the guidance of the research supervisor. The questionnaire was framed by using variables such as Price, Quality, Quantity, Color, Smell, Package, Advertisement, Product Information, Personal Likeliness, etc.

**ANALYSIS AND INTERPRETATION OF DATA****Factors influencing product purchase (Simple percentage method)**

<b>Factors influencing product purchase (n=605)</b>	<b>%</b>	
	<b>High</b>	<b>low</b>
Price	43.8	56.2
Quality	48.3	51.7
Quantity	59.0	41.0
Color	68.1	31.9
Smell	62.5	37.5
Package	67.6	32.4
Advertisement	53.6	46.4
Product Information	58.0	42.0
Personal Likeliness	69.9	30.1
Family Likeliness	72.6	27.4
Discount Offers	78.2	21.8
Healthiness	63.8	36.2
Gifts	76.7	23.3
Extra Quantity	77.4	22.6
Overall level	53.2	46.8

Above table presents that more than two-thirds of the consumers have 'low level' of perception towards dimensions of 'Factors influencing product purchase' such as 'Price' (43.8%), 'Quality' (48.3%), 'Quantity' (59.0%), 'Color' (68.1%), 'Smell' (62.5%), 'Package' (67.6%), 'Advertisement' (53.6%), 'Product Information' (58.0%), 'Personal Likelihood' (69.9%), 'Family Likelihood' (72.6%), 'Discount Offers' (78.2%), 'Healthiness' (63.8%), 'Gifts' (76.7%) and 'Extra Quantity' (77.4%). However, nearly one – third of the consumers have a 'high level' of perception towards the above-mentioned variables. Furthermore, a majority (53.2%) of the consumers has low level of satisfaction towards Factors influencing product purchase and rest (46.8%) of the consumers has high level of perception towards Factors influencing product purchase.

**Reasons for Buying the Herbal products and Dimensions of factors of purchase  
(ONE-WAY ANOVA)**

<b>Factors</b>	<b>Statistical Inference</b>	<b>Level of significance</b>
Price	F=4.239, 0.000<0.01	<b>Significant</b>
Quality	F=8.511, 0.000<0.01	<b>Significant</b>
Quantity	F=4.087, 0.000<0.05	<b>Significant</b>
Color	F=5.762, 0.001<0.01	<b>Significant</b>
Smell	F=6.851, 0.000<0.01	<b>Significant</b>
Package	F=4.570, 0.000<0.01	<b>Significant</b>
Advertisement	F=4.399, 0.000<0.01	<b>Significant</b>
Product information	F=4.650, 0.000<0.01	<b>Significant</b>
Personal Likelihood	F=4.083, 0.000<0.01	<b>Significant</b>
Family Likelihood	F=5.257, 0.000<0.01	<b>Significant</b>
Discount Offers	F=5.796, 0.000<0.05	<b>Significant</b>
Healthiness	F=7.009, 0.000<0.01	<b>Significant</b>
Gifts	F=5.174, 0.000<0.01	<b>Significant</b>
Extra Quantity	F=5.724, 0.001<0.01	<b>Significant</b>
Overall level	F=2.139, 0.038<0.05	<b>Significant</b>

Above table presents that there is a significant variance among the among 'Reasons for buying the Herbal products' of the consumers and 'factors influencing the product purchase' such as 'Price', 'Quality', 'Quantity', 'Color', 'Smell', 'Package', 'Advertisement', 'Product Information', 'Personal Likeliness', 'Family Likeliness', 'Discount Offers', 'Healthiness', 'Gifts' and 'Extra Quantity'. However, there is significant variance among the Educational Qualification of the consumers and 'factors influencing the product purchase'. The mean score (62.0000) indicates that the 'Shopkeepers' have a 'high level of perception' towards Overall level of Satisfaction about the product purchased. From the table value of the 'ANOVA' test is more than the table value at the 5 percent level of significance.

## MAJOR FINDINGS

Consumers' behaviour, which includes customers' demand, assessment, liking, deed, consumption information, happiness, and so on is being experimented by the researchers' various factors are influencing the selection and buying decisions of consumers.

- More than half 318 (52.6%) of the consumers are 'Females'
- Regarding Educational Qualification, more than one- third 231 (38.2%) of the consumers have completed 'Under Graduation'
- About occupation, one-third 213 (35.2 %) of the consumers are 'Self-Employed'.
- More than half of the consumers have 'low level' of perception towards various dimensions of factors of purchase the product such as 'Offer Credit Facilities' (52.4%), 'Familiar with Retailer' (61.2%) 'More Variety of the Product' (59.7%), 'Freshness of the Product' (59.5%), 'Proper Display' (69.4%), 'Quick Services' (58.8%), 'Home Delivery Services' (69.9%) and 'Personal Selection' (63.6%). However, nearly one – third of the consumers have a 'high level' of perception towards the variables mentioned above.
- More than two – thirds of the consumers have 'low level' of perception towards dimensions of factors of product purchased 'such as 'Price' (43.8%), 'Quality' (48.3%), 'Quantity' (59.0%), 'Colour' (68.1%), 'Smell' (62.5%), 'Package' (67.6%), 'Advertisement' (53.6%), 'Product Information' (58.0%), 'Personal Likeliness' (69.9%), 'Family Likeliness' (72.6%), 'Discount Offers' (78.2%), 'Healthiness' (63.8%), 'Gifts' (76.7%) and 'Extra Quantity' (77.4%). However, nearly one – third

of the consumers have a 'high level' of perception towards the variables mentioned above.

## **SUGGESTIONS**

- ✓ Price is an important factor in the Indian healthcare market. Indian consumers prefer lowered price products. Therefore, marketers should pay attention to it.
- ✓ Women are facing the problem of quality issues while purchasing herbal products. This should be remedied by way of ensuring the quality of the branded herbal products with proper certification standards.
- ✓ Displaying of availability of different brands must happen in all the retail shops since the consumers are dissatisfied with the display.
- ✓ The regular supply of herbal products could be ensured. As a result, the consumers may not experience the problem of non-availability of the branded herbal products.
- ✓ While developing a herbal product, companies should have to understand, how the consumer perceives the quality of herbal products. At the time of positioning the product, the company should have to recognize that the recommendations from friends groups are quite influential.

## **CONCLUSION**

This study concludes that there are various factors in buying behaviour vary from product to product and brand-to-brand depends on the nature of the usage. Companies pay attention to these behaviours before formulating the strategies of segmenting, targeting, and positioning the herbal products.

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