



## A STUDY ON CONSUMER SATISFACTION TOWARDS HERBAL COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

**Mr. A. David**

Assistant Professor,  
Department of Commerce with Professional  
Accounting,  
Dr. N.G.P. Arts and Science College,  
Coimbatore

**Ms. B. Pavithra**

Student,  
Department of Commerce with Professional  
Accounting,  
Dr. N.G.P. Arts and Science College,  
Coimbatore

### ABSTRACT

*Herbal products plays 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 Coimbatore City. The study was based on questionnaire with a sample of 95 respondents. The findings were analyzed using simple percentage analysis, Ranking analysis, Likert scale analysis. Findings reveal that age, gender, occupation, Monthly income with customers level of satisfaction towards herbal products.*

**KEYWORDS:** Herbs, Cosmetics, Natural, Herbal Products, Customers, Satisfaction & Health.

### INTRODUCTION

Consumer satisfaction is the ultimate aim of any business. Both survival and growth of the business depends on its consumer satisfaction. The main objective of the business is to satisfy the consumer needs and wants. The word cosmetic was derived from the Greek word "kosmtikos" meaning having the power, arrange, skill in decorating. An herbal is "a collection of descriptions of plants put together for medicinal purposes." Herbal products play an important role in people's life to protect them against various health issues. Now a days People give more importance to their appearance so they are using various cosmetic products. Most of the people prefer to use the herbal cosmetic products more than the chemical products. This study helps in determining the level of consumer satisfaction towards the herbal cosmetic products.

### STATEMENT OF THE PROBLEM

Various varieties of the products are available in the market consumers prefer the variety of products for high quality, and low price. People think that there is less chemical in herbal cosmetic products and it will not affect them. Despite the use of herbal products people have some problems like Acnes, Dark spots, Irritation, Itching, etc... The competition is severe and the manufacturers have to consider the opinion of the consumers. Thus this research aims to

explore the consumer satisfaction towards herbal cosmetic products in Coimbatore city.

### OBJECTIVES OF THE STUDY

- To study the level of consumer satisfaction towards herbal cosmetic products.
- To study about the problems faced by consumers.

### TOOLS USED FOR ANALYSIS

1. Simple percentage method.
2. Likert scale method.
3. Ranking Analysis.

### LIMITATIONS

The result of the study is based upon the views expressed by the 95 respondents of Coimbatore City. The statistical tools used to analyse the data have their own limitations. All the limitations of primary data are applicable to this study.

### REVIEW OF LITERATURE

1. K. Subbulakshmi P. Geethamani, (2017), the study descriptive analysis has been carried out, to study the consumer's perception towards cosmetic items in patanjali products. The primary data used in the study through questionnaire method. It is found that the respondents of all the age group and income group are using personal care products. Herbal cosmetic products are preferred by the respondents as



compared to non herbal cosmetic products due to awareness of harmful effects of non herbal cosmetic products.

2. Gurmeet Kaur (2016) examine the consumer satisfaction towards selected herbal cosmetic products. The present study is based on primary data collected through questionnaire administered on 100 female respondents using herbal cosmetic products. The study depicts that majority of the respondents are satisfied with quality and price of herbal cosmetic products. First use experience, repeat purchase experience and usages experience also satisfy the respondents.

3. M. Banu Rekha and K. Gokila, (2015), the study has been understand the consumer attitude of the different strata people in the Indian society especially in Coimbatore city, Tamil nadu towards herbal cosmetic products. The classification of the different

strata of the people in area wise, age wise, income wise, etc.. It is concluded that the people now are not considering ;the cosmetics as luxury , most of the consumers feel that there are more chemical in cosmetics, which cause many side effects, and started switching over herbal based cosmetics.

4. V. Thiyagaraj (2015) the personality used in commercials of particular brands of herbal oil had the greater impact on consumers. Companies should create those advertisements which look real and can connect to consumers directly because people do not react in favour of things that seem fake product.

5. Vani Nikhil Laturkar (2013) the consumer today has become aware of side effects of allopathic products on long term usage and subsequent consequences. Marketers should design their strategy around this aspect in promoting their products..

## DATA ANALYSIS AND INTERPRETATION

### 1. SIMPLE PERCENTAGE ANALYSIS

Table No: 1.1

Table showing Demographic Profile of Respondents

Particulars	Factors	No.of. Respondents	Percentage
Gender	Male	27	28.4%
	female	68	71.6%
Age group	15-20	61	64.2%
	21-25	31	32.6%
	26-30	1	1.1%
	31 & above	2	2.1%
Marital status	Married	4	4.2%
	Unmarried	91	95.8%
Occupation	Student	82	86.3%
	Government employee		
	Private employee	0	0.0%
	Self employer	8	8.4%
Monthly Income	0-10000	60	63.2%
	10001-20000	19	20.05%
	20001-30000	6	6.3%
	30000 & above	10	10.5%

### INTERPRETATION

Table No: 1 describes the demographic profile of customers towards Herbal cosmetic products. Out of 95 respondents who were taken for this study it has been identified that most 71.6% of respondents

are Female, 64.2% respondents are age group between 15-20 years, 95.8% of respondents are unmarried, 86.3% of the respondents are students. In Monthly income 63.2% of respondents come under the category of Rs. 0-10000.

Table No: 1.2

Table showing source of knowledge about Herbal cosmetic products

Source	No.of respondents	Percentage
Advertisement	47	49.5%
Friends	37	38.9%
Relatives	3	3.2%
Social media	8	8.4%



### INTERPRETATION

The above table shows that out of 95 no. of respondents 49.5% respondents came to know about

herbal cosmetic products through Advertisements, 38.9% through Friends, 8.4% through Social media, 3.2% through Relatives.

## 2. RANKING ANALYSIS

### 2.1 TABLE SHOWING RATE OF HERBAL COSMETIC PRODUCTS

S. No	PRODUCTS	I	II	III	IV	TOTAL	RANK
1	Skin care	14 (4) 56	33 (3) 99	19 (2) 38	29 (1) 29	222	IV
2	Hair care	14 (4) 56	32 (3) 96	34 (2) 68	15 (1) 15	235	III
3	Body care	14 (4) 56	48 (3) 144	20 (2) 40	13 (1) 13	253	II
4	Oral care	41 (4) 164	41 (3) 123	14 (2) 26	13 (1) 13	326	I

### INTERPRETATION

In the above table, out of 95 respondents, Oral care is in the Rank of I, Body care is in the Rank of II,

Hair care is in the Rank of III, Skin care is in the Rank of IV.

## 3. LIKERT SCALE ANALYSIS

Table no. 3.1  
 Table showing level of satisfaction towards herbal cosmetic products

Factors	Number of Respondents					Likert scale value
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Quality	36	46	11	2	0	4.21
Availability	18	50	24	3	0	3.87
Price & Offers	9	46	35	5	0	3.62
Package	17	37	28	12	1	3.6
Harmless	15	46	24	3	7	3.62
Chemical free	18	39	30	5	3	3.67

### INTERPRETATION

The above table shows that out of 95 respondents Likert scale value 4.2 which is greater than 4 so the respondents are highly satisfied with the product Quality, 3.87 which is greater than 3 so the respondents are satisfied with product availability, 3.62 which is greater than 3 so the respondents are satisfied with product price and offers, 3.6 which is greater than 3 so the respondents are satisfied with product package, 3.62 which is greater than 3 so the respondents are satisfied harmless of the product, In Chemical free of the product likert scale value is 3.67 which is greater than 3 so the respondents are satisfied.

### FINDINGS

#### 1. SIMPLE PERCENTAGE ANALYSIS

- Majority (71.6%) 68 respondents are Female
- Majority (64.2%) 61 respondents are age group between 15-20 years.
- 4(4.2%) respondents are Married, 91 (95.8%) respondents are unmarried.
- Majority (86.3%) 82 respondents are students.
- Majority (63.2%) 60 respondents monthly income is Rs. 0-10000
- Majority (49.5%) 47 respondents came to know about the herbal cosmetic products through the Advertisement.



- Majority (37.9%) 36 respondents buy the herbal cosmetic products once in few months.
- Majority (48.4%) 46 respondents purchase herbal cosmetic products from the Super market.
- Majority (45.3%) 43 respondents are using Skin care products.
- Majority (49.5%) 47 respondents are using herbal cosmetic products less than 1 year.
- Majority (74.7%) 71 respondents did not face any problem while using the herbal cosmetic products.
- Majority (45.8%) 11 respondents had dark spots while using the herbal cosmetic products.
- Majority (63.2%) 60 respondent's opinion comes under the category of Good.
- Majority (32.6%) 31 respondents prefer the herbal cosmetic products because of No chemical.
- Majority (43.2%) 41 respondents are using single brand of herbal cosmetic product.
- Majority (84.2%) 80 respondents are suggested others to purchase herbal cosmetic products

## 2. RANKING ANALYSIS

- Out of 95 respondents, Oral care is in the Rank of I, Body care is in the Rank of II, Hair care is in the Rank of III, Skin care is in the Rank of IV.

## 3. LIKERT SCALE ANALYSIS

- Satisfaction level of product (Quality) - Likert Scale Value is 4.21 which is greater than 4. So the respondents are HIGHLY SATISFIED
- Satisfaction level of product (Availability)- Likert Scale Value is 3.87 which is greater than 3. So the respondents are SATISFIED.
- Satisfaction level of product (Price and Offers)- Likert Scale Value is 3.62 which is greater than 3. So the respondents are SATISFIED.
- Satisfaction level of product (Package)- Likert Scale Value is 3.6 which is greater than 3. So the respondents are SATISFIED.
- Satisfaction level of product (Harmless)- Likert Scale Value is 3.62 which is greater than 3. So the respondents are SATISFIED.
- Satisfaction level of product (Chemical free)- Likert Scale Value is 3.67 which is greater than 3. So the respondents are SATISFIED.

## SUGGESTIONS

1. The manufactures could reduce the chemical combination in the herbal cosmetic products because, many of the respondents feel that there is more chemical combinations in the herbal cosmetics especially in skin care products.
2. The manufactures can conducts a survey for knowing the consumers need.
3. Ingredients of the products should be made clear in the package to satisfy the consumers.
4. Quality of the product should be checked frequently.
5. While using the products 25% of the respondents faced the problems like Dark spots, Acnes, Itching and Irritation so, the manufactures have to use some effective herbs to solve these problems.

## CONCLUSION

### “THE GREATEST WEALTH IS HEALTH”

Living healthy is the wish of each and every human being in the universe. The people now are not considering the product as luxury, most of the consumers feel that there are more chemical in cosmetics, which cause many side effects, and started switching over to the herbal based cosmetics. The chemical combination in herbal cosmetic products should be reduced by the manufactures, so that it would increase it's usage by the consumers. The study reveals that majority of the consumers are satisfied with herbal cosmetic products.

## REFERENCE

1. Mrs. Gurmeet Kaur ,A Study Of Customer Satisfaction Towards Selected Herbal , *International Journal Of Business Management And Scientific Research* ,Vol : 19, July 2016, Issn: 2394 – 6636
2. M. BanuRekha and K. Gokila , A study on consumer awareness, attitude and preference towards herbal cosmetic products with special reference toCoimbatore city , *International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS)*, 2015, Vol 2, No.4, 96-100. 96 ,ISSN:2348-0343