



Impact of Sales Promotion on Consumer Behavior towards Herbal Products in Coimbatore District

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ABSTRACT

The market for herbal products has been growing rapidly in recent years due to increasing consumer demand for natural and organic products. This study aims to investigate the impact of sales promotion on consumer behavior towards herbal products. A survey was conducted among 300 consumers who have purchased herbal products in the last six months. The data was analyzed using descriptive statistics, factor analysis, and regression analysis. The results indicate that sales promotion has a significant positive impact on consumer behavior towards herbal products. The study found that the most effective sales promotion tools were discounts, free samples, and buy-one-get-one-free offers. The study also found that consumers who are health-conscious and have a higher level of education are more likely to purchase herbal products.

INTRODUCTION

Herbal products play a vital important role in people's life to protect them against and fight with various health issues. Herbal products refers to items that are prepared and processed with the help of the herbs. Herbal products are completely all-natural and pure as nature indeed. Herbal products are available as tablets, capsules, powders, extracts, tea and so on. The traditional Indian systems of medicine consist of four sub-systems: Ayurveda, Unani, Siddha and Yoga and Naturopathy.

Most of the herbal products and medicines are prepared with Coneflower (a treat of wounds, burns, toothaches, stomach pain), Ginseng (a treat of boost immunity, increasing energy level), Ginkgo biloba (a treat of numerous illness, including heart disease), Elderberry (a treat of headaches, cold, nerve pain), Turmeric (a treat of chronic inflammation, pain, skin irritation), Ginger (a treat of cold, nausea and high blood pressure), Valerian (a capsule that treat head aches and take relief from restless).

STATEMENT OF THE PROBLEM

Herbal industry has emerged as one of the most dynamic and fast growing industries today. Organised retailing is primarily driven by changing lifestyle, increasing disposable income and favourable demographic divisions. Consumer have changed a lot in terms of their shopping behaviour. Since, most retailers are fighting each other to attract customers and at this point, they consider sales promotion as one of the most important techniques.

OBJECTIVES OF THE STUDY

- To identify the current herbal products scenario in Coimbatore district.
- To analyse the factors that determines customers level of satisfaction towards herbal products.
- To analyse the consumers perception and satisfaction towards herbal products.
- To examine the safety, quality and efficiency of using herbal products for treatment.
- To investigate the effect of sales promotion on consumer buying behaviour.

SCOPE OF THE STUDY

- Strong market orientation through a high level of market knowledge.
- Determine familiarity, favourability and buying intention.

- Social media allows consumer to get involved to buying the herbal products.
- Sales promotion makes the product into popular.

RESEARCH METHODOLOGY

SAMPLING SIZE

The required data for the study have been collected by issue of structured questionnaire in order to know the details of sales promotion of herbal products on consumer buying behaviour. The total 152 questionnaires issued and 152 questionnaires are collected. The source of our study is primary data and secondary data. For the study, **Simple random sampling** method is adopted to select the sample respondents.

COLLECTION OF DATA

The part of data collection begins only after the research problem is defined. Data collection may be defined as the collection of required information from the various sources. The data collection that relates to the study can be collected in two different ways viz. Primary and Secondary data.

1. Data Analysis

The primary data collected was implied with the help of statistical software (SPSS-17) and Microsoft excels which eased the procedure of quantifying the scalar values of data that is collected through questionnaire. The primary data collected was analyzed statistically with relevant tools such as

- Simple percentage analysis

2. Secondary Data

The secondary data consists of information that already exists somewhere have been collected. Information for this project was also collected through the secondary sources such as internet, books, journals and magazines.

LIMITATION OF THE STUDY

- This study is limited to Coimbatore district only so the conclusion could not be universally applied.
- The information obtained from the respondents is based on a questionnaire which was assumed to be factual.
- The respondents location in Coimbatore alone are included in the study and hence the results of the study cannot be generalized to other areas.

REVIEW OF LITERATURE

Bazrafshani (2019)¹ – The demand for plant-based medicines, food sup-plements, cosmetics, and other applications of herbal products are increasing in both developing and developed countries due to the growing recognition of their efficiency as well as due to economic benefits.

Zheng et. Al., (2019)² – Due to side effects of some synthetic products, herbal products are gaining popularity in the world market and it has been noted that one major reason for their popularity and acceptability is the belief that all-natural products are safe.

M.Vijay and Dr. Suresh kumar (2019)³ - Determinants of customer satisfaction towards herbal products in selected area of Tamil Nadu states that Ayurveda or the „Science of Life“ is an ancient, holistic for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. The research will begins with the raw herbs chosen from traditional texts, both from observations and experiences of indigenous plants.

Zimmerman and Kandish (2012)¹⁵ - the younger generation seems quite familiar with the benefits of herbal medicine and food supplements but retain little experience and knowledge. The parameter selected by the study includes perceptions, familiarity, and knowledge of six commonly used herbs. The participants were interested and liked to see the usage of Complementary and alternative medicine and conventional medicine in a health-care setting.

OVERVIEW OF THE STUDY

INTRODUCTION

A herbal is a book containing the names and description of plants, usually with information on their medical, tonic, culinary, toxic, hallucinatory, aromatic or magical powers, and legends associated with them. A herbal may give recipes for herbal extracts, tinctures, or potions, and animal medicaments in addition to those obtained from plants. Herbals were often illustrated to assist plant identification. In the late 17th century, the rise of modern chemistry, toxicology and pharmacology reduced the medical value of the classical herbal. As reference manuals for botanical study and plant identification herbals were supplanted by Floras- systematic accounts of the plants found growing in a particular region, with scientifically accurate botanical descriptions, classification, and illustrations. Herbals have seen a modest revival in the western world since the last decades of the 20th century, as herbalism and related disciplines (such as homeopathy and 12romatic12apy) became popular forms of alternative medicine.

HISTORY OF HERBALS

The word ‘herbal’ is derived from the mediaeval latin liberherbalis (“Book of Herbs”) it is sometimes used in construct to the word florilegium, which is a treatise on flowers with emphasis on their beauty and enjoyment rather than the herbal emphasis on their utility. Much of the information found in printed herbals arose out of traditional medicine and herbal knowledge that predated the invention of writing.

Before the advent of printing, herbals were produced as manuscripts, which could be kept as scrolls or loose sheets, or bound into codices. Early handwritten herbals were often illustrated with paintings and drawings. Like other manuscripts books, herbals were ‘published’ through repeated copying by hand, either by professional scribes or by the readers themselves. In the process of making a copy, the copyist would often translate, expand, adapt, or recorder the content. Most of the original herbals have been lost; many have survived only as later copies and others are known only through references from other texts. As printing became available, it was promptly used to publish herbals, the first printed matter being known as incunabula. In Europe, the first printed herbal with woodcut illustrations, the Puch der Natur of Konrad of Megenberg, appeared in 1475. Metal-engraved plates were first used in about 1580. As woodcuts and metal engravings could be reproduced indefinitely they was therefore a large increase in the number of illustrations together with an improvement in quality and detail but a tendency for repetition.

ANALYSIS AND INTERPRETATION OF THE STUDY

Tools to be used are:

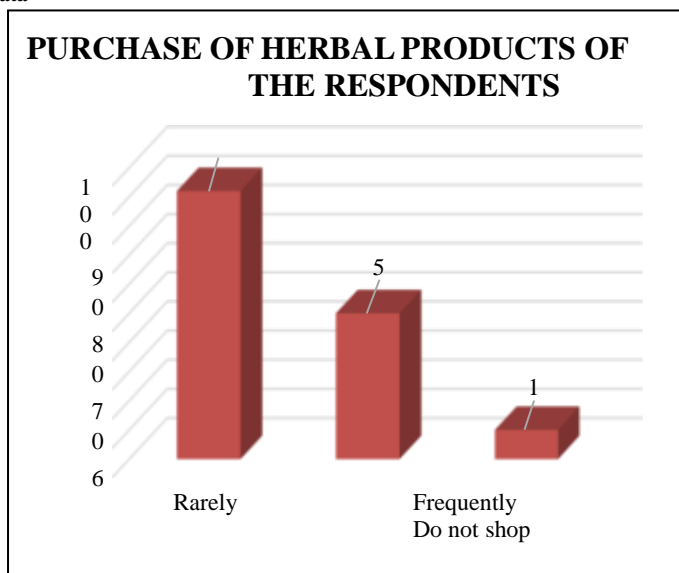
- Simple Percentage Analysis

TABLE AND CHART SHOWING THE RESPONDENTS OF USING THE HERBAL PRODUCTS

Table

	Frequency	Percentage
Yes	132	86.8
No	20	13.2
Total	152	100

Source : Primary Data



Source : Primary Data

Exhibit

Interpretation

The above table reveals that, out of 152 respondents, 132 (86.8%) respondents are using the herbal products and 20 (13.2%) espondents are not using the herbal products.

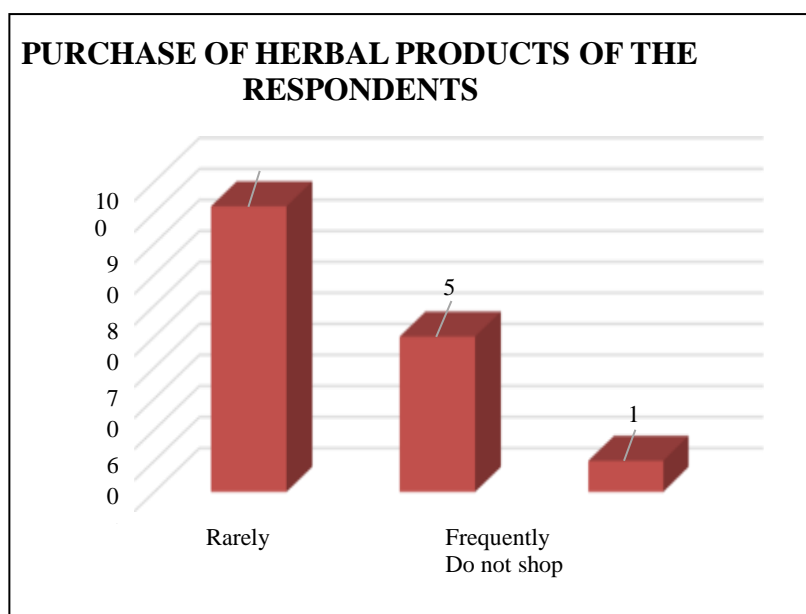
The majority of 132 (86.8%) espondents are using the herbal products.

TABLE AND CAHRT SHOWING THE RESPONDENTS OF PURCHASE OF HERBAL PRODUCTS

Table

Purchase of herbal products	Frequency	Percentage
Rarely	92	60.5
Frequently	50	32.9
Do not shop	10	6.6
Total	152	100

Source : Primary Data



Exhibit

Interpretation

The above table reveals that, out of 152 respondents, 92 (60.5%) respondents are rarely purchase of herbal products, 50 (32.9%) respondents are frequently purchase of herbal products and 10(6.6%) respondents are didn't purchase the herbal products. **The majority of 92 (60.5%) respondents are rarely purchase of herbal product**

FINDINGS**Simple Percentage Analysis**

- The majority of the respondents 122 (80.3%) are female.
- The majority of the respondents 113 (74.3%) belong to the age group of 19 – 30 Years.
- The majority of the 128 (84.2%) respondents are unmarried
- The majority of the 84 (55.3%) respondents were belong to the nuclear family.
- The majority of the respondents 96 (63.2%) are urban.
- The majority of the respondents 112 (73.7%) are Under Graduate.
- The majority of the respondents 115 (75.7%) are Private employee.
- The majority of the respondents 81 (53.3%) are earned monthly income between Rs.10,001 – Rs.20,000.
- The majority of 132 (86.8%) respondents are using the herbal products.
- The majority of 92 (60.5%) respondents are rarely purchase of herbal products.
- The majority of 107 (70.4%) are used to prefer the Himalaya Herbals Brand.

- The majority of 140 (92.1%) respondents are recommend to your friends and relatives.

SUGGESSTIONS

- Herbal supplements help boosting immunity without side effects.
- Due to this Covid-19 pandemic situation, herbal products are mostly preferred by many peoples.
- Herbal cosmetics gives better result than other cosmetics.
- Herbal or ayurvedic medicines are very useful, safe and without side effects.
- Herbal products company should distribute magazines, house journals to the consumers to aware them about new schemes and offers.
- The company should produce products accordingly which suits all type of skin of consumers.
- The herbal products store should increase the availability of the products in every possible areas.

CONCLUSION

Herbs is one of the most oldest, widely accepted, highly appreciated herbal products. Today herbal products believe to help people build their good health with the help of natural sources. Consumer's attitude towards various promotional device is favorable for buying herbal products. Herbal medicines are thought to be safe as it is natural, but in fact it can cause serious adverse effects and interaction with other drugs and supplements. Most of the people come to know about sales promotion of herbal products through advertisement, friends and relatives.

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