

**CONSUMERS' PREFERENCE FOR HERBAL  
PRODUCTS – A STUDY IN BENGALURU CITY**

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PRODUCTS – A STUDY IN BENGALURU CITY**

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*Thesis submitted to the*

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*for the award of the degree of*

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in

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**BENGALURU**

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*Affectionately Dedicated to  
My Guide  
Beloved Parents, Brother  
and Dear ones*

**DEPARTMENT OF AGRICULTURAL MARKETING,  
CO-OPERATION AND BUSINESS MANAGEMENT  
UNIVERSITY OF AGRICULTURAL SCIENCES  
BENGALURU – 560 065**

**CERTIFICATE**

This is to certify that the thesis entitled “Consumers’ Preference for Herbal Products – A Study in Bengaluru City” submitted by Ms. SHRUTHI, M.R., ID No. PALB 6157 for the degree of MASTER OF SCIENCE (Agriculture) in AGRICULTURAL MARKETING AND CO-OPERATION to the University of Agricultural Sciences, GKVK, Bengaluru, is a record of research work done by her during the period of her study in this University under my guidance and supervision, and the thesis has not previously formed the basis for the award of any other degree, diploma, associateship, fellowship or similar other studies.

**Bengaluru  
October, 2018**

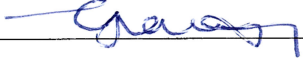
  
**Dr. M.R. GIRISH**  
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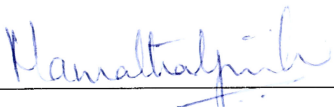
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Bengaluru

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(**SHRUTHI, M.R.**)

# **CONSUMERS' PREFERENCE FOR HERBAL PRODUCTS – A STUDY IN BENGALURU CITY**

**SHRUTHI, M.R.**

## **ABSTRACT**

The present study made an attempt to examine the brand-wise categories of herbal products, factors influencing the purchase decision of herbal products by consumers, purchase behaviour of consumers of herbal products and brand loyalty of consumers for herbal products in Bengaluru city. For the study, data were elicited from 120 consumers drawn purposively from the city. The major brands of herbal products available in the city were Himalaya Herbals, Biotique, Lotus, Ayur Herbal, VLCC, Khadi Naturals, Forest Essentials, Just Herbs, Vaadi Herbals, Jovees Herbal and Patanjali. Quality was the major factor which influenced the consumers to purchase herbal products. Television was one of the sources of information about herbal products for all the sample respondents as it is the most popular mass media among people. Majority (64.17 %) of the consumers were influenced by friends and relatives with regard to purchase of herbal products. Most (87.50 %) of the sample consumers found it very convenient to shop for their requirements including herbal products in modern retail formats such as hyper markets, super markets, department stores, etc. as they provide a wide range of brands and products including herbal products under one roof. The availability of products in a store was the most significant factor which influenced the consumers' preference for the store for making their purchases of products. With regard to brand loyalty among consumers, Biotique brand was the most stable brand as it had the highest retention probability of 0.60.

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and Business Management  
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**Dr. M.R. GIRISH**  
Major Advisor

## ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿ ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳಿಗೆ ಗ್ರಾಹಕರ ಪ್ರಾಧಾನ್ಯತೆ ಬಗ್ಗೆ ಅಧ್ಯಯನ

ಶೃತಿ, ಎಂ.ಆರ್.

### ಸಾರಾಂಶ

ಪ್ರಸ್ತುತ ಅಧ್ಯಯನವು ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿನ ಪ್ರಮುಖ ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳ ವಿವಿಧ ಬ್ರಾಂಡ್‌ಗಳ ಲಭ್ಯತೆ, ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳ ಖರೀದಿ ನಿರ್ಧಾರವನ್ನು ಪ್ರಭಾವಿಸುವ ಅಂಶಗಳು, ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳನ್ನು ಖರೀದಿಸುವ ಗ್ರಾಹಕರ ವರ್ತನೆ ಮತ್ತು ಗ್ರಾಹಕರ ಬ್ರಾಂಡ್ ನಿಷ್ಠೆಯನ್ನು ಪರಿಶೀಲಿಸುವ ಪ್ರಯತ್ನವಾಗಿದೆ. ಅಧ್ಯಯನಕ್ಕಾಗಿ ಬೇಕಾಗಿರುವ ಮಾಹಿತಿಯನ್ನು ಉದ್ದೇಶಿತವಾಗಿ ನಿರ್ಮಿಸಿದ ಪ್ರಶ್ನಾವಳಿಗಳ ಮೂಲಕ ಬೆಂಗಳೂರಿನ 120 ಗ್ರಾಹಕರಿಂದ ಪಡೆಯಲಾಯಿತು. ಹಿಮಾಲಯ ಹರ್ಬಲ್ಸ್, ಬಯೋಟಿಕ್, ಲೋಟಸ್, ಆಯುರ್ ಹರ್ಬಲ್ಸ್, ವಿಎಲ್‌ಸಿಸಿ, ಖಾದಿ ನ್ಯಾಚುರಲ್ಸ್, ಫಾರ್ಮ್ಸ್ ಎಸ್ಟೆನ್ಷಿಯಲ್ಸ್, ಜಸ್ಟ್ ಹರ್ಬಲ್ಸ್, ವಾಡಿ ಹರ್ಬಲ್ಸ್, ಜೋವೆಸ್ ಹರ್ಬಲ್ಸ್ ಮತ್ತು ಪತಾಂಜಲಿ ಬ್ರಾಂಡ್‌ಗಳು ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿ ಲಭ್ಯವಿರುವ ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳ ಪ್ರಮುಖ ಬ್ರಾಂಡ್‌ಗಳಾಗಿವೆ. ಗಿಡಮೂಲಿಕೆಗಳನ್ನು ಖರೀದಿಸಲು ಅವುಗಳ ಗುಣಮಟ್ಟವು ಗ್ರಾಹಕರ ಮೇಲೆ ಪ್ರಮುಖವಾಗಿ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶವೆಂದು ಈ ಅಧ್ಯಯನದಿಂದ ತಿಳಿಯಲಾಯಿತು. ಇಂದಿನ ಜಗತ್ತಿನಲ್ಲಿ ಅನೇಕ ಆಧುನಿಕ ಮಾಧ್ಯಮಗಳಿದ್ದು, ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳ ಮಾಹಿತಿಯನ್ನು ಗ್ರಾಹಕರು ಪ್ರಮುಖವಾಗಿ ದೂರದರ್ಶನ ಮಾಧ್ಯಮದ ಮೂಲಕ ಪಡೆದ ವಿಷಯವು ಅಧ್ಯಯನದಲ್ಲಿ ಗಮನಿಸಲಾಯಿತು. ಅಧ್ಯಯನದ ಪ್ರಕಾರ ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳ ಬಹುತೇಕ ಗ್ರಾಹಕರ (64.17 %) ಖರೀದಿ ನಿರ್ಧಾರವು ಸ್ನೇಹಿತರು ಹಾಗೂ ಬಂಧು-ಬಳಗದವರ ಅಭಿಪ್ರಾಯದಿಂದ ಬಹಳ ಪ್ರಭಾವಗೊಂಡಿತ್ತು. ಅಧ್ಯಯನದ ಬಹುತೇಕ ಗ್ರಾಹಕರು (87.50 %) ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳನ್ನು ಖರೀದಿಸಲು ಆಧುನಿಕ ಮಾರಾಟ ಮಳಿಗೆಗಳಾದ ಹೈಪರ್ ಮಾರ್ಕೆಟ್ಸ್, ಸೂಪರ್ ಮಾರ್ಕೆಟ್ಸ್, ಡಿಪಾರ್ಟ್‌ಮೆಂಟ್ ಮಳಿಗೆಗಳು ಮುಂತಾದವು ಅತ್ಯಂತ ಅನುಕೂಲವೆಂದು ತಿಳಿಸಿದರು, ಕಾರಣ ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳನ್ನು ಒಳಗೊಂಡು ಗ್ರಾಹಕನಿಗೆ ಬೇಕಾದ ಎಲ್ಲಾ ವಸ್ತುಗಳು ಆಧುನಿಕ ಮಾರಾಟ ಮಳಿಗೆಗಳಲ್ಲಿ ಒಂದೇ ಛಾವಣಿಯಡಿಯಲ್ಲಿ ದೊರೆಯುತ್ತದೆ. ಅಂಗಡಿ ಮಳಿಗೆಗಳಲ್ಲಿ ಗಿಡಮೂಲಿಕೆ ಉತ್ಪನ್ನಗಳ ಸುಲಭ ಲಭ್ಯತೆ ಗ್ರಾಹಕನ ಖರೀದಿಯ ಮೇಲೆ ಪ್ರಮುಖವಾಗಿ ಪ್ರಭಾವಬೀರಿತ್ತು. ಅಧ್ಯಯನದ ಪ್ರಕಾರ ಬ್ರಾಂಡ್ ನಿಷ್ಠೆಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಬಯೋಟಿಕ್ ಬ್ರಾಂಡ್ ಅತ್ಯಂತ ಸ್ಥಿರವಾದ ಗ್ರಾಹಕರ ಬ್ರಾಂಡ್ ಆಗಿದ್ದು, ಅದು 0.60ರ ಹೆಚ್ಚಿನ ಧಾರಣ ಸಂಭವನೀಯತೆಯನ್ನು ಹೊಂದಿತ್ತು.

ಅಕ್ಟೋಬರ್ 2018

ಕೃಷಿ ಮಾರಾಟ, ಸಹಕಾರ ಮತ್ತು ವ್ಯವಹಾರ ನಿರ್ವಹಣಾ ವಿಭಾಗ,

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(ಪ್ರಮುಖ ಸಲಹೆಗಾರರು)



# Factors influencing Consumers' Purchase of Herbal Products – A Study in Bengaluru City

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## INTRODUCTION

Consumer Preference refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service.

Consumer behaviour involves study of - How people buy? What they buy? When they buy? and Why they buy?

Herbal products are made up of plant extracts, plant roots, leaves, etc., and used as per their properties. The word herbal is derived from the Medieval Latin *liber herbalis* "book of herbs".

Herbal products are free of chemicals. However, pesticides may have been used in their cultivation. Herbs are being used since Vedic age. Now-a-days, people are preferring herbal products due to the growing awareness of the side effects of chemical-based products. Herbal concept is gaining ground and attracting attention world-wide. Scientific research is being conducted in the country as well as across the world for treatment of various health problems through herbal therapy.

## OBJECTIVE

- To analyse the factors influencing the purchase decision of herbal products by consumers.

## METHODOLOGY

### Study area

The study was conducted in Bengaluru city.

### Sampling design

For the study, random sampling technique was used. The primary data was collected from 120 consumers by personal interview method using pre-tested structured schedule.

### Analytical tool

The Garret's Ranking technique was used to analyse the factors influencing the purchase decision of herbal products by consumers. The order of the merit given by the respondents was converted into ranks by using the following formula.

$$100 (R_{ij} - 0.5)$$

$$\text{Per cent position} = \frac{\quad}{N_j}$$

where,

$R_{ij}$  = Rank given for  $i^{\text{th}}$  item by  $j^{\text{th}}$  individual

$N_j$  = Number of items ranked by  $j^{\text{th}}$  individual

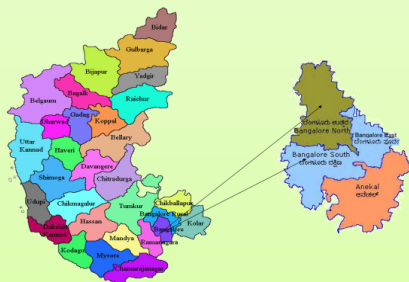


Fig. 1: Map depicting the study area

## RESULTS

Table 1: Factors influencing the purchase decision of herbal products by consumers

(n= 120)

Sl. No.	Factors	Mean score	Rank
1.	Quality	75.01	I
2.	Brand image	74.78	II
3.	Health benefits	59.93	III
4.	Product safety	56.80	IV
5.	Nature of product	54.40	V
6.	Herbal ingredients	48.28	VI
7.	Information and attractive packaging	46.11	VII
8.	Price	44.69	VIII
9.	Advertisement	38.62	IX
10.	Easy availability	36.95	X
11.	Cosmetic usage	31.57	XI
12.	Swadeshi products	30.20	XII

## GRAPHS AND PHOTOGRAPHS

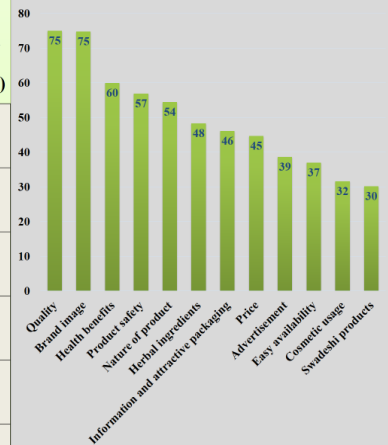


Fig. 2: Factors influencing the purchase decision of herbal products by consumers



Fig. 3: Different brands of herbal products

## DISCUSSION

Among the various factors, quality was the major factor which influenced the consumers to purchase herbal products (Table 1). Generally, quality is the prime factor which influences the consumer's purchase decision of any good or service and the same was true in the case of herbal products. The second important factor which influenced their purchase decision was brand image as brands signify the quality of the product or service.

In today's world, consumers are becoming more health conscious in the wake of adulterated and sub-standard products flooding the markets. Hence, the health benefits of herbal products was the third major factor which influenced their purchase decision. The other factors which influenced their purchase were product safety, nature of product, herbal ingredients in the product, information and attractive packaging, price, advertisement, easy availability, cosmetic usage and swadeshi products.

## SUMMARY

The quality of the herbal products, brand image, health benefits and product safety were the major factors which influenced the purchase decision of herbal products by consumers. Therefore, manufacturers need to take into consideration these factors while introducing new products as this will not only improve their market share but also strengthen their brand image which is highly essential to sustain in the present day highly competitive market.

## ADVISORY COMMITTEE

**Chairperson:** Dr. M.R. Girish

**Members:** Dr. C.P. Gracy

Dr. Mamatha Girish

Dr. D.M. Gowda

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## I INTRODUCTION

Herbal products are made of plant extracts, plant roots, leaves, etc., and are used as per their properties. The word herbal is derived from the Medieval Latin *liber herbaris* (book of herbs). Herbal concept is gaining ground and attracting attention world-wide. Herbs are being used since Vedic age. Now-a-days, people prefer herbal products due to the growing awareness of the side effects of chemical-based products. Scientific research is being conducted in India as well as across the world for treatment of various problems through herbal therapy.

Herbal products are free of chemicals. However, pesticides may have been used in their cultivation. Herbal products refer to items that are prepared and processed with the help of the herbs. Herbs are considered to be food rather than medicine because they are complete, all-natural and pure, as nature intended. Herbal products are medicines derived from plants. They are used as supplements to improve health and well-being, and may be used for other therapeutic purposes. Herbal products are available as tablets, capsules, powders, extracts, teas and so on. Herbal health products and supplements are available in many forms such as tea bags, capsules, tablets, liquids and powders.

All human beings have an urge to look beautiful. It is because of this reason that they have been using different types of materials from time immemorial. In early period, cosmetics were associated with religious practices. It is almost true for all old civilizations like Indian, Chinese, Egyptian and Greek. Ubtan with flour, turmeric and vegetable oil before marriage is still practiced in India. Kum Kum is still being applied by women. During early period, all cosmetic items were made at home using natural materials like aromatic ingredients, spices, herbs, resins, dyes, fats, oils, etc. The concept of beauty and cosmetics dates back to ancient mankind and civilization. Plants are highly used for development of new drug products for cosmeceutical and pharmaceutical applications. Herbal cosmetics are the products in which herbs are used in crude or extract form.

Herbs do not produce instant cures. They offer a way to put the body in proper tune with nature. Of late, huge number of cosmetic and toiletry formulations have been designed and developed based upon Indian herbs. Other than traditionally documented applications, some modern trials are also using the utility of Indian herbs in personal care products.

The market share of herbal products has been constantly rising as compared to synthetic products due to the increased adoption of herbal beauty products among the consumers for their various advantages over synthetic products. The first and the foremost advantage is that the herbal beauty products are cultivated and manufactured organically and therefore, they consist of fewer chemicals as compared to chemical-made beauty products. Further, the chemical beauty products contain chemicals, artificial colours and fillers in skin care products; and using them can cause redness, irritation and breakouts.

The herbal beauty products work with skin as instead of against it. The chemical beauty products contain artificial fragrances that are used to cover up the smell of other chemicals present in the product which in turn can cause headache to the people. Further, the herbal beauty products contain their essential extracts as their ingredients and smell like their ingredients. The artificial beauty products contain parabens to extend the shelf-life of products. Parabens, however, are synthetic and mimic human body's natural hormones. The herbal beauty products use the natural preservatives that won't affect the body. Moreover, the herbal beauty products work better than the synthetic products because they don't contain unnecessary fillers or irritants as compared to the artificial beauty products that can make the hair or skin cleaner but during the long period of time, it may actually cause damage.

In addition to herbal products, people also use ayurveda products, natural products and organic products which are differentiated as follows.

**Ayurveda Products:** Ayurveda is derived from Sanskrit words “Ayur” meaning “life” and “veda” meaning “knowledge or science”, Ayurveda is a system of alternative

medicine with its origin in India. Ayurveda is a medicinal science which includes use of herbs as well as heavy metals like gold, silver, copper, tin, mercury, sulphur, animal extracts, etc.

**Natural Products:** Natural products are made from plants and minerals that occur in nature and have not been produced in laboratory and are not man-made. However, pesticides, chemical fertilizers, etc. might have been used to enhance their growth. Generally, a product claiming to be natural is free of common chemicals such as artificial fragrances, colourants, preservatives and other synthetic additives.

**Organic Products:** Organic products are also made from natural ingredients but they are grown without the use of chemicals or pesticides. According to the United States Department of Agriculture (USDA) National Organic Program, organic is “a labelling term that indicates that the food or other agricultural product has been produced through approved methods. These methods integrate cultural, biological and mechanical practices that foster recycling of resources, promote ecological balance and conserve biodiversity. Synthetic fertilizers, sewage sludge, irradiation and genetic engineering may not be used.”

### **1.1 Herbal Products - Global Market Scenario**

The demand for herbal products world-wide has increased at an annual rate of eight per cent during the period of 1994–2001 and according to WHO forecast, the global herbal market would be worth five trillion dollars by the year 2050. The market is expected to reach 120 billion dollars by 2024 expanding at a robust compound annual growth rate over the forecast period, i.e., 2017-24. As of today, Europe and the United States are two major herbal product markets in the world, with a market share of 41 per cent and 20 per cent, respectively. The rising healthcare awareness among the customers is likely to expand the market. Increasing global exposure to health and beauty trends is resulting in increased demand for herbal products. Further, healthcare products are considered as low-cost and effective replacement to synthetic beauty products due to their herbal extracts that positively impact hormone function.

As a result, they are considered safe alternative treatment for hormone replacement therapy and neurological therapy for mental, emotional and behavioural disturbances. Herbalism is therefore a growing trend and it has therefore encouraged the growth of the herbal supplements that helps in enhancing immunity, cognitive functioning, boosting energy levels and fitness and reducing stress.

## **1.2 Importance of Herbal Products in India**

The preference for natural, herbal, ayurvedic and organic products over chemical-based products is fast becoming a lifestyle trend. Herbal cosmetics are the modern trend in the field of beauty and fashion. Now-a-days, most women prefer natural products over chemical based products for their personal care to enhance their beauty as these products supply the body with nutrients and enhance health and provide satisfaction as these are free from synthetic chemicals and have relatively less side-effects compared to synthetic cosmetics. The demand for herbal medicines is increasing rapidly due to their skin friendliness and lack of side effects. The best feature of herbal cosmetics is that it is purely made of herbs and shrubs and thus is side-effects free. The natural content in herbs does not have any side effects on the human body and instead, provide the body with nutrients and other useful minerals.

## **1.3 Herbal Products - Indian Market Scenario**

Plant or herbal extracts are natural products which have gained immense importance across the country over the past decade. Such products are used as raw materials or ingredients by companies operating in pharmaceuticals, cosmetics, and food and beverages industries across the world. The Indian herbal market is majorly driven by the growing preference of people for natural and herbal products over the already existing chemical-based products.

The Indian herbal products market has recorded a phenomenal growth over the years with increasing awareness among people about the health benefits of consuming herbal products. The market has been driven by exports of high quality herbal extracts which are demanded by the US, Canada, Ukraine, South Korea, Czech Republic, Israel,

France, Taiwan, Nepal and other nations. The inclination of foreign customers towards Indian products due to health benefits of various herbs has led to a boost in the revenues of the market.

#### **1.4 Indian Herbal Cosmetic Industry - Market Scenario**

The Indian herbal cosmetic industry is witnessing influx of many national and international brands. The demand for herbal cosmetic products is provoked by changing lifestyles of the consumers, growing awareness among them regarding the harm caused to their bodies after usage of chemical-based cosmetic products and increasing concern among the population to look good. Further, it is anticipated that the Indian herbal cosmetic industry is expected to reach Rs. 316 billion by 2022, growing at a compound annual growth rate of 19 per cent over the forecasted period of 2017-22.

The herbal cosmetic products have become so popular that brands are competing to gain place in the oligopoly market. The major brands of herbal cosmetic products in India are Himalaya Herbals, Lotus Herbals, Khadi Natural, Vaadi Herbals, Just Herbs, Biotique, Forest Essentials, Ayur Herbals, VLCC, Jovees Herbal, Patanjali, etc.

The increasing awareness about harmful effects of chemicals used in products will further trigger the demand for herbal products in future. The demand for herbal products is expected to increase in the coming years with a greater focus on natural products especially among the female population. Increasing awareness, attractive packaging and promotional strategies adopted by companies will further boost the sales of herbal products in India in the coming years.

#### **1.5 Importance of the Study**

Given the rampant increase in the number of adulterated and unhealthy products of health care flooding the market, there is growing awareness among people to look towards herbal products for their personal care. This has encouraged companies to focus on production of herb-based products. The herbal products available in the market include pharmaceuticals, personal care, baby care, well-being and animal health products.

In the light of the above, the present study makes a modest attempt to examine the consumers' preference for herbal products in Bengaluru city.

### **1.6 Objectives of the Study**

1. To examine the brand-wise categories of herbal products.
2. To analyse the factors influencing the purchase decision of herbal products by consumers.
3. To analyse the purchase behaviour of consumers of herbal products.
4. To analyse the brand loyalty of consumers for herbal products.

### **1.7 Hypotheses of the Study**

1. Himalaya Herbals has the highest number of categories of herbal products.
2. Quality is the major factor influencing the purchase decision of herbal products by consumers.
3. The purchase behaviour of consumers of herbal products is mainly influenced by friends and relatives.
4. Consumers have the highest brand loyalty towards Himalaya Herbals products.

### **1.8 Limitation of the Study**

The study is restricted to few selected areas of Bengaluru city. Hence, the results cannot be generalised to other areas, as vast differences exist among the consumers with regard to demographic and psychographic characteristics.

## II REVIEW OF LITERATURE

In this chapter, an attempt has been made to critically review the past literature that is relevant to the present study. Keeping in view the objectives of the study, the research work carried out by various researchers related to the study has been reviewed under the following headings.

- 2.1 Major brands of herbal / food / beverage products
- 2.2 Factors influencing the purchase decision of herbal / cosmetic / food products by consumers
- 2.3 Purchase behaviour of consumers of herbal / ayurvedic / cosmetic / food products
- 2.4 Brand loyalty of consumers of herbal / cosmetic / food products

### **2.1 Major brands of herbal / food / beverage products**

Aparna (2011) in her study on consumer preference for processed and branded spice products in Bengaluru city reported that the major brands of chilli powder, coriander powder and pepper powder preferred by the consumers were MTR, Everest, Eastern, Shakti and Aachi.

Siri (2012) in her study on consumers' preference for ready-to-eat food products brands in Bengaluru city reported that the major brands of crispy items preferred by consumers were Haldiram's and MTR. In the case of biscuits, Britannia, Parle, Sunfeast and Kraft Foods were the preferred brands while in the case of chips, the different brands preferred were Lays, Kurkure, Bingo, Uncle Chips and Pringles.

Srivastava (2013) in her study on consumer preference for national versus store brands of breads in Bangalore city reported that the major brands of bread preferred by consumers were Modern Bread, Hindustani Bread, Nilgiris Bread, M M Karim Bread, Breadworks, Preethi Bread, Seven Hills Bread, Swastik Bread, Auchan Bread and Daily Bread.

Kumar (2014) in his study on consumer preference for scented rice in Bangalore city reported that the major brands of scented rice preferred by consumers were India Gate, Doon, Nawab, BB Royal, Halt, Real Thai, Pristine and Dawat.

Shashank (2014) in his study on consumer preference for fruit beverages in Bangalore city found that 13 brands of fruit beverages, namely, Frooti, Appy, Saint Juice, LMN, Tropicana, Slice, Real, Jumpin, Maaza, Minute Maid, Harvest, Del Monte and Maa, were available in Bengaluru city.

Swathi (2016) in her study on brand preference and consumption pattern of jam and ketchup in Bengaluru city reported that the major brands of jam preferred by consumers were Kissan, Tops, Cremica, Druk, St. Dalfour and Dana while in the case of ketchup, the major brands were Kissan, Heinz, Maggi, Tops, Chingz, Delmonte and Cremica.

Takur (2016) conducted a study on major brands of packaged drinking water available in Chandigarh. It was found that five different brands of packaged water, namely, Bisleri, Kinley, Bailley, Kingfisher and Aquafina, were available in Chandigarh city.

Bhatt and Sankhla (2017) analysed the buying behaviour of consumers of cosmetic products in Navsari city of Gujarat state. They reported that cosmetic industry was one of the fastest growing industries in the country. The marketers need to know about the factors affecting purchase decision along with attitude, perception and learning habits of consumer towards cosmetics. The study also indicated that Vaadi Herbals and Just Herbs were the most preferred cosmetic brands in Navsari city. The consumers considered quality as the most important factor while purchasing cosmetics and they also considered the advice of beauticians. The study concluded that people considered cosmetics as a necessary part of their routine life which is a positive insight for marketers of cosmetic products.

Murthy (2018) studied the consumers' preference for Maiyas food products in Bengaluru city. The study reported that the major brands of masala products available in

the city were MTR, Eastern, Maiyas, Everest, Sparsh, Tej, Catch, Priya and MDH. In the case of ready-to-eat food products, the major brands available in the city were Maiyas, MTR, ITC and Priya.

## **2.2 Factors influencing the purchase decision of herbal / cosmetic / food products by consumers**

Gaur and Abdul (2002) analysed the buying behaviour of consumers of branded fine rice in Chennai and Coimbatore cities. The study indicated that retailers were ranked as the prime source of information and the family members as the next important source of information about branded fine rice. They also found that rice mandies formed the major source of purchase for Chennai (73 %) and Coimbatore (70 %) households. The quality and image of the brand were ranked as first and second factors respectively influencing brand preference in both Chennai and Coimbatore cities.

Kamenidou (2002) analysed the purchasing and consumption behaviour of Greek households towards three processed peach products; viz., canned peaches in syrup, juice and peach jam. The results revealed that majority (67.40 %) of them purchased peach juice followed by 47.50 per cent and 42.60 per cent of them purchasing canned peaches in syrup and peach jam, respectively. The reasons for such purchase were satisfactory taste and quality and households' perception that they were healthy products. The results also indicated that though the consumption quantities were low, the households usually purchased the same brand indicating the tendency towards brand loyalty.

Prell *et al.* (2002) conducted a study to examine the factors influencing adolescents' fish consumption in a Scandinavian school. The fish consumption was assessed by observation on four occasions. The attitude towards fish, friends' behaviour and perceived control were important predictors of the intention to eat fish and barriers for fish consumption were a negative attitude towards both smell and accompaniments and fear of finding bones. However, the eaters of fish were more satisfied with the taste, texture and appearance of the fish and rated safety significantly higher than those who resisted. They also thought to a greater extent that the fish was healthy and prepared with care. The results suggested that it is important to alter dishes so that they appeal to

children and to pay attention to the whole meal, accompaniments included. Finally, it was recommended to convey the pupils that the fish served would be healthy and prepared with care.

Mohamed (2004) analysed the factors influencing intention to consume herbal supplement in Malaysia. The research aimed at general understanding of consumer behavioural intention towards choice preferences and to assist marketers in determining factors that influence consumers' intention towards herbal supplement. Multiple regression analysis proved that consumers' behavioural intention is indeed influenced by three variables, namely, attitude towards behaviour, subjective norm and perceived behavioural control.

Siri (2012) in her study on consumers' preference for ready-to-eat food product brands in Bengaluru city reported that ready availability was one of the factors which influenced the purchase of natural snacks, confectioneries, milk and milk based products by all the categories (working men, working women, house wives and students) of sample respondents.

Kumar *et al.* (2014) analysed the factors influencing the purchase decision of consumers of cosmetic products in Tamil Nadu and Kerala. The study reported that statistically significant differences were found in income level by social and cultural dimensions and there was no statistically significant difference in personal and psychological dimensions. They found that small differences exist in income level which implied that opinion differs on consumer buying behaviour. Every person plays multiple roles (professional role, social role, etc.) in their daily life. Each of these roles has a certain effect on consumer's buying behaviour. Each role has a particular status in society and consumer behaviour is considerably dependent on the status factor.

Lavanya (2014) analysed the factors influencing purchase behaviour of working women pertaining to skin care products in Madurai. The study reported that there was a significant relationship between gender and price, age and price, income and price, and

education and price with regard to cosmetic product purchasing behaviour of working women.

Alhedhaif *et al.* (2016) analysed the factors affecting cosmetics buying behaviour of female consumers in Saudi Arabia. The study covered skin care products, hair care products, makeup products, perfumes, body care products, nail paints and other similar products. The study concluded that factors such as product quality, design or features, brand name, store environment, advertising, promotion and price had significant impact on buying behaviour of consumers.

Bandaru (2017) studied the factors influencing customers towards Patanjali natural food products in Hyderabad city. The study observed that the customers were switching over to 'Ayurvedic' products with the intention of better health. Irrespective of 'Swadesh or Videsh' products, the customers preferred Ayurvedic products in Hyderabad city. The study concluded that Patanjali company need to promote their food products with ayurvedic concept instead of Baba Ramdev name. Moreover, the customers were not satisfied with packaging of Patanjali products.

Kumar and Ahuja (2017) analysed the consumer behaviour towards Patanjali products in Rohtak district of Haryana. The research revealed that satisfaction level is independent of all demographic variables such as marital status, income, gender, occupation and age. The study also indicated that most of the consumers used Patanjali products due to swadeshi factor and also due to its reasonable prices. The limitation of Patanjali products was their availability as they were not easily available in the market.

Anjana (2018) studied the factors influencing cosmetic buying behaviour of consumers in Kochi. The study reported that five factors, viz., quality product, product price, brand name, product packaging and advertising have greater impact on customer buying decision. Consumers go through the rigorous thought processing, making their buying decisions, since there are alternative products which compete in the areas of close proximity, relatively cheaper price, quality, etc. The brand, quality and price are among strong competing factors in the decision-making process. In the case of beauty products,

all the five factors played a major role in consumer's buying decision. Manufacturers and retailers of beauty products must have this thought at the back of their mind as they embark on the marketing of their products.

Murthy (2018) studied the consumers' preference for Maiyas food products in Bengaluru city. The study reported that household income and saving of time were the major factors which influenced the purchase of Maiyas masala and ready-to-eat food products by consumers.

### **2.3 Purchase behaviour of consumers of herbal / ayurvedic / cosmetic / food products**

Hugar *et al.* (2001) studied the dynamics of consumer behaviour in vegetable marketing in Dharwad city. The low-income groups purchased lesser quantity (3.25 kgs / week) of vegetables as compared to medium (5.40 kgs / week) and high-income groups (4.66 kgs / week). Majority of the low-income families preferred to purchase vegetables from producers because of reasonable prices. The high and medium income families preferred stall vendors for the purchase of vegetables because of better quality and correct weighment.

Arya *et al.* (2012) analysed the consumer buying behaviour towards ayurvedic medicine / products in Joginder Nagar, Himachal Pradesh. The study observed that the people of Joginder Nagar were more interested in ayurvedic products as compared to the products / medicine recommended by physicians. Hence, the scientific knowledge of ayurvedic / herbal drugs needs to be transmitted in a systematic manner to compete in the market and thereby provide consumer satisfaction. The advertisements had an affirmative impact on consumers' buying behaviour.

Siri (2012) in her study on consumers' preference for ready-to-eat food product brands in Bengaluru city reported that majority of the working women purchased natural snacks and confectioneries whenever they were in need of them while in the case of milk and milk based products, all the categories of sample respondents except students purchased them on a daily basis.

Zeenat *et al.* (2012) analysed the buying behaviour patterns of young Pakistani consumers in Karachi city. The results suggested that the most important factors that influenced a consumer's final decision were the price and quality of the product in question. About 75 per cent of the people linked branded product with their social status when actually purchasing it and it was found that consumer evaluates products based on information cues, which are intrinsic and extrinsic.

Koshy and Manohar (2015) analysed the purchase behaviour and consumption pattern towards face cream among young male consumers in Pathanamthitta district of Kerala. The results of the study indicated that the main reasons for using face cream were for being fair and for feeling better. In recent years, male grooming business has emerged as the new growth frontier for cosmetic companies operating in Indian market. The consumption of cosmetics products by Indian male has witnessed upward trend driven by changing lifestyle and increasing rate of urbanization. In India, male consumers are getting on par with female consumers with regard to use of cosmetics products like fairness cream, anti-dark circle cream, anti-wrinkle products, etc. The male cosmetics market in India is still in its infancy stage and offers immense opportunity to cosmetic companies which are planning to target male consumers in the coming years. The market is yet to be structured and will definitely help the early entrants to get high degree of product acceptability among male consumers.

Mary and Mayilvaganan (2016) analysed consumer behaviour towards cosmetics in Kumbakonam town, Tamil Nadu. The study indicated that buying cosmetic products by consumers in the market were related to their likes and dislikes or to their nature. Earlier, the consumers used to buy unbranded products and after experiencing the side effects of such unbranded products, the consumers have switched over to branded products.

Rajarajan and Birundha (2016) studied the consumer buying behaviour towards herbal cosmetic products in India. They reported that the market for ayurvedic beauty products is growing fast and many companies have entered the segment with branded products in categories such as skin care, hair care, soaps and essential oils. The harmful

chemicals in beauty products have increased consumer's interest in natural cosmetics. Most of the products now include herbal and botanical ingredients which are the best option to reduce skin problems such as hyper pigmentation, skin wrinkling, skin aging, rough skin texture, etc. The demand for herbal cosmetics is rapidly expanding as the advantages of herbal cosmetics are side-effects free, environmental friendly, safe to use, etc.

Sangeetha (2017) in her study on consumer behaviour and preferences towards Patanjali Ayurved products concluded that ayurvedic and herbal remedies were available in all Patanjali and organic stores. The ayurvedic products were reasonably cost-effective and well accepted by consumers. The study reported that factors such as swadeshi, good quality, reasonable price, advertisement and availability were the major factors which influenced consumers' preference for Patanjali products.

Murthy (2018) in her study on consumers' preference for Maiyas food products in Bengaluru city reported that majority of the sample consumers purchased Maiyas masala and ready-to-eat food products whenever they were in need of them. The results indicated that television and friends / relatives were the most popular sources of information to consumers about Maiyas masala and ready-to-eat food products.

#### **2.4 Brand loyalty of consumers of herbal / cosmetic / food products**

Rajarashmi and Sudarsana (2004) in their study revealed that almost all the sample respondents preferred branded products of micro oven in Bengaluru city and if their favourite brand was not available in the retail shop, they would go for another store for their favourite brand. In case, if their favourite brand was not available in the market, the respondents were ready to postpone their decision.

Al-Weqaiyan (2005) used the attitude behaviour model and conducted a cross national study of purchase intentions of fast-food meals in Kuwait. He found that creation and maintenance of a strong brand loyalty was essential for long-term marketing success. He reported the repurchase intent as a function of four sets of independent factors such as; (a) attitude that results mainly from earlier experiences with the brand; (b) perceived

barriers to switching from the present brand; (c) tendency to seek variety to break the boredom resulting from engaging in consistent brand choices; and (d) cultural differences represented in some traits of the national character.

Khraim (2011) analysed the influence of brand loyalty on cosmetics buying behaviour of female consumers in the Emirate of Abu Dhabi in UAE. The research revealed that it was not easy to obtain and maintain consumer loyalty for a company's product because there were many forces drawing consumers away such as competition, consumers' thirst for variety, etc. The study concluded that there were six factors of brand loyalty that were appropriate in the UAE environment, namely, brand name, product quality, price, promotion, service quality and store environment.

Siri (2012) in her study on consumers' preference for ready-to-eat food product brands in Bengaluru city reported that taste was the major factor which influenced the brand loyalty of natural snacks and confectioneries while quality was the major factor which influenced the brand loyalty of milk and milk based products. With regard to store loyalty, it was found that price was the major influencing factor among working women and working men while convenience of shopping was the major factor which influenced the store loyalty of housewives and students.

Yousaf *et al.* (2012) analysed brand loyalty towards cosmetic industry in Pakistan. The study reported that brand awareness in cosmetic industry was the most important dimension among other independent variables (brand credibility, brand awareness, brand association, perceived quality and product knowledge) affecting brand loyalty and knowledge about a product was also important for loyalty towards a brand.

Parmar (2014) studied brand loyalty for cosmetic products among youth in Ahmedabad. The study indicated that young consumers were well aware about different cosmetic brands and products category available in market. The results also indicated that excellent quality played a vital role in building brand loyalty and on the contrary, poor quality and allergic reactions made consumers to switch over to other brands. The study reported that creative advertisement and celebrity marketing do not greatly affect buying

behaviour of youth. Therefore, marketer as well as producer need to place more emphasis on quality factor. Furthermore, the study also reported that 71.30 per cent of male respondents and 85.93 per cent of female respondents bought skin care cream while 88 per cent of male respondents and 85.93 per cent of female respondents spent on face wash cream. About 80 per cent of the respondents reported that they were loyal to the same brand irrespective of any product category. Majority (54 %) of the respondents spent less than Rs.1, 000/- annually on cosmetics products.

Mwai *et al.* (2015) analysed brand loyalty towards cosmetic products in selected salons in Nyeri town of Kenya. The study reported that if a cosmetic business wants to enjoy good profits globally in general and in Kenya in particular, it need to work hard to increase customer brand loyalty through brand quality, trustworthiness and competitive pricing in the market place. This helps the business to increase customer retention and decrease the customer defection. The study further indicated that brand trust, brand price and perceived quality had strong influence in determining the brand loyalty of customers in cosmetic products and companies who would seek to create brand loyalty in cosmetic products may have to consider these determinants of brand loyalty in order to position their products competitively in the market place.

Alhedhaif *et al.* (2016) studied the brand loyalty of female consumers towards cosmetic products in Saudi Arabia. It was observed that the consumers demonstrated a fairly high level of brand loyalty towards the cosmetic products and toiletries that they use. Approximately 12 to 20 per cent of the respondents showed “brand neutrality” while the remaining respondents indicated brand preference to one or more products of their use.

Hameed and Kanwal (2017) analysed the effect of brand loyalty on consumers’ purchase intention towards cosmetics industry in Bahawalpur, Pakistan. The study reported that brand name, promotion, design, product quality, price and retail area environment had considerable positive impact on brand loyalty which inturn had significant positive impact on consumers’ purchase intention. The results indicated that consumers are loyal to good brand names and in the current competitive environment, it

becomes necessary for the firms to focus on generating good brand name so as to build brand loyalty. The promotion of products was an effective way to compel the brand switchers toward a brand and building up brand loyalty because young people like to use brands which are endorsed by famous people.

Kalaimani and Sowmiya (2017) analysed the brand loyalty of youth towards cosmetic products in Tirupur city of Tamil Nadu. The authors opined that it was the dream of any marketer to create a strong connection with consumers and to have a long-term relationship. The research reported that excellent quality factor played a key role over other factors, namely, brand, price, packaging and availability. The study concluded that if a cosmetic business wants to enjoy good profits globally, it need to work hard to increase customer brand loyalty through brand quality, trustworthiness and competitive pricing in the market place.

Murthy (2018) studied the consumers' preference and brand loyalty of Maiyas food products in Bengaluru city. The study reported that in the case of masala products, MTR had the highest retention probability of 0.80 followed by Maiyas with a probability of 0.60. In the case of ready-to-eat food products, Maiyas had the highest probability of one followed by MTR with a retention probability of 0.72.

## **III METHODOLOGY**

The present study was undertaken to analyse the brand-wise categories of herbal products, the factors influencing the purchase decision of herbal products by consumers, the purchase behaviour of consumers of herbal products and the brand loyalty of consumers of herbal products in Bengaluru city. This chapter covers the following aspects.

### 3.1 Study area

### 3.2 Sampling design and data collection

### 3.3 Analytical tools

#### **3.1 Study area**

Bangalore, officially known as Bengaluru, the capital of Karnataka state was selected purposively for the study, as it is one of the fastest growing metropolitan cities and is highly cosmopolitan in nature with people of different religions, castes, occupations, cultures, languages and food habits residing here. It is the IT and BT hub of India, with industrial estates and numerous financial and educational institutions and it is the third most populous city and fifth most populous urban agglomeration in India.

Bengaluru lies in the south - east of the South Indian state of Karnataka. It is in the heart of the Mysore Plateau at an average elevation of 900 m (2,953 ft). It is located at 12.97°N 77.56°E and covers an area of 741 sq. kms (286 sq. miles). The majority of the city of Bengaluru lies in the Bengaluru Urban district of Karnataka and the surrounding rural areas are a part of the Bengaluru Rural district.

#### **Bengaluru Urban District**

Bengaluru Urban is a district of the Indian state of Karnataka. It is surrounded by Bengaluru Rural district on east and north, the Ramanagara district on the west and the Krishnagiri district of Tamil Nadu on the south. Bengaluru Urban district came into being in 1986, with the partition of the erstwhile Bengaluru into Bengaluru Urban and Bengaluru Rural districts. Bengaluru Urban has four talukas: Bengaluru North, Bengaluru

East, Bengaluru South and Anekal. The city of Bengaluru is situated in the Bengaluru Urban district. The district has 17 hoblis, 668 villages and nine municipal corporations. Electronic city – the pride of India and hub of Bengaluru’s Information Technology companies is situated in Anekal taluk.

### **Bengaluru Rural District**

Bengaluru Rural is a district of Karnataka state. It was formed in 1986, when Bengaluru district was divided into Bengaluru Rural and Bengaluru Urban. Presently, in Bengaluru Rural district, there are four talukas: Devanahalli, Doddaballapura, Hoskote and Nelamangala. The district has 35 hoblis (cluster of villages), 1,713 inhabited and 177 uninhabited villages, nine towns and 229 gram panchayats. Proximity to the city of Bengaluru has its own impact on the district, with a considerable daily commuting population. The rural people are mostly agriculturists, although with the advent of SEZs in the area, service and IT industries are booming. As per 2011 Census, the population of Bengaluru Urban district was 96, 21,551 of which males and females were 50,22,661 and 45,98,890, respectively. The decadal growth of district population was 47.18 per cent and it constituted about 15.75 per cent of Karnataka’s population. Bengaluru Rural district had population of 9,90,923 of which males and females were 5,09,172 and 4,81,751, respectively.

Bengaluru city’s population is growing faster than ever before and its head count is likely to cross one-crore mark shortly. The city’s workforce is predominantly non-agrarian, with only six per cent being engaged in agriculture-related activities.

### **3.2 Sampling design and data collection**

The present study is confined to a detailed enquiry of consumers’ preference for herbal products by sample respondents in Bengaluru city. For the study, data was elicited from 120 consumers drawn purposively from the city.

To accomplish the objectives, the required data were collected from the respondents by personal interview method with the help of pre-tested structured schedule. The sample respondents were interviewed at modern retail formats, departmental stores,

college campuses, shopping malls and also at homes. The schedule consisted of two parts, namely, general information and specific information.

The general information collected included name of the respondent, age, education level, occupation, nature of family, family income and monthly expenditure on herbal and non-herbal products.

The specific information elicited included the information regarding the brand-wise categories of herbal products available in the city, consumers' awareness about different brands of herbal products, factors influencing the purchase decision of herbal products by consumers, sources of information to consumers about various brands of herbal products, frequency of purchase of herbal products by consumers, influencers of decision regarding the purchase of herbal products by consumers, sources of purchase of herbal products by consumers, reasons for purchasing herbal products from a particular source by consumers and brand loyalty among consumers towards herbal products.

### **3.3 Analytical tools**

The data collected for the study was analysed using

#### 3.3.1 Descriptive Statistics

#### 3.3.2 Garrett's Ranking Technique

#### 3.3.3 Markov Chain Analysis

#### **3.3.1 Descriptive Statistics**

Descriptive statistics were used to describe the basic features of the data gathered from various sources for the study. They provide simple summaries about the sample and measures such as averages and percentages were used in the study.

#### **3.3.2 Garrett's Ranking Technique**

The Garrett's ranking technique was used to analyse the factors influencing the purchase decision of herbal products by consumers. The order of the merit given by the respondents was converted into ranks by using the following formula.

$$\text{Per cent position} = 100 * (R_{ij} - 0.50) / N_j$$

where,  $R_{ij}$  = Rank given for  $i^{\text{th}}$  item by  $j^{\text{th}}$  individual

$N_j$  = Number of items ranked by  $j^{\text{th}}$  individual

The per cent position of each rank was converted to scores by referring to the table given by Garrett and Woodworth (1961). Then, for each factor, the scores of individual respondents were summed up and divided by the total number of respondents for whom scores were gathered. The mean score for all the factors / constraints were ranked, following the decision criteria that higher the value, the more important is the order of preference by respondents.

### **3.3.3 Markov Chain Analysis**

Markov chain analysis is a method of analysing the current behaviour of some variable in an effort to predict the future behaviour of the same variable. It is a technique that deals with the probabilities of future occurrences by analysing presently known probabilities. It is basically a marketing research tool used to examine and forecast the behaviour of customers from the standpoint of their loyalty to one brand and their switching patterns to other brands.

The Markov process can be of different orders. For example, the first order assumes that the choices for a specific brand in the coming period 't+1' based on the brand choice made in present period 't'.

A second order Markov analysis considers choices for a specific brand in the coming period 't+1' based on the brand choices made by the customers during preceding last two periods 't' and 't+1'.

Similarly, a higher order consumer preference using past periods can be considered in order to forecast the next period behaviour towards particular brands by the consumers. In general, marketing research studies have shown that first order Markov process can be used effectively for forecasting purposes. Therefore, a first order Markov process has been considered in the present study.

Four important assumptions for first order Markov process followed are:

- i) The process consists of limited or finite number of possible states.
- ii) The probability of moving from one state to another state depends only on the immediate preceding state.
- iii) The probabilities of reaching to various states (i.e., transition probabilities) remain the same over time.
- iv) The size and make-up of the system do not change during the analysis.

The brand loyalty and switching probabilities of consumers of a sample 120 were analysed for major brands of herbal products.

### **Transitional probabilities**

To determine “hard core components” (or) retentions (consumer who do not switch) and “switching components” or gains and losses (consumers who switch), transition probabilities were calculated for major brands of herbal products.

The transitional probabilities were calculated as follows:

$$P_{ij} = \frac{m_{ij}}{\sum_{m=1}^n m_{ij}}$$

such that,  $\sum_{j=1}^m P_{ij} = 1$        $i = 1, 2, 3, 4 \dots \dots m$

and  $0 < P_{ij} < 1$       ( $P_{ij}$  lies between 0 & 1)

where,

$P_{ij}$  = estimated probability that a consumer in  $i^{th}$  brand in ‘t-1’ period moves into  $j^{th}$  brand in given  $t^{th}$  period.

$m_{ij}$  = number of consumers in the  $i^{th}$  brand in the ‘t-1’ period moving to  $j^{th}$  brand in the  $t^{th}$  period.

Separate transitional matrices were formed for major brands of herbal products. In a transitional probability matrix, the retention probabilities are shown by diagonal elements while the gain probabilities are given by column values and loss probabilities by row values.

## **IV RESULTS AND DISCUSSION**

The results of the study are presented and discussed in this chapter under the following headings in consonance with the objectives of the study.

4.1 Brand-wise categories of herbal products in Bengaluru city.

4.2 Factors influencing the purchase decision of herbal products by consumers in Bengaluru city.

4.3 Purchase behaviour of consumers of herbal products in Bengaluru city.

4.4 Brand loyalty among consumers of herbal products in Bengaluru city.

### **4.1 Brand-wise categories of herbal products in Bengaluru city**

#### **4.1.1 Socio-economic profile of consumers of herbal products in Bengaluru city**

The sample for the study comprised of 120 consumers of herbal products in Bengaluru city. The socio-economic characteristics of consumers of herbal products in Bengaluru city are presented in Table 4.1. It is observed from the table that majority (42.50 %) of the respondents belonged to the age group of 31-50 years followed by the age groups of upto 30 years (40 %) and above 50 years (17.50 %). In other words, about 83 per cent of the respondents were aged below 50 years, indicating that they were relatively more conscious about their personal care and health care.

With respect to education level of respondents, it was found that about 42 per cent of them were graduates followed by post-graduates (23.34 %). About 16 per cent of them had education upto PUC while about 12 per cent of them had studied upto SSLC. The rest (5.83 %) were illiterates. Since, the study was undertaken in Bengaluru city, it is quite obvious that majority (94.17 %) of the respondents were literates.

Majority (47.50 %) of the respondents were private sector employees followed by those who were self-employed (23.34 %), Government employees (10.83 %), home makers (12.50 %) and students (5.83 %). Given the infrastructure and cosmopolitan nature of the city, the private sector is growing at an alarming rate which in turn has resulted in a plethora of opportunities for job aspirants.

**Table 4.1: Socio-economic characteristics of consumers of herbal products in Bengaluru city** (n = 120)

Sl. No.	Particulars	Number of respondents	Per cent
<b>1.</b>	<b>Age (years)</b>		
a)	Upto 30	48	40.00
b)	31 – 50	51	42.50
c)	Above 50	21	17.50
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>2.</b>	<b>Education level</b>		
a)	Illiterates	7	5.83
b)	SSLC	15	12.50
c)	PUC	19	15.83
d)	Graduates	51	42.50
e)	Post-graduates	28	23.34
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>3.</b>	<b>Occupation</b>		
a)	Government employees	13	10.83
b)	Private sector employees	57	47.50
c)	Self-employed	28	23.34
d)	Home makers	15	12.50
e)	Students	7	5.83
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>4.</b>	<b>Family type</b>		
a)	Nuclear	113	94.17
b)	Joint	7	5.83
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>5.</b>	<b>Monthly household income (Rs.)</b>		
a)	Upto 50,000	33	27.50
b)	50,001 - 1,00,000	69	57.50
c)	1,00,001 - 2,00,000	13	10.83
d)	Above 2,00,000	5	4.17
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>6.</b>	<b>Monthly household expenditure on herbal products (Rs.)</b>		
a)	Upto 1000	95	79.17
b)	1001 – 2000	14	11.66
c)	2001 – 3000	5	4.17
d)	3001 – 4000	6	5.00
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>7.</b>	<b>Monthly household expenditure on non-herbal products (Rs.)</b>		
a)	Up to 1000	58	48.33
b)	1001 – 2000	51	42.50
c)	2001 – 3000	7	5.83
d)	3001 – 4000	3	2.50
e)	4001 – 5000	1	0.84
	<b>Total</b>	<b>120</b>	<b>100.00</b>

**Table 4.2: Brand-wise categories of herbal products in Bengaluru city**

Sl. No.	Brand	Product category*
1.	Himalaya Herbals	<ul style="list-style-type: none"> <li>• Face care</li> <li>• Body care</li> <li>• Hand care</li> <li>• Foot care</li> <li>• Hair care</li> <li>• Baby care</li> <li>• Herbal supplement</li> <li>• Wellness</li> </ul>
2.	Biotique	<ul style="list-style-type: none"> <li>• Skin care</li> <li>• Hair care</li> <li>• Body care</li> <li>• Makeup</li> </ul>
3.	Lotus	<ul style="list-style-type: none"> <li>• Skin care</li> <li>• Body care</li> <li>• Hair care</li> <li>• Safe sun care</li> <li>• Makeup</li> </ul>
4.	Ayur Herbals	<ul style="list-style-type: none"> <li>• Face care</li> <li>• Sun care</li> <li>• Body care</li> <li>• Hair care</li> </ul>
5.	VLCC	<ul style="list-style-type: none"> <li>• Skin care</li> <li>• Sun defence range</li> <li>• Body care</li> <li>• Specialities</li> </ul>
6.	Khadi Naturals	<ul style="list-style-type: none"> <li>• Skin care</li> <li>• Hair care</li> <li>• Body care</li> <li>• Handmade soaps</li> <li>• Aromatherapy</li> </ul>

**Table 4.2: Contd...**

<b>Sl. No.</b>	<b>Brand</b>	<b>Product category*</b>
7.	Forest Essentials	<ul style="list-style-type: none"><li>• Facial care</li><li>• Hair care</li><li>• Body care</li><li>• Wellness</li></ul>
8.	Just Herbs	<ul style="list-style-type: none"><li>• Face care</li><li>• Body care</li><li>• Hair care</li></ul>
9.	Vaadi Herbals	<ul style="list-style-type: none"><li>• Face care</li><li>• Bath and body care</li><li>• Hair care</li><li>• Lip care</li><li>• Foot care</li></ul>
10.	Jovees Herbal	<ul style="list-style-type: none"><li>• Skin care</li><li>• Sun care</li><li>• Hair care</li><li>• Eye care</li><li>• Lip care</li><li>• Specialities</li></ul>
11.	Patanjali	<ul style="list-style-type: none"><li>• Herbal home care</li><li>• Natural health care</li><li>• Natural food products</li><li>• Natural personal care</li></ul>

Note: \* collected from respective websites

With regard to the type of family, it was found that majority (94.17 %) of the families of respondents were nuclear in nature while the remaining (5.83 %) were joint families. This is quite expected as in the present day modern world, that too in a metropolitan city like Bengaluru, nuclear family is the order of the day.

Majority (57.50 %) of the consumers had monthly household income ranging from Rs. 50,001/- to 1,00,000/- followed by households with income of upto Rs. 50,000/- (27.50 %), Rs. 1,00,001/- to 2,00,000/- (10.83 %) and above Rs. 2,00,000/- (4.17 %). Bengaluru is a metropolitan city and the cost of living has an influence on the income levels of residents of the city.

With regard to monthly household expenditure on herbal products, it was found that majority (79.17 %) of the consumers incurred expenditure upto Rs.1,000/- followed by those (11.67 %) who spent Rs.1,001/- to 2,000/-. About five per cent of them incurred expenditure ranging from Rs. 2,001/- to 3,000/- while the rest (4.17 %) spent Rs. 3001/- to 4000/- per month. This indicated that about 80 per cent of the consumers incurred monthly expenditure upto Rs. 1,000/- on herbal products which was not substantial given the prices of herbal products.

Majority (48.33 %) of the consumers incurred monthly household expenditure on non-herbal products upto Rs.1000/- followed by those (42.50 %) who spent Rs. Rs.1,001/- to 2,000/-. About six per cent of them spent Rs. 2,001/- to 3,000/- per month followed by those who spent Rs. 3001/- to 4000/- (2.50 %) and Rs. 4,001/- to 5,000/- (0.84 %). The households, in addition to herbal products also used non-herbal products to meet the needs of personal and health care.

#### **4.1.2 Brand-wise categories of herbal products in Bengaluru city**

Table 4.2 presents the brand-wise herbal products available in Bengaluru city. The major brands of herbal products available in the city were Himalaya Herbals, Biotique, Lotus, Ayur Herbal, VLCC, Khadi Naturals, Forest Essentials, Just Herbs, Vaadi Herbals, Jovees Herbal and Patanjali.

The product category range of Himalaya Herbals included face care, body care, hand care, foot care, hair care, baby care, herbal supplement and wellness. The face care category included cleansers or washes, scrubs, masks, toners, moisturizers, fairness, eye care, lip care and special treatment products while the body care category included lotions, creams and soaps. The hand care category included age defying hand cream while the foot care category included foot care cream, lotion and scrub. The hair care category included oils, shampoos, conditioners and cream while the baby care category included pre-bath (baby massage oil), bath (extra moisturizing baby wash, refreshing baby wash, gentle baby bath, gentle baby soap, refreshing baby soap, extra moisturizing baby soap, nourishing baby soap, gentle baby shampoo), post-bath (baby cream, diaper rash cream, baby lotion, soothing calamine baby lotion, baby powder, prickly heat baby powder, gentle baby wipes, soothing baby wipes, extra-large gentle baby wipes) while the herbal supplement category included products pertaining to blood sugar, cardiovascular, energy and vitality, immunity, kidney, liver detox, mental stamina and optimal digestion. The wellness product category included products pertaining to general wellness, antiseptic, stress relief, acne and pimple, hair loss, hygiene, cold, pain, digestive wellness, weight wellness, gastric wellness, respiratory wellness, metabolic wellness, skin wellness, bone and joint wellness, mind wellness and bowel wellness.

In the case of Biotique brand, the different product categories available in the city included skin care, hair care, body care and makeup. The skin care category included cleansers, exfoliators, toners, moisturizers, scrubs, masks, vitalizers, products for sun protection, eye care and lip care while the hair care category included oils, shampoos, conditioners, serums and products for styling. The body care category included cleansers, nourishers, products for body massage, after bath, hand care and foot care while the makeup category included products pertaining to face, eyes, lips, nails and shimmer.

The range of product categories of Lotus brand was skin care, body care, hair care, safe sun care and makeup. The skin care category included face washes, cleansers, toners, moisturizers, protectors, nourishers, correctors, enhancers, exfoliators, lip care and whitening range while the body care category included lotions and ayurvedic cleansing bars. The hair care category included oils, shampoos and tonics while safe sun care



category included before sun, after sun, non-greasy, anti-aging with tint and sun safe kids sun block cream. The makeup category included products pertaining to face, eyes, lips, nails, ecostay and others.

In the case of Ayur Herbals, the different categories of products available were face care, sun care, body care and hair care. The face care category included gels, washes, scrubs, masks, packs, cleansing milk, astringent, toners, moisturizers, lotions, creams and lip balm while the sun care category included sunscreen lotion and after sun burn gel. The body care category included waxes, fairness bleach, rosewater, soaps and breast firming products while the hair care category included hair wash, oils, shampoos, conditioners, kala mehendi, henna powder and styling gels.

The product category range of VLCC included skin care, sun defence range, body care and specialities. The skin care category included cleansers, washes, scrubs, toners, astringents, moisturizers, packs, skin whitening products, anti-pollution products, soaps, bleaches, eye care and lip care while the sun defence range category included sun screens and after sun care. The body care category included lotions, body therapy and pediglow while the specialties category included facial kits, products for body shaping and products for grooming.

The range of product categories of Khadi Naturals brand included skin care, hair care, body care, handmade soaps and aromatherapy. The skin care category included face washes, toners, moisturizers, scrubs, packs, masks, sprays, creams, body butter, hydro gel and lip balms while the hair care category included regular oils, no mineral oils, paraffin-free oils, shampoos, conditioners, mehendi and henna products that are 100 per cent natural colours. The body care category included bath oils, bath salts, body wash and aromatic bubble bath while the handmade soaps category included butter soaps, glycerine and soaps. The aromatherapy category included essential oils and massage oils.

In the case of Forest Essentials brand, the product categories were facial care, hair care, body care and wellness. The facial care category included cleansers, exfoliators, hydrating gels, toners, moisturizers, night creams, anti-aging, skin lighteners, masques,

eye care and lip care while the body care category included base oils, bath oils, shower oils, massage oils, creams, lotions, polishers, soaps, mists, shower wash, butter soaps and handmade clear sugar soaps. The hair care category included head massage oils, cleansers and conditioners while the wellness category included diffuser burner oils.

The product category range of Just Herbs included face care, body care and hair care. The face and body care category included cleansers, exfoliators, moisturizers, natural sun protective products and glow boosters while the hair care category included dandruff control, hair fall, products for dry to normal scalp and products for normal to oily scalp.

Face care, bath and body care, hair care, lip care and foot care were the product categories of Vaadi Herbals. The face care category included washes, scrubs, creams, lotions, gels, packs, facial soaps / bars and facial kits while the bath and body care category included oils, soaps, creams, lotions, scrubs and gels. The hair care category included oils and shampoos while the lip care category included lip balms. The foot care category included creams, scrubs and soaps.

Among products of Jovees Herbal, the range included skin care, sun care, hair care, eye care, lip care and specialities. The skin care category included cleansers, scrubs, toners / astringent, nourishers and packs / masks while the sun care category included sun block, anti-tan pack, protective creams, gels and lotions. The hair care category included oils, shampoos, conditioners, tonics, packs, mehendi, revitalizers, and hair and scalp cleanser while the eye care category included cream, gel and kajal. The lip care category included lip care and lip balm while the specialties category included pearl-whitening products and 24 carat gold series.

In the case of Patanjali, the different categories of products available included natural health care, natural food products, herbal home care and natural personal care. The herbal home care category included agarbatti, hawan samagri and pooja essentials while the natural health care category included digestives, health and wellness, chyawanprash, badam pak, ghee, honey, health drinks, fruit beverages and diet. The natural food products category included biscuits and cookies, spices, candy, herbal tea,



Plate 2: Hair care products of Patanjali in More Megastore

jam, murabba, natural sweetener, dalia and vermicelli, flours, pickle, corn flakes, dal pulses, rice, noodles, oats, papad, namkeen, edible oil and sweets while the natural personal care included skin care (face wash, face cream, face pack, foot cream, shave gel and scrubs), dental care (toothpaste, tooth brush and tooth powder), hair care (shampoo, hair oil, conditioner and hair gel), body care, toiletries (detergent powder, detergent cake and hand wash), eye care and shishu care.

The herbal product categories of major brands were face care, hair care, body care, sun care, skin care, bath care, hand care, foot care, lip care, eye care, baby care, wellness, specialities, makeup, herbal supplements and aromatherapy. Among these various product categories of herbal products, face care, hair care, body care, sun care and skin care were common across all brands. This indicates that these five herbal product categories were in greater demand when compared to other product categories, among the sample households in the city. Murthy (2018) in her study reported that the major brands of masala products available in Bengaluru city were MTR, Eastern, Maiyas, Everest, Sparsh, Tej, Catch, Priya and MDH while the major brands of ready-to-eat food products were Maiyas, MTR, ITC and Priya.

Among the various brands of herbal products, Himalaya Herbals had the highest number of categories of herbal products. Hence, the null hypothesis that “Himalaya Herbals has the highest number of categories of herbal products” has been accepted.

#### **4.1.3 Consumers’ awareness about different brands of herbal products in Bengaluru city**

The awareness level of consumers about different brands of herbal products in Bengaluru city is presented in Table 4.3. The awareness about different brands of herbal products were 16 in number, across sample consumers. All the sample consumers were aware about the brands, viz., Himalaya Herbals and Patanjali. About 95 per cent of the consumers were aware about Banjaras brand followed by Dabur (94.17 %), Lotus (92.50 %), VLCC (91.67 %), Biotique (84.17 %), Ayush (83.33 %), Just Herbs (73.33 %), Jovees Herbal and Emami (72.50 % each), Vicco (56.67 %), Ayur Herbals (50 %), Forest Essentials (46.67 %), Khadi Naturals (27.50 %) and Vaadi Herbals (3.33 %).

**Table 4.3: Consumers' awareness about different brands of herbal products in Bengaluru city**

Sl. No.	Brand	No. of consumers*	Per cent
1.	Himalaya Herbals	120	100.00
2.	Patanjali	120	100.00
3.	Dabur	113	94.17
4.	Emami	87	72.50
5.	Vicco	68	56.67
6.	Just herbs	88	73.33
7.	Vaadi Herbals	4	3.33
8.	Forest Essentials	56	46.67
9.	Biotique	101	84.17
10.	Ayush	100	83.33
11.	Ayur Herbals	60	50.00
12.	Jovees Herbal	87	72.50
13.	Lotus	111	92.50
14.	VLCC	110	91.67
15.	Banjaras	114	95.00
16.	Khadi Naturals	33	27.50

Note: \* Multiple response

The brands 'Himalaya Herbals' and 'Patanjali' are well established and popular brands in the market. The product category range of these two brands is relatively much wider when compared to other brands in the market. Moreover, they are market leaders in herbal products market segment. Hence, all the sample consumers in the city were aware about these two brands of herbal products. The other brands popular in this market segment were Banjaras, Dabur, Lotus, VLCC, Biotique and Ayush; and accordingly, influenced the awareness levels about these brands among the sample consumers. The brands such as Just Herbs, Jovees Herbal, Emami, Vicco and Ayur Herbals had relatively



**Plate 3: Products of Jovees Herbal on display in More Megastore**

low product category range of herbal products which inturn influenced accordingly, the popularity as well as the awareness about these brands among consumers. The brands, namely, Forest Essentials, Khadi Naturals and Vaadi Herbals were relatively new brands launched in this market segment. Moreover, they had limited product category range of herbal products. Hence, these brands weren't very popular and accordingly, not many consumers were aware about these brands.

#### **4.2 Factors influencing the purchase decision of herbal products by consumers in Bengaluru city**

The Garrett's ranking method was used to analyse the factors influencing the purchase decision of herbal products by sample consumers in Bengaluru city. Table 4.4 presents the factors influencing the purchase decision of herbal products by consumers in Bengaluru city. Among the various factors, quality was the major factor which influenced the consumers to purchase herbal products. Generally, quality is the prime factor which influences the consumer's purchase decision of any good or service and the same was true in the case of herbal products. Therefore, the null hypothesis that "Quality is the major factor influencing the purchase decision of herbal products by consumers" has been accepted.

The second important factor which influenced their purchase decision was brand image as brand signifies the quality of a product or service. In today's world, consumers are becoming more health conscious in the wake of adulterated and sub-standard products flooding the markets. Hence, the health benefits of herbal products was the third major factor which influenced their purchase decision. The consumers were also concerned about the side effects of the product, the nature of the product and the extent of herbal ingredients in the product. Accordingly, these factors also influenced the purchase decision of consumers. The information provided along with the product and the type of packaging was another important factor which influenced their purchase decision as consumers generally look for information about the product and are also influenced by attractive packaging. The other factors which also influenced the purchase decision were price, advertisement, easy availability, cosmetic usage and swadeshi products. Alhedhaif

*et al.* (2016) in their study on cosmetics buying behaviour of female consumers in Saudi Arabia concluded that factors such as product quality, design or features, brand name, store environment, advertising, promotion and price had significant impact on buying behaviour of consumers.

**Table 4.4: Factors influencing the purchase decision of herbal products by consumers in Bengaluru city**

Sl. No.	Factor	Mean Garrett's score	Rank
1.	Quality	75	I
2.	Brand image	75	II
3.	Health benefits	60	III
4.	Product safety	57	IV
5.	Nature of product	54	V
6.	Herbal ingredients	48	VI
7.	Information and attractive packaging	46	VII
8.	Price	45	VIII
9.	Advertisement	39	IX
10.	Easy availability	37	X
11.	Cosmetic usage	32	XI
12.	Swadeshi products	30	XII

### **4.3. Purchase behaviour of consumers of herbal products in Bengaluru city**

#### **4.3.1 Sources of information to consumers about various brands of herbal products in Bengaluru city**

Table 4.5 presents the sources of information to sample respondents about herbal products in Bengaluru city. Television was one of the sources of information about herbal products to all the sample respondents. The other sources of information for the respondents were newspapers / magazines (89.17 %) followed by present users (63.33 %), doctor's advice (44.17 %), friends / relatives (27.50 %), shopkeeper / storekeeper and



**Plate 4: Herbal products of Lotus on display in More Megastore**

displays at shops / stores (21.67 % each), free samples by company (19.17 %) and radio (4.17 %).

Television is the most popular mass media among people in the present day modern world. Hence, it is quite obvious that television was one of the sources of information about herbal products for all the sample respondents. The second important source of information was newspapers / magazines as people read them especially newspapers on a daily basis. Advertisements in newspapers / magazines play a very significant role in communicating with potential consumers / customers of a product. The next important source was present users. Generally, the existing users of a particular product do influence potential users through word of mouth. The other sources of information were doctor's advice, friends / relatives, shopkeeper / storekeeper, displays at shops / stores, free samples by company and radio. Murthy (2018) in her study on consumers' preference for Maiyas food products in Bengaluru city reported that television and friends / relatives were the most popular sources of information to consumers about Maiyas masala and ready-to-eat food products.

#### **4.3.2 Frequency of purchase of herbal products by consumers in Bengaluru city**

Table 4.6 presents the frequency of purchase of herbal products by consumers in Bengaluru city. Majority (55.84 %) of the sample consumers informed that they used to purchase herbal products, as and when they were in need of them followed by those (25.83 %) who purchased on a monthly basis and those (12.50 %) who purchased on a fortnightly basis. About six per cent of them purchased herbal products on a weekly basis.

The nature of frequency of purchase of herbal products by the consumers was determined by size of the family, quantity purchased per transaction and the purpose for which the product was bought by the consumers. Siri (2012) in her study on consumers' preference for ready-to-eat food product brands in Bengaluru city reported that majority of the working women purchased natural snacks and confectioneries whenever they were in need of them while in the case of milk and milk based products, all the categories of sample respondents except students purchased them on a daily basis. Murthy (2018) in

her study on consumers' preference for Maiyas food products in Bengaluru city reported that majority of the sample consumers purchased Maiyas masala and ready-to-eat food products whenever they were in need of them.

**Table 4.5: Sources of information to consumers about various brands of herbal products in Bengaluru city**

Sl. No.	Source	No. of consumers*	Per cent
1.	Television	120	100.00
2.	Newspapers / magazines	107	89.17
3.	Present users	76	63.33
4.	Doctor's advice	53	44.17
5.	Friends / relatives	33	27.50
6.	Shopkeeper / storekeeper	26	21.67
7.	Displays at shops / stores	26	21.67
8.	Free samples by company	23	19.17
9.	Radio	5	4.17

Note: \* Multiple responses

**Table 4.6: Frequency of purchase of herbal products by consumers in Bengaluru city**

Sl. No.	Frequency of purchase	No. of consumers	Per cent
1.	Weekly	7	5.83
2.	Fortnightly	15	12.50
3.	Monthly	31	25.83
4.	Whenever needed	67	55.84
	<b>Total</b>	<b>120</b>	<b>100.00</b>



**Plate 5: VLCC's face care products in More Megastore**

### **4.3.3 Influencers of decision pertaining to purchase of herbal products by consumers in Bengaluru city**

Table 4.7 presents the influencers of decision pertaining to purchase of herbal products by consumers in Bengaluru city. Majority (64.17 %) of the consumers were influenced by friends and relatives followed by neighbours (63.33 %), advertisements (61.67 %), self–decision (52.50 %), shopkeeper / storekeeper (22.50 %) and doctor’s advice (13.33 %).

Generally, people discuss a host of issues including consumer products among friends and relatives; and accordingly, get influenced based on the discussion. Hence, friends and relatives were one of the influencers of decision regarding the purchase of herbal products for most of the consumers in Bengaluru city. Therefore, the null hypothesis “The purchase behaviour of consumers of herbal products is mainly influenced by friends and relatives” has been accepted.

During their routine conversations, people also discuss with neighbours about the brand, quality, advantages, disadvantages, etc. of various products including herbal products. Accordingly, neighbours also influenced the decision pertaining to the purchase of herbal products by consumers. Advertisements play a very important role in the popularity of brands / products and the same was found true in the case of herbal products. Generally, people come across advertisements during their daily routine work which inturn influenced their decision to buy herbal products. The buying behaviour of consumers is also significantly influenced by their own decision to buy a particular product. In the case of herbal products, about 52 per cent of the consumers were also influenced by their own decision to buy them. In addition to the above, some of the consumers were also influenced by shopkeeper / storekeeper and doctor’s prescription regarding the purchase of herbal products.

### **4.3.4 Sources of purchase of herbal products by consumers in Bengaluru city**

Table 4.8 presents the sources of purchase of herbal products by the sample consumers in Bengaluru city. Majority (87.50 %) of the consumers purchased herbal

products from modern retail formats followed by online shopping (70 %), company's retail outlets (49.17 %) and medical stores (23.33 %).

Modern retail formats such as hyper markets, super markets, department stores, etc. provide a wide range of brands and products including herbal products under one roof to the consumers. Due to this reason, most of the sample consumers found it very convenient to shop for their requirements including herbal products in these retail formats. Online shopping refers to the action or activity of buying goods or services over the internet. In the recent past, it is becoming very popular and the fastest growing method of purchase among consumers as they have found it very convenient to shop. Moreover, online shopping involved saving of time, home delivery of products, discounts, cashless transactions, etc. Therefore, 70 per cent of the sample consumers preferred online shopping to meet their requirements of herbal products. Some of the companies especially, The Himalaya Drug Company and Patanjali Ayurved Limited have established their own retail outlets to promote sales of their products which in turn further popularised their brands. This served as another important source of purchase of herbal products as about 49 per cent of sample consumers bought from such company's retail outlets. Generally, medical stores also sell herbal products and accordingly, about 23 per cent of sample consumers also purchased herbal products from medical stores.

**Table 4.7: Influencers of decision pertaining to purchase of herbal products by consumers in Bengaluru city**

Sl. No.	Influencer	No. of consumers*	Per cent
1.	Friends and relatives	77	64.17
2.	Neighbours	76	63.33
3.	Advertisements	74	61.67
4.	Self-decision	63	52.50
5.	Shopkeeper / Storekeeper	27	22.50
6.	Doctor's advice	16	13.33

Note: \* Multiple response



**Plate 6: Personal care products of Ayush in More Megastore**

**Table 4.8: Sources of purchase of herbal products by consumers in Bengaluru city**

Sl. No.	Source of purchase	No. of consumers*	Per cent
1.	Modern retail formats	105	87.50
2.	Online shopping	84	70.00
3.	Company's retail outlets	59	49.17
4.	Medical stores	28	23.33

Note: \* Multiple response

#### **4.3.5 Reasons for purchasing herbal products from a particular source by consumers in Bengaluru city**

Table 4.9 presents the reasons for purchasing herbal products from a particular source by sample consumers in Bengaluru city. For majority (99.17 %) of the consumers, availability of products was one of the reasons which influenced their preference for preferring a particular source for purchasing herbal products followed by discounts (83.33 %), convenience (82.50 %), good service (80.83 %), proximity (74.17 %), wide range of products (70 %) and long-term relationship (63.33 %).

The availability of products in a store / shop is the most significant factor which influences the consumers' preference for the store / shop for making their purchases of products. Hence, the availability of herbal products in a given store / shop was one of the reasons for preferring the store / shop for almost all the sample consumers (99 %). The discounts offered on products by a store / shop is another significant factor which influences the consumers' preference for the store / shop. Therefore, the discounts offered on herbal products by a store / shop was one of the reasons for about 83 per cent of the consumers to prefer a particular source for purchasing herbal products. In the recent past, online shopping is becoming very popular and the fastest growing method of purchase among consumers as they have found it very convenient to shop due to saving of time, home delivery of products, discounts, cashless transactions, etc. Hence, convenience of shopping was the reason for about 82 per cent of the consumers to prefer online shopping. The service rendered by a store / shop also significantly influences the consumers' preference for such a store / shop. Accordingly, for about 81 per cent of the

consumers, good service rendered by the store / shop influenced their preference for a given store / shop. The consumers' preference for a store / shop is also influenced by factors such as proximity of the store / shop, wide range of products in the store / shop, long- term relationship between the store / shop and consumer, etc. In the present study, the proximity of the store / shop was one of the reasons which influenced about 74 per cent of the consumers' preference for the store / shop while wide range of products and long-term relationship were the reasons which influenced 70 per cent and 63 per cent of the sample consumers, respectively. Siri (2012) in her study on consumers' preference for ready-to-eat food product brands in Bengaluru city reported that ready availability was one of the factors which influenced the purchase of natural snacks, confectioneries, milk and milk based products by all the categories (working men, working women, house wives and students) of sample respondents.

#### **4.3.6 Herbal products bought by consumers in Bengaluru city**

The herbal products bought by sample consumers in Bengaluru city is presented in Table 4.10. Majority (92.50 %) of the consumers bought face care products followed by hair care products (75 %), skin care products (73.33 %), body care products (70.83 %), sun care products (66.67 %), wellness (45.83 %), supplements (33.33 %) and makeup products (16.67 %).

Generally, people have an urge to look beautiful and face happens to be the most important feature in this aspect. Hence, most people buy herbal products for face care. In the present study, about 92 per cent of the sample consumers bought herbal products for face care which included cleansers or washes, scrubs, masks, toners, moisturizers, fairness, eye care, lip care, etc. In addition to face, hair is another important feature which enhances the beauty of a person. Therefore, 75 per cent of the consumers bought products pertaining to hair care which included oils, shampoos, conditioners, cream, tonics, etc. Skin is another important feature which plays a crucial role in the glamour quotient of a person. About 73 per cent of the consumers bought skin care products which included cleansers, exfoliators, toners, moisturizers, scrubs, masks, vitalizers, eye care, lip care, etc.

**Table 4.9: Reasons for purchasing herbal products from a particular source by consumers in Bengaluru city**

Sl. No.	Reason	No. of consumers*	Per cent
1.	Availability of products	119	99.17
2.	Discounts	100	83.33
3.	Convenience	99	82.50
4.	Good service	97	80.83
5.	Proximity	89	74.17
6.	Wide range of products	84	70.00
7.	Long-term relationship	76	63.33

Note: \* Multiple response

**Table 4.10: Herbal products bought by consumers in Bengaluru city**

Sl. No.	Product category	No. of consumers*	Per cent
1.	Face care	111	92.50
2.	Hair care	90	75.00
3.	Skin care	88	73.33
4.	Body care	85	70.83
5.	Sun care	80	66.67
6.	Wellness	55	45.83
7.	Supplements	40	33.33
8.	Makeup	20	16.67

Note: \* Multiple response

In addition to the above mentioned product categories, the sample consumers also bought products pertaining to body care, sun care, wellness, supplements and makeup. The body care products included lotions, body therapy, pediglow, waxes, fairness bleach, rosewater, soaps, etc. while the sun care products included products for sun protection, sunscreen lotion, before sun, after sun, sun defence, etc. The wellness category included products pertaining to general wellness, antiseptic, stress relief, acne and pimple, hair

loss, hygiene, cold, pain, digestive wellness, weight wellness, gastric wellness, respiratory wellness, metabolic wellness, skin wellness, bone and joint wellness, mind wellness, bowel wellness, etc. while supplements included products pertaining to blood sugar, cardiovascular, energy and vitality, immunity, kidney, liver detox, mental stamina, optimal digestion, etc. The makeup category included products pertaining to face, eyes, lips, nails, shimmer, etc.

#### **4.4 Brand loyalty among consumers of herbal products in Bengaluru city**

The markov chain analysis was used to analyse the brand loyalty among sample consumers towards herbal products in Bengaluru city. Table 4.11 presents the brand loyalty among sample consumers towards herbal products in Bengaluru city. The column values other than the diagonal elements indicate gains for the specific brand while the row values indicate to whom the brand is losing. Among the brands, Biotique brand was the most stable as it had the highest retention probability of 0.60. Hence, the null hypothesis that “Consumers have the highest brand loyalty towards Himalaya Herbals products” has been rejected.

Himalaya Herbals was also a stable brand with a retention probability of 0.42. The other brands, namely, VLCC, Patanjali and Lotus brands had retention probabilities of 0.25, 0.21 and 0.14, respectively. The Ayush brand had a retention probability of zero.

The brand ‘Biotique’ was launched in the year 1992 with 100 per cent natural botanicals. It neither contains chemicals nor preservatives; and is not tested on animals. Moreover, the products are made available in eco-friendly and recyclable packaging. These factors might have contributed to its popularity and thereby making it a relatively stable brand when compared to other brands. A retention probability of 0.60 by Biotique brand indicated that there is a likelihood of retention of consumers to the tune of 60 per cent.

Himalaya Herbals, launched in 1930 is a well-established brand in the market. The brand is known for its quality and wide range of products. Moreover, it has its own retail outlets to promote sales and popularise the brand. These factors have enabled the

brand to establish as one of the stable brands in the herbal products market segment. The brand had a likelihood of retention of 42 per cent of its consumers.

The other brands, namely, VLCC, Patanjali and Lotus were relatively not stable brands as they had likelihood of retention of consumers to the extent of 25, 21 and 14 per cent, respectively. Murthy (2018) in her study on consumers' preference and brand loyalty of Maiyas food products in Bengaluru city reported that in the case of masala products, MTR had the highest retention probability of 0.80 followed by Maiyas with a probability of 0.60 while in the case of ready-to-eat food products, Maiyas had the highest probability of one followed by MTR with a retention probability of 0.72.

**Table 4.11: Brand loyalty among consumers of herbal products in Bengaluru city**

<b>Brand</b>	<b>Ayush</b>	<b>Biotique</b>	<b>Himalaya Herbals</b>	<b>Lotus</b>	<b>Patanjali</b>	<b>VLCC</b>
Ayush	<b>0</b>	0	1	0	0	0
Biotique	0	<b>0.60</b>	0.20	0	0.20	0
Himalaya Herbals	0.06	0.17	<b>0.42</b>	0.14	0.17	0.06
Lotus	0	0.05	0.45	<b>0.14</b>	0.18	0.18
Patanjali	0.11	0.13	0.45	0.05	<b>0.21</b>	0.05
VLCC	0	0.06	0.44	0.25	0	<b>0.25</b>

## V SUMMARY

Herbal products refer to items that are prepared and processed with the help of the herbs. Herbs are considered to be food rather than medicine because they are complete, all-natural and pure, as nature intended. Herbal products are medicines derived from plants. They are used as supplements to improve health and well-being, and may be used for other therapeutic purposes. Herbal products are available as tablets, capsules, powders, extracts, teas and so on. Herbal health products and supplements are available in many forms such as tea bags, capsules, tablets, liquids and powders.

The preference for natural, herbal, ayurvedic and organic products over chemical-based products is fast becoming a lifestyle trend. Herbal cosmetics are the modern trend in the field of beauty and fashion. Now-a-days, most women prefer natural products over chemical based products for their personal care to enhance their beauty as these products supply the body with nutrients and enhance health and provide satisfaction as these are free from synthetic chemicals and have relatively less side-effects compared to synthetic cosmetics. The demand for herbal medicines is increasing rapidly due to their skin friendliness and lack of side effects. The best feature of herbal cosmetics is that it is purely made of herbs and shrubs and thus is side-effects free. The natural content in herbs does not have any side effects on the human body and instead, provide the body with nutrients and other useful minerals.

Plant or herbal extracts are natural products which have gained immense importance across the country over the past decade. Such products are used as raw materials or ingredients by companies operating in pharmaceuticals, cosmetics, and food and beverages industries across the world. The Indian herbal market is majorly driven by the growing preference of people for natural and herbal products over the already existing chemical-based products.

The increasing awareness about harmful effects of chemicals used in products will further trigger the demand for herbal products in future. The demand for herbal products is expected to increase in the coming years with a greater focus on natural

products especially among the female population. Increasing awareness, attractive packaging and promotional strategies adopted by companies will further boost the sales of herbal products in India in the coming years.

Given the rampant increase in the number of adulterated and unhealthy products of health care flooding the market, there is growing awareness among people to look towards herbal products for their personal care. This has encouraged companies to focus on production of herb-based products. The herbal products available in the market include pharmaceuticals, personal care, baby care, well-being and animal health products.

The present study was confined to a detailed enquiry of consumers' preference for herbal products in Bengaluru city.

The specific objectives of the study were:

1. To examine the brand-wise categories of herbal products.
2. To analyse the factors influencing the purchase decision of herbal products by consumers.
3. To analyse the purchase behaviour of consumers of herbal products.
4. To analyse the brand loyalty of consumers for herbal products.

Bangalore, officially known as Bengaluru, the capital of Karnataka state was selected purposively for the study, as it is one of the fastest growing metropolitan cities and is highly cosmopolitan in nature with people of different religions, castes, occupations, cultures, languages and food habits residing here. It is the IT and BT hub of India, with industrial estates and numerous financial and educational institutions and it is the third most populous city and fifth most populous urban agglomeration in India.

For the study, data was elicited from 120 consumers drawn purposively from the city. The specific information elicited included the information regarding the brand-wise categories of herbal products available in the city, consumers' awareness about different brands of herbal products, factors influencing the purchase decision of herbal products by consumers, sources of information to consumers about various brands of herbal products,

frequency of purchase of herbal products by consumers, influencers of decision regarding the purchase of herbal products by consumers, sources of purchase of herbal products by consumers, reasons for purchasing herbal products from a particular source by consumers and brand loyalty among consumers towards herbal products.

### **Major findings of the study**

- Majority (42.50 %) of the sample respondents belonged to the age group of 31-50 years followed by the age groups of upto 30 years (40 %) and above 50 years (17.50 %).
- With respect to education level of respondents, majority (42 %) of them were graduates followed by post-graduates (23.34 %). About 16 per cent of them had education upto PUC while about 12 per cent of them had studied upto SSLC. The rest (5.83 %) were illiterates.
- Majority (47.50 %) of the respondents were private sector employees followed by those who were self-employed (23.34 %), Government employees (10.83 %), home makers (12.50 %) and students (5.83 %).
- Majority (94.17 %) of the families of consumers were nuclear in nature while the remaining (5.83 %) were joint families.
- Majority (57.50 %) of the consumers had monthly household income ranging from Rs. 50,001/- to 1,00,000/- followed by households with income of upto Rs. 50,000/- (27.50 %), Rs. 1,00,001/- to 2,00,000/- (10.83 %) and above Rs. 2,00,000/- (4.17 %).
- Majority (79.17 %) of the consumers incurred monthly household expenditure on herbal products upto Rs.1,000/- followed by those (11.67 %) who spent Rs.1,001/- to 2,000/-. About five per cent of them incurred expenditure ranging from Rs. 2,001/- to 3,000/- while the rest (4.17 %) spent Rs. 3001/- to 4000/- per month.
- Majority (48.33 %) of the consumers incurred monthly household expenditure on non-herbal products upto Rs.1000/- followed by those (42.50 %) who spent Rs. Rs.1,001/- to 2,000/-. About six per cent of them spent Rs. 2,001/- to 3,000/- per

month followed by those who spent Rs. 3001/- to 4000/- (2.50 %) and Rs. 4,001/- to 5,000/- (0.84 %).

- The major brands of herbal products available in the city were Himalaya Herbals, Biotique, Lotus, Ayur Herbal, VLCC, Khadi Naturals, Forest Essentials, Just Herbs, Vaadi Herbals, Jovees Herbal and Patanjali.
- Among various product categories of herbal products, face care, hair care, body care, sun care and skin care were common across all brands.
- All the sample consumers were aware about the brands, viz., Himalaya Herbals and Patanjali. About 95 per cent of the consumers were aware about Banjaras brand followed by Dabur (94.17 %), Lotus (92.50 %), VLCC (91.67 %), Biotique (84.17 %), Ayush (83.33 %), Just Herbs (73.33 %), Jovees Herbal and Emami (72.50 % each), Vicco (56.67 %), Ayur Herbals (50 %), Forest Essentials (46.67 %), Khadi Naturals (27.50 %) and Vaadi Herbals (3.33 %).
- Quality was the major factor which influenced the consumers to purchase herbal products followed by brand image, health benefits, product safety, nature of product, herbal ingredients, information and attractive packaging, price, advertisement, easy availability, cosmetic usage and swadeshi products.
- Television was one of the sources of information about herbal products to all the sample respondents. The other sources of information for the respondents were newspapers / magazines (89.17 %) followed by present users (63.33 %), doctor's advice (44.17 %), friends / relatives (27.50 %), shopkeeper / storekeeper and displays at shops / stores (21.67 % each), free samples by company (19.17 %) and radio (4.17 %).
- Majority (55.84 %) of the sample consumers informed that they used to purchase herbal products, as and when they were in need of them followed by those (25.83 %) who purchased on a monthly basis and those (12.50 %) who purchased on a fortnightly basis. About six per cent of them purchased herbal products on a weekly basis.

- Regarding the purchase of herbal products, majority (64.17 %) of the consumers were influenced by friends and relatives followed by neighbours (63.33 %), advertisements (61.67 %), self–decision (52.50 %), shopkeeper / storekeeper (22.50 %) and doctor’s advice (13.33 %).
- Majority (87.50 %) of the consumers purchased herbal products from modern retail formats followed by online shopping (70 %), company’s retail outlets (49.17 %) and medical stores (23.33 %).
- For majority (99.17 %) of the consumers, availability of products was one of the reasons which influenced their preference for preferring a particular source for purchasing herbal products followed by discounts (83.33 %), convenience (82.50 %), good service (80.83 %), proximity (74.17 %), wide range of products (70 %) and long-term relationship (63.33 %).
- Majority (92.50 %) of the consumers bought face care products followed by hair care products (75 %), skin care products (73.33 %), body care products (70.83 %), sun care products (66.67 %), wellness (45.83 %), supplements (33.33 %) and makeup products (16.67 %).
- In the case of herbal products, among the brands, Biotique brand was the most stable as it had the highest retention probability of 0.60. Himalaya Herbals was also a stable brand with a retention probability of 0.42. The other brands, namely, VLCC, Patanjali and Lotus brands had retention probabilities of 0.25, 0.21 and 0.14, respectively. The Ayush brand had a retention probability of zero.

### **Study Implications**

1. Majority of the sample consumers preferred the most popular / established brands of herbal products. These brands are known for quality and wide range of products. This indicates that the manufacturers need to give top priority to quality aspects and also diversify their product range. Even the new players who would like to venture into this sector have to give top priority to quality with a wide range of product categories.

2. Though, Biotique is a new entrant to the herbal products market, the brand has done reasonably well. The company has earned reputation for blending time-tested natural therapies with the science of bio-technology. The brand may further strengthen its position with R & D efforts.

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