

Research Article

An Analysis of Demographic Profile on Brand Loyalty of Herbal Products in Tiruchirappalli District.

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Abstract:

An herbal product plays an imperative role in people's life to shield them against various health issues. The study aims to recognize the perception of the customers towards herbal products in Tiruchirappalli district. The study was based on questionnaire with a sample of 100 respondents. The findings were analyzed using simple percentage analysis, and Factor analysis. Findings reveal that age, gender, educational qualification and type of family have significant association with customers' level of satisfaction towards herbal products.

Key Words: Herbs, Products, Natural, Herbal Products, Customers, Satisfaction & Health

Introduction:

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're 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, including in tea bags, capsules, tablets, liquids, and powders. Examples of common herbal health products and supplements include black cohosh, Echinacea, garlic, ginkgo, saw palmetto etc.,

Herbs:

Herbs are generally defined as non-woody plants, which die after blooming. Fresh herbals and medicinal plants can be acquired by gathering them in dark forest, growing them in your own personal garden, or buying them from other gardeners and health food stores. Herbs are prepared for consumption and use in medicinal remedies. When herbs are prepared by steeping in boiling water to be drunk as a tea, they are known as an infusion. If these dried herbs get simmered in hot water, they are called as decoction. If gets incorporated in with other ingredients and made into cream, they are viewed as a herbal ointment. Sometimes used a Herbal compress where piece of cloth is soaked in an infusion or decoction and is wrapped and applied externally. If herbs are used to cleanse and heal externally, they are called herbal wash. Herbal infusions and decoctions can also be used as herbal bath for relaxation and healing. Always follow the recommended dosages on your preparations and recipes because over-use of herbs can defeat the purpose for which you are using them. Some of the most beneficial herbs can prove to be toxic if over used. Herbs have been used for uncounted time for various purposes like healing the sick and infirm. Most of the people still continue to use herbs to benefit their bodies. People thought that herbs keep the body in tune with nature as nature intended and maintain proper balance. Many scientific studies are still continued with modern research following the lead of old folklore and herbal uses to help finding new western medicine. Man has been aware of the effects of Herbs on the body, mind and emotion.

Past of Herbal Medicine in India:

The World Health Organization (WHO) estimates that 80 percent of the population of some Asian and African countries presently use herbal medicine for some aspect of primary health care. In India, Herbal medicine has quite complex formulas with 30 or more ingredients, including a sizable number of ingredients that have undergone "alchemical processing", chosen to balance "Vatha", "Pittha" or "Kapha". In Ladakh, Lahul- Spiti and Tibet, the Tibetan Medical System is prevalent, also called the 'Amichi Medical System'. Over 337 species of medicinal plants have been documented by C.P. Kala. Those are used by Amchis, the practitioners of this medical system.

In Tamil Nadu, Tamils have their own medicinal system now popularly called Siddha medicine. The Siddha system is entirely in the Tamil language. It contains roughly 300,000 verses covering diverse aspects of medicine. This medicine includes herbal, mineral and metallic compositions used as medicine. Ayurveda is in Sanskrit, but Sanskrit was not generally used as a mother tongue and hence its medicines are mostly taken from Siddha and other local traditions.

Top 10 Herbal Product Brands in India:

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

Brand loyalty

Brand loyalty is the positive feelings towards a brand and dedication to purchase the same product or service repeatedly, regardless of a competitor's actions or changes in the environment. It can also be demonstrated with other behaviors such as positive word-of-mouth advocacy. Corporate Brand loyalty is where an individual buys products from the same manufacturer repeatedly and without wavering rather than from other suppliers. Loyalty implies dedication and should not be confused with habit with its less than emotional engagement and commitment.

Need of the Study:

- To know the present scenario of the herbal products.
- To find out the people's perception towards herbal products.

Review of Literature:

Yasmin Singaporewala (2008) observed that with the increasing globalization, the young Indian women have realized the importance of always looking good. The skin care products have seen steady growth throughout the past 5 years. According to the Euro monitor report on the Indian Products and toiletries market, the color Products market stands at \$113.4 million and skin care at \$346.9 million.

M. Banu Rekha and K. Gokila (2015) analysed the consumer perception and satisfaction of women with special reference to Herbal Products. The primary objective of this study is to understand the consumer perception and satisfaction studying the awareness of the products within the consumers and the number of consumers who consumes the Herbal Products.

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

Suganya Rama Chandran, Hamsalakshmi Rangarai, Satyanarayana Parayitam (2020) suggest that awareness about Ayurveda leads to change in the attitude of consumers, which in turn, affects positively the product awareness and product use. Attitude is also positively related to brand influence and brand usage. The results also reveal that (a) product use and influence is positively related to consumer's satisfaction with product; (b) brand use and influence is positively related to consumer's satisfaction with brand; (c) product satisfaction is positively related to product loyalty; and (d) brand satisfaction is positively related to brand loyalty. The present research has implications for the Ayurveda and nature-made products as an alternative medicine, which is receiving increasing attention in both Asian countries and Western world. In addition to contributing to the existing literature on brand and product, the present study contributes in terms of bringing awareness about the benefits of nature-made products. The implications for both academicians and practitioners are discussed.

Objectives of the Study:

- To identify the current herbal products scenario in Tiruchirappalli district.
- To find the factors that determines the customer's level of satisfaction of towards herbal products.

Limitations:

- The result of the study is based upon the views expressed by the customers of Tiruchirappalli District.
- The statistical tools used to analyse the data have their own limitations.
- All the limitations of primary data are applicable to this study.

Research Methodology:

Area of the Study: The research study was done in Tiruchirappalli District.

Nature and Source of Data: The study is based on questionnaire method; Both Primary data and secondary data have been used for this study. Primary data has been collected from various customers in Erode District. Secondary data have been collected from related journals, Magazines and textbooks.

Statistical Tools Used for the Study:

- Simple percentage analysis
- Factor analysis

Sampling Used: 100 customers were selected by randomly sampling method.

Analysis and Interpretation:

Table 1: Demographic profile of the Respondents

Particulars	Factors	No of Respondents n=100	Percentage
Gender	Male	40	40
	Female	60	60
Age(Years)	Up to 25	24	24
	26 to 50	50	50
	Above 50	26	26
Educational Qualification	Up to SSLC	20	20
	HSC	34	34
	Above UG Degree	46	46
Monthly Income	Up to Rs. 10000	46	46
	Above Rs.10000	54	54
Type of Family	Nuclear family	64	64
	Joint Family	36	36

Factors that affect Brand Loyalty

There's no question that the product itself has to be competitive, priced right and deliver superior value. But, beyond the product itself, several factors can make the difference in, a much sought after, loyal brand.

1. Convenience.

When buying consumer products, many loyal brand stray simply because the store where they regularly sell the product ran out or doesn't carry it anymore. They may still prefer the product, but after all, there are other brands in stock and they don't have time to chase your product down.

2. Expectations.

The product must continue to live up to their expectations in every way. It not only has to continue to deliver on its brand promise and remain relevant, but its price, value, and availability must continue to be dependable.

3. Customer service.

The way a company stands behind its products can be as valuable as the product itself. A good warranty and swift resolution of issues keep customers, who may have had a disappointing experience, buying your product.

4. Personal relationships.

The way customers are treated by third parties, such as salespersons, store clerks, or their own representatives can make or break customer loyalty. Many don't buy your product so much as they "sell" the person who bought it to them.

5. Rewards.

Customers want some consideration for continuing to do business, especially when they have other options. Offering savings, bonuses, and other forms of special attention to be loyal customers can not only keep them from going elsewhere but may be the reason they recommend you to their friends.

6. Reputation.

How the product plays in the media, both commercial and social, can influence long-term relationships. The company's financial, labor, and sourcing practices are now subject to the scrutiny of an increasingly transparent world where consumers realize that they vote with their purchases.

7. Community outreach.

When the brand stand for something beyond your product, when you support the causes important to customers, and when you participate in their community, it build a bond of loyalty that is hard to break. This gives them a social reason to become and remain loyal.

Table 2 shows the value of 0.82. It is a good value and there is an adequate relationship in brand loyalty of herbal products.

Table 2. KMO and Bartlett’s Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling		0.821
Bartlett's Test of Sphericity	Approx. Chi-Square	768.535
	Df	45
	Sig	0

Table 3 has identified 7 linear components within the data set. So factor 1 explains 31.422% of total variance then extracts all factor with eigenvalues greater than 1 leaving with three factors.

Table 3. Total variance explained for E-Learning strategy.

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative
1	3.142	31.422	31.422	3.142	31.422	31.422	2.125	21.252	21.252
2	1.117	11.175	42.597	1.117	11.175	42.597	1.717	17.166	38.418
3	1.042	10.423	53.02	1.042	10.423	53.02	1.46	14.602	53.02
4	0.951	9.511	62.53						
5	0.727	7.273	79.803						
6	0.706	7.061	86.864						
7	0.571	5.709	100						

The three factors extracted together is account with 53% of the total variance. The 7 factors get reduced into 3 factors. Before rotation, factor 1 is accounted for considering more variance than the remaining two (31.422 compared to 11.175 and 10.423). However, after extraction it accounts for only 21.252% of variance (compared to 17.166 and 14.602% respectively) and principal component analysis works on the initial assumption that all variance is common; therefore, before extraction the communalities are all1. The communality in the column labeled extraction reflects the common variance in the structure of data. The 53% is retained by the extraction of 3 factors out of the 7 original variables. Table 4 contains the rotated method of varimax with Kaiser Normalization that have been extracted. These are extracted factors.

Table 4. Rotated component matrix for E-Learning strategy.

Rotated Component Matrix			
Convenience			0.579
Expectations			0.807
Customer service	0.665		
Personal relationships	0.772		
Rewards	0.705		
Reputation		0.749	
Community outreach		0.715	

Factor 1. We see the variables such as customer service, personal relationships and rewards are very important and necessary one for the herbal products. They are loaded with 0.665, 0.772 and 0.705. This suggests that factor 1 is a combination of these two variables. Therefore this factor can be interpreted as “Appearance”

Factor 2. Factor 2 consists of two extracted variables. They are reputation and community outreach that help to get good classroom learning and have been loaded with 0.749, and 0.715. These variables clubbed into the single factor called “Effectiveness”

Factor 3. We see that factor 3 has two variables. They are convenience and expectation of herbal products which is more effective and has been loaded with 0.579 and 0.807. This factor consisting of the two variables are termed as “Varieties” (Figure 1).



Figure 1: Extracted three factors about herbal products.

Conclusion:

Herbs are one of the oldest, widely accepted, and highly appreciated herbal products. It should reach each and every man for their health. There is a need for educating the consumers and awareness about herbal products. Today herbal products believe to help people build their good health with the help of natural sources.

Herbs do not produce instant cures, but rather offer a way to put the body in proper tune with nature. For thousands of years, humans have used herbs. Herbal medicines are thought to be safe as it is natural, but in fact it can cause serious adverse effects and interaction with other drugs and supplements. The research concludes that customer satisfaction plays a vital role in determining the usage of herbal products.

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