



# A Study on Customer Satisfaction and Buying Behaviour Towards the Selected Herbal Products with Special Reference to Coimbatore District

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**Abstract** – The global shift towards natural and chemical-free lifestyles has fuelled an unprecedented surge in demand for herbal products across India. Coimbatore district, known for its vibrant commercial culture and health-conscious population, represents a significant market for herbal products ranging from personal care and wellness supplements to herbal food and beverages. This study examines customer satisfaction levels and buying behaviour towards selected herbal products among consumers in Coimbatore district. The research investigates key factors influencing herbal product purchases, including product quality, price, availability, brand reputation, and health consciousness. It also analyses the level of consumer satisfaction across dimensions such as product effectiveness, packaging, value for money, and after-use experience. The findings indicate that health awareness and trust in natural ingredients are the primary motivators for herbal product consumption, while inconsistent product quality and higher price points remain notable concerns. The study provides strategic recommendations for herbal product manufacturers and retailers to enhance customer satisfaction and expand their market reach in Coimbatore district.

**Keywords:** Customer Satisfaction, Buying Behaviour, Herbal Products, Coimbatore District, Health Consciousness, Consumer Perception, Natural Products

## I. INTRODUCTION OF THE STUDY

The herbal products industry in India has experienced remarkable growth over the past two decades, driven by a renewed consumer interest in traditional medicine, Ayurveda, and natural wellness solutions. India, with its rich heritage of herbal knowledge rooted in ancient systems such as Ayurveda, Siddha, and Unani, holds a unique advantage in the global herbal products market. The Indian herbal industry is currently valued at over USD 18 billion and is projected to grow at a compound annual growth rate (CAGR) of 15% over the next five years, reflecting a significant shift in consumer preferences from synthetic to natural products.

Coimbatore district, often referred to as the 'Manchester of South India', is a major commercial and industrial hub with a rapidly growing middle-class population that is increasingly health-conscious. The city's consumers have shown a strong inclination towards herbal and organic products across multiple categories including skincare, haircare, immunity boosters, herbal teas, and Ayurvedic medicines. The presence of numerous herbal brands such as Himalaya, Patanjali, Dabur, Kama Ayurveda, and several local Siddha manufacturers has created a competitive and diverse herbal product marketplace in the district.

Consumer buying behaviour in the herbal products segment is influenced by a complex interplay of factors including health awareness, ingredient transparency, price sensitivity, brand loyalty, social media influence, and peer recommendations. Understanding these factors is critical for businesses aiming to build long-term customer

relationships in this segment. Customer satisfaction, which encompasses the consumer's overall evaluation of a product's performance relative to expectations, plays a decisive role in repeat purchases and brand advocacy in the herbal market.

This study aims to explore the buying behaviour patterns and satisfaction levels of herbal product consumers in Coimbatore district, with the goal of providing actionable insights for businesses, policymakers, and researchers operating in this rapidly evolving sector.

### Objectives of the Study

- To identify the key factors influencing consumer buying behaviour towards selected herbal products in Coimbatore district.
- To measure the level of customer satisfaction across various dimensions of herbal product consumption.
- To examine the relationship between health consciousness and herbal product purchasing decisions.
- To analyse the most preferred herbal product categories and brands among consumers in Coimbatore district.
- To suggest strategies for herbal product companies to improve customer satisfaction and increase market penetration in Coimbatore district.

## II. STATEMENT OF THE PROBLEM

Despite the rapid growth of the herbal products market in India, consumer satisfaction and buying behaviour in this segment remain inadequately studied, particularly at the district level. In Coimbatore district, the herbal product market is characterised by a wide variety of brands,



product categories, and price ranges, making purchase decisions challenging for consumers. While many consumers are motivated by a genuine desire for natural and chemical-free alternatives, they often encounter difficulties in evaluating product authenticity, ingredient efficacy, and value for money.

Several herbal products in the market make exaggerated claims regarding their benefits, leading to unmet consumer expectations and dissatisfaction. The absence of standardized quality benchmarks for herbal products, combined with limited consumer awareness about ingredient sourcing and manufacturing practices, creates a trust deficit in the market. Additionally, the premium pricing of many certified herbal products poses a barrier for price-sensitive consumers in Coimbatore. Small and medium herbal brands also struggle with inconsistent product availability across retail channels. This study therefore seeks to address these issues by comprehensively examining the buying behaviour and satisfaction levels of herbal product consumers in Coimbatore district, and by identifying the gaps that businesses must address to retain and grow their customer base.

### Limitations of the Study

- The study is confined to Coimbatore district and the findings may not be directly applicable to other regions of Tamil Nadu or India.
- The sample size of 100 respondents is relatively small, which may limit the generalizability of the findings.
- The study is based on self-reported data from respondents, which may be subject to personal bias and varying levels of product knowledge.

## III. RESEARCH METHODOLOGY

### 1. Research Design

The study adopts a descriptive and analytical research design to examine customer satisfaction and buying behaviour towards selected herbal products in Coimbatore district.

### 2. Data Collection

- **Primary Data:** Collected through structured questionnaires administered to herbal product consumers across retail outlets, pharmacies, supermarkets, and online herbal product users in Coimbatore district.
- **Secondary Data:** Gathered from journals, books, industry reports, Ayush Ministry publications, FICCI herbal industry reports, and previous research studies related to herbal consumer behaviour and satisfaction.

## IV. REVIEW OF LITERATURE

### Murugan & Selvi (2021)

Murugan and Selvi (2021) conducted a study on consumer awareness and buying behaviour towards herbal personal care products in Tamil Nadu. Their survey of 200

consumers revealed that 67% of respondents preferred herbal skincare products over synthetic alternatives primarily due to concerns about chemical side effects. The study found that product effectiveness and brand reputation were the two most significant factors influencing purchase decisions. The researchers also noted that younger consumers between the ages of 18 and 35 were more actively seeking out herbal alternatives driven by social media exposure and influencer endorsements. The authors concluded that herbal brands must invest in transparent ingredient communication and digital marketing to capture the growing youth segment effectively.

### Ponnusamy & Rajesh (2020)

Ponnusamy and Rajesh (2020) investigated the satisfaction levels of consumers towards Ayurvedic and herbal products in South Indian urban markets. Their research, which covered respondents from Chennai, Coimbatore, and Madurai, found that overall satisfaction was highest for herbal health supplements and immunity boosters, particularly in the post-COVID environment. The study identified that 72% of respondents reported being satisfied with the health benefits of herbal products, while dissatisfaction was most commonly linked to inconsistent product quality across different purchase occasions. The authors recommended that herbal companies implement stricter quality control processes and offer satisfaction guarantees to build lasting consumer trust.

### Lakshmi & Venkataraman (2022)

Lakshmi and Venkataraman (2022) explored the impact of health consciousness and lifestyle changes on herbal product consumption patterns in Coimbatore district. Their study of 180 respondents found a strong positive correlation between the level of health consciousness and the frequency of herbal product purchases. Respondents who reported high health awareness were three times more likely to make regular herbal product purchases compared to those with low health awareness. The study also found that word-of-mouth recommendations from family members and doctors were the most trusted sources of product information, surpassing advertising and social media. The authors concluded that community-level health awareness campaigns represent the most effective strategy for expanding the herbal product consumer base in Coimbatore.

## V. DATA ANALYSIS AND INTERPRETATION

Table 1: Level of Customer Satisfaction Towards Herbal Products

Satisfaction Level	Respondents	Percentage
Highly Satisfied	32	32%
Satisfied	40	40%



Neutral	18	18%
Dissatisfied	10	10%
Total	100	100%

**Interpretation**

The table reveals that 40% of respondents are satisfied with herbal products and 32% are highly satisfied, indicating an overall positive satisfaction level of 72% among consumers in Coimbatore district. However, 18% remain neutral and 10% are dissatisfied, suggesting that quality consistency and expectation management require attention from herbal product companies.

Table 2: Key Factors Influencing Herbal Product Purchase Decisions

Influencing Factor	Respondents	Percentage
Product Quality & Effectiveness	36	36%
Health Consciousness	28	28%
Brand Reputation & Trust	20	20%
Price & Affordability	16	16%
Total	100	100%

**Interpretation**

Product quality and effectiveness is the most influential factor in herbal product purchase decisions (36%), reflecting that consumers prioritise tangible health outcomes above all. Health consciousness ranks second (28%), underscoring the lifestyle-driven nature of herbal consumption. Brand reputation (20%) and price (16%) are secondary but significant considerations, indicating that while trust matters, affordability remains a concern for a segment of consumers in Coimbatore district.

**Findings**

- A significant majority of consumers in Coimbatore district (72%) report satisfaction with their herbal product experiences, reflecting growing acceptance of herbal alternatives.
- Product quality and effectiveness is the primary driver of herbal product purchase decisions, followed by health consciousness and brand reputation.
- Herbal skincare, haircare, and immunity supplement categories are the most widely purchased herbal product segments among respondents.
- Word-of-mouth recommendations from family, friends, and healthcare professionals are the most trusted channels for herbal product information in Coimbatore district.

- Price sensitivity and inconsistent product quality are the two most cited reasons for consumer dissatisfaction and brand switching in the herbal products segment.

**Suggestions**

- Herbal product companies should invest in robust quality assurance systems and third-party certification to ensure product consistency and build consumer confidence.
- Manufacturers should introduce affordable product variants and refill packs to address the price sensitivity concerns of middle and lower-income consumers in Coimbatore.
- Companies should strengthen their distribution networks to improve herbal product availability across pharmacies, supermarkets, and online platforms in Coimbatore district.
- Health awareness campaigns conducted in collaboration with local doctors, Ayurvedic practitioners, and community organizations should be expanded to educate consumers about the genuine benefits of herbal products.
- Digital marketing strategies using social media platforms, influencer partnerships, and customer review portals should be leveraged to build transparent and trust-based brand communication among younger consumers.

**VI. CONCLUSION**

The study concludes that consumer buying behaviour and satisfaction towards herbal products in Coimbatore district are shaped by a combination of health awareness, trust in natural ingredients, product quality, and brand reputation. The findings affirm that there is a strong and growing consumer base for herbal products in Coimbatore, driven by a conscious shift towards natural and chemical-free lifestyles. A substantial majority of consumers express satisfaction with their herbal product experiences, reflecting the positive perception of natural alternatives among the district's population.

However, the study also highlights that inconsistent product quality, premium pricing, and limited consumer awareness about ingredient efficacy remain significant barriers to deeper market penetration. For herbal product companies, addressing these challenges through quality standardisation, transparent communication, and inclusive pricing strategies will be essential to sustaining long-term customer loyalty. With the support of targeted health campaigns, stronger regulatory frameworks for herbal product labelling, and innovative digital engagement, the herbal products market in Coimbatore district holds immense potential to grow into a major contributor to India's expanding wellness economy.



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