



Impact on Biotique Herbal Products in Coimbatore

Sandra.D*, Iswarya.M.D, Priyadharsan.C and Niki Fantina Machado.P

Department of Master of International Business, Sri Krishna Arts and Science College, Coimbatore.

*Corresponding Author: sandrarosari5674@gmail.com

To Cite this Article

Sandra.D, Iswarya.M.D, Priyadharsan.C and Niki Fantina Machado.P. Impact on Biotique Herbal Products in Coimbatore. International Journal for Modern Trends in Science and Technology 2023, 9(04), pp. 306-315. <https://doi.org/10.46501/IJMTST0903044>

Article Info

Received: 10 March 2023; Accepted: 10 April 2023; Published: 16 April 2023.

ABSTRACT

India is a treasure trove of factory species and has one of the world's richest medicinal factory heritages. Medicinal shops are a rich source of remedial agents for the forestallment of conditions and affections and are considered largely recognized each over the world. As these shops have expansive consumption for medicinal purposes, the request has growth prospects. The Indian Medicinal Plant Extract request is projected to nurture at a CAGR of around 22. As a result of the substantial demand for medicinal excerpt in transnational requests, the new and being business houses can tap the fast- growing request which would induce huge earnings, and employment openings and contribute to the profitable development of the country. Until a decade ago, Indian consumers buying geste and opinions for particular care products were majorly told by celebrity announcements, brand names, and seductive wrapping. But moment due to expansion in internet use and social media, the consumers are well informed about chemicals invested in products and their side goods and conditions in the long run if similar non-herbal products are used uninterruptedly. With easy contact to information on the internet, consumers are making apprehensive and streamlining themselves about several brands in the request. They go through the constituents of products veritably well, read the other consumers reviews who use the same product and also decide which product will be suitable for their skin and hair type. moment we can observe that several brands are now moving towards chemical-free, organic, environmental free, aseptic and vegan, beast-free testing. colorful new brands and products in herbal particular care products are launched one-commerce platforms. The D2C (Direct to Consumers) route is the channel for which utmost brands are concluding. The digital revolution has made it easier for colorful brands to vend their herbal products to consumers fluently with home delivery, digital payments, price points and numerous further promotional offers. Through popular social media platforms headed by the likes of Instagram, Facebook, YouTube, and more, the mindfulness of advanced particular care products has exploded. Herbal products are advanced in pricing than non-herbal particular care products but products deliver value for plutocrat, are safe to use, and give client satisfaction. The ideal of this study is to understand and dissect the consumers perception and buying geste of herbal particular care products.

Keywords Herbal Personal Care Products, Social Media, Perception, And Buying Behaviour.

1. INTRODUCTION

Indians have been traditionally inclined towards natural products. In India sauces are used as drugs for a long time and also as important constituents in many

consumer products including ornamental products. There are multicolored types of savories that grow naturally in India as in other Asian native. Indian traditional has educated its people how to use herbals

for adorning, drug and for other purposes. Hence, it can be correctly said that operation of saucers as cosmetics was veritably popular among ancient people, who were using a variety of ornamental products both as restorative purpose as well as for enhancing beauty. Following ancient traditions, ultramodern day Indians also use herbals more in ornamental products for several reasons like natural origin, low price and eco-friendliness. Realising this fact cosmeceutical assiduity has responded to the consumers prospects by submerging the request with a diversity of products claiming to be natural. also, smash in the Indian fashion assiduity have also been linked to adding mindfulness among Indian woman about their look, increase in disposable income, artistic changes, station change, that accordingly contributed to the increase in the demand for ornamental products from the consumer's member. In Indian percipiences about a brand is important because Indian guests calculate on the appreciations of the people around us affect our decision to buy or not to buy the products. therefore in order to survive in the marketing terrain of a country like India, brands need to be deposited in the minds of people. grips are largely private and therefore fluently distorted. Herbal products relate to particulars that are set and reused with the help of the saucers. condiments are food rather than drug because they're complete, all natural and pure as nature intended. Herbal products are drugs deduced from shops. They're used as supplements to ameliorate health and good. Buying geste is the sum of a consumer's stations, preferences, intentions, and opinions regarding the consumer's bearing in the business when copping a product or service. The study of consumer conduct draws upon social wisdom disciplines of anthropology, psychology, sociology, and economics. If marketer wants concrete positioning than the precedence is to identify the consumers' buying deportment and marketer will be in better position to target that products and services to consumer. Buying actions is concentrated towards the requirements of individual, group and association. So, demand is to have proper understanding related to applicability of those requirements with consumers buying conduct. Beauty is an integral part of the Herbalife value proposition. Building confidence in your outside appearance can have a positive overall effect on your good. Herbal life believes that everyone can look

beautiful. After all, how you feel about yourself is seen in your expression, your posture and your address.

Objectives

- To identify the factors impacting buying conduct of herbal beautifying products.
- To determine the reason to buy and use herbal products.

Limitation

- This study is limited to Coimbatore quarter consumers only.
- The number of repliers is confined to 140.
- Time duration is 3 months.
- The conclusion and findings of the study are applicable only to Coimbatore megacity, it may not hold for other areas.

Research Methodology

Research Design

A exploration design is the arrangement of condition of collection and analysis of data in a manner that aims to combine applicability to the probing purpose with parsimony in procedure. This investigation work was grounded on descriptive design and under which, case study was used for the study. The use of descriptive design helps explain the prevailing condition of the miracle predicated on the current conditions of announcement impact on consumer buying actions and brands.

Descriptive research design

Descriptive exploration studies are those which are concerned with describing the characteristics of a particular existent, or for a group. The studies conversion whether with the specific forecast with history of data and characteristics concerning individualities, group or situation are all illustration of descriptive inquisition studies.

Sources of data

- Primary data
- Secondary data

Primary data

Primary data is a type of data that's collected by experimenters directly from main sources through questionnaire. The source of primary data is through questionnaire predicated on the aims

Secondary data

Secondary data is exploration data that has preliminarily been gathered through colorful sources. Secondary data is used to increase the slice size exploration studies and is also chosen for the effectiveness and speed that comes with using an formerly being resource. The secondary data were collected from books, journals, websites and other published sources.

Sampling design

A sample design is a definite plan for acquiring a sample from a given population. The orders of sampling design are

- Sampling technique
- Sample size

Sampling technique

In exploration, investigator has chose Coimbatore megacity for collection of data. The sample technique employed in this exploration is arbitrary sample. This system was used because it gave easy access to repliers. It also helped researchers have access to as multiplex clients as possible to respond to the questionnaires administered given to any replier who buys some product from the herbalife outlets.

Sample size

A total of 140 samples have been selected for the study.

Tools used for data analysis

- Simple percentage analysis
- Chi square
- Friedman ranking

2. REVIEW OF LITERATURE

Dr.G Kanagavalli (2019)¹ "Consumer perception of herbal products in Madurai city", she has examined that an herb is one among oldest, wide accepted, extremely appreciating flavouring merchandise. It is ought to reach each and every man for health. Nowadays flavouring merchandise believe to assist folks build their healthiness with the assistance of natural sources. The analysis concludes that client satisfaction plays a significant role in the usage of flavouring merchandise.

Sivaranjani, Yuvaraj (2019)² "Study on consumer awareness and preference towards ayurvedic products

in Coimbatore city" has been concluded that the people of Coimbatore city are well aware of herbal products and little majority of people are visiting Arya Vaidya sala for ayurvedic healthcare products and the people had not responded as per our estimation and hence the results might be little bit deviated from exact situation prevailing in India for herbal products.

Chattaraj, Dibyendu (2018)³ "Buying Behaviour of Herbal Cosmetics by Women Consumers" investigated the buying behaviour of women consumers on herbal cosmetics in Kolkata district of West Bengal. The findings of the study showed a significant relationship between age, household income, and education with frequency of purchasing herbal cosmetics. The results suggested that Promotion, Attributes, Worth of Purchasing, and Demonstration Effect influenced the buying behaviour of herbal cosmetics.

Saratha, A (2018)⁴ "Consumer Satisfaction on Personal Care Product of Hindusthan Unilever Limited With Reference To Thoothukudi," conducted in and around Thoothukudi and a sample of 60 respondents was taken. The study shows that consumers give more importance to the 'Price' of the personal care brands they buy. The finding of the study reveals that the maximum of the respondents is female and most of the respondents are graduates using HUL personal care Products

Bhatt, Kruti (2017)⁵ "A study on Consumer Buying Behaviour towards Cosmetic Products attempted to study the consumer buying behaviour towards cosmetics", he had concluded that 100 samples were taken from Navsari city, Gujarat and the study highlighted that people consider quality as the most important factor to purchase cosmetics. The findings may be used to marketers to design marketing strategy for cosmetics.

Joshi, G.R (2017)⁶ "Perception and Buying Behaviour of Modern Women Towards Personal Care Products" stated that Most of the consumers feel that there were chemicals in herbal, which cause many side effects, and started switching over to ayurvedic based cosmetics. The study concluded that, most of the respondents are aware about the herbal products. The people now are not considering the herbal as luxury.

K S Kavitha and Anish Fathima (2017)⁷ "Study on consumer satisfaction towards herbal products", concluded that herbs do not produce instant cure 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.

Rajeswari, P (2017)⁸ "A Study on Consumer Perception and Preference toward Ayurvedic Products with Special Reference To Patanjali Ayurvedic Products", she had stated that perceptions are highly subjective and thus easily distorted. In Indian perceptions about a particular brand are important because Indian customers rely on the perceptions of the people around us affect our decision to buy or not to buy the products.

Peenal Sankhla (2017)⁹ "A study on Consumer Buying Behaviour towards Cosmetic Products", described that cosmetic industry in India is one of the growing industries, marketers should know about the factors affecting purchase decision along with the attitude, perception and learning habits of consumer towards cosmetics. Study shows that Vaadi Herbals and Just Herbs are the most preferred cosmetic brands in Navsari city. People always consider quality as the most important factor while purchasing cosmetics and they also consider the advice of beautician. People consider cosmetics as necessary part of routine life which is positive insight for marketers of cosmetic product.

Anandrajan S., Sivagami T. (2016)¹⁰ "Consumer Purchase Decision Behaviour towards Cosmetics Marketing", studied consumer purchase decision behaviour towards cosmetic marketing. The aim of the study was to study consumer behaviour marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct Interview method was adopted to collect data. Simple and bi-variate tables were prepared from information collected. Percentage Analysis was used for analysing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufactures need to identify the need before marketing the cosmetic product.

Gurmeet Kaur (2016)¹¹ "A Study of Customer Satisfaction Towards Selected Herbal cosmetic products", she examined that 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.

Jose, Anu (2016)¹² "Perception and Buying Behaviour of Modern Women Towards Personal Care Products", conducted the comparative study of perception and consumer buying behaviour regarding personal care products. The personal care sector is one of the best and important sectors at the present time. There is a lot of future opportunity in this sector. The increasing trend of different cosmetic products, beauty care products, skin care products, hair care products etc fuels the market growing opportunity for cosmetic products.

Nagananthi, T (2016)¹³ "Consumers Brand Preference and Buying Behaviour of Cosmetic Products At Coimbatore City", she determined the relationship between the demographic factors with the brand preference of respondents towards branded cosmetics. Based on the analyses it is concluded that Himalaya brand has a very good market and Brand choice. The family size and number of earning members in the family of respondents do influence the brand preference.

Naresh, B (2016)¹⁴ "Impact of Perception on Consumer Purchase Behaviour of Herbal Product in India", he stated that several factors that influence the customer perception like individual's perception, perception based on price, brand, benefits, etc. These are elements of behavioural study of consumer. People use herbal products on daily basis and believe in the usage of herbal product and the herbal medication. Other than perception some external factors like media, doctors' opinions etc. Influence the purchase and use of herbal products.

Rajarajan, M (2016)¹⁵ "Consumer Buying Behaviour Towards Herbal Cosmetic Products In India", examined how the beauty of a person gives perceptual experience of pleasure or satisfaction. This study highlights the consumer behaviour towards herbal cosmetic products in India. The demand of herbal medicines is increasing rapidly due to their skin friendliness and lack of side effects.

Anute N., Dr. Deshmukh A. Prof. Khandagale A. (2015)¹⁶ "Consumer Buying behaviour towards cosmetic

products”, studied consumer buying behaviour towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

M. Banu Rekha, K. Gokila (2015)¹⁷ “A study on consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Coimbatore city”, analysed the consumer perception and satisfaction of women towards cosmetics 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 Cosmetics.

Gomathi D (2014)¹⁸ “Herbal cosmetics buying behaviour among women in Coimbatore city” attempted to study that the market of herbal cosmetic products in India is expected to grow at a rapid pace over the coming decades. The findings concluded that cosmetic manufactures should constantly analyse the patterns of buying behaviour and purchase decisions to predict the future trends. Herbal manufacturers are investing in research, constantly coming up with new and innovative technology and products that are resulting in more effective herbal cosmetics.

H.Hemant Kumar, A., franklin John, S., Senith, S., (2014)¹⁹ “A study on Factors Influencing Consumer Buying Behaviour in Cosmetic Products”, studied factors influencing consumer buying behaviour in cosmetic products. The main aim of study was to identify the factors influencing consumer buying behaviour along with to study influence of income level on consumer buying behaviour decisions. Data were collected from 500 respondents. Descriptive statistics including one way ANOVA was used for data analysis. They found that quality and price are the most important factors which can influence consumer buying behaviour

Kisan Shivajirao Desai (2014)²⁰ “A study on Consumer Buying Behaviour of Cosmetic Products in Kolhapur”, he stated that the research attempts to study the consumer buying behaviour of cosmetic products in an

Indian settings, specifically with reference to Kolhapur. The purpose of this paper is to investigate the various factors that has impact on buying decision of consumers. In this paper, respondents were selected by convenient sampling method and data was analysed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on buying behaviour.

Jawahar, J. Vidhya (2013)²¹ “Consumer attitude towards cosmetic products”, investigated the influence of attitude on cosmetics buying behaviour. The study had the objective of the attitudes do the customers have towards buying behaviour of cosmetic products. The result of the study confirms that age, occupation, marital status have positive influence towards cosmetic products. But income does not have any influence on the attitude towards cosmetic products.

Chang-Tzu-Chiang, Wan-ChenYu.(2010)²² “Female consumer behaviour in cosmetics market”, described the case study of female consumers in Hsinchu Area Taiwan. The main aim of study was to identify the attributes and value attached by female consumers towards cosmetics. Their demographic statistics were used in research study.390 samples were used to collect data. Factor analysis and anova were used for examining various hypotheses. Means End chain theory was used to understand the signification of product attribute valued by consumers.

Urvashi Makkar et al. (2007)²³ “A Comparative Study on the Impact of Skin Care Products on the Self-Esteem of Women Users and Non-Users in Coimbatore City”, observed that the increasing size of the middle class population in India, representing a growth of disposable income, has led to an increase in the demand for cosmetics. The customers have a strong positive attitude towards herbal cosmetics and these consumers are more inclined to purchase higher-priced products.

Dano et al (2003)²⁴ “Consumer perception for herbal cosmetic products”, stated cosmetics have been traditionally used by women to control their physical appearance and presumably, their physical attractiveness. Although the literature is by no means voluminous, several researchers have examined the psychological correlation and consequences of cosmetic use.

Melanine K Cumings (2001)²⁵ "Study on consumer preference towards herbal cosmetics products", concluded cosmetics are ubiquitous elements of women's consumer culture, one of the imperatives of contemporary life, and represent one of the most important ways women present and transform their public persona.

3. SIMPLE PERCENTAGE ANALYSIS

S.NO	RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE (%)
1.	Male	116	17.1
2.	Female	24	82.9
3.	15-20 years	12	8.6
4.	21-30 years	104	74.3
5.	31-40 years	17	12.1
6.	41-50 years	7	5
7.	Upto school level	7	5
8.	Under graduate	53	37.9
9.	Post graduate	74	52.9
10.	Diploma	6	4.3
11.	Government employee	3	2.1
12.	Private employee	26	18.6
13.	Professional	15	10.7
14.	Businessman	9	6.4
15.	Unemployed	20	14.3
16.	Student	67	47.9
17.	Single	96	68.6
18.	Married	44	31.4
19.	Nuclear	109	77.9
20.	Joint	31	22.1
21.	2 members	4	2.9
22.	3-4 members	108	77.1
23.	5 members	17	12.1
24.	Above 5 members	11	7.9
25.	Rs.20,000-30,000	39	27.9
26.	Rs.30,001-40,000	28	20

27.	Rs.40,001-50,000	40	28.6
28.	Above Rs.50,000	33	23.6
29.	Urban	59	42.1
30.	Rural	58	41.4
31.	Semi-urban	23	16.4
32.	Friends	75	53.6
33.	Neighbour	23	16.4
34.	Relatives	24	17.1
35.	Shopkeeper	18	12.9
36.	Youtube	53	37.9
37.	Instagram	64	45.7
38.	Newspapers	15	10.7
39.	Pamphlets	8	5.7
40.	Up to 1 year	58	41.4
41.	1-2	40	28.6
42.	2-3	26	18.6
43.	3-4	7	5
44.	Above 4	9	6.4
45.	Shampoo	68	48.6
46.	Hair oil	43	30.7
47.	Rose water	14	10
48.	Serum	21	15
49.	Face wash	62	44.3
50.	Cleanser	23	16.4
51.	Moisturiser/lotions	46	32.9
52.	Soap	39	27.9
53.	Hand sanitizer	16	11.4
54.	Toothpaste	20	14.3
55.	No side effect	76	54.3
56.	Good quality	75	53.6
57.	Fragrance	23	16.4
58.	Natural	67	47.9

	ingredients		
59	Fairness	20	14.3
60	Moisturise	24	17.1
61	Pimples/acne	12	8.6
62	Oily skin	8	5.7
63	Dry skin	5	3.6
64	Below 1000	83	59.3
65	1001-1500	36	25.7
66	1501-2000	17	12.1
67	Above 2000	4	2.9
68	Daily	35	25
69	Weekly once	36	25.7
70	Alternate days	38	21.7
71	Monthly	13	9.3
72	Occasionally	18	12.9
73	Only available in malls and not at every retail shop	59	42.1
74		Cost factor	41
75	Skin allergy & burning sensation	11	7.9
76	Not suitable for all skin type	29	20.7
77	Yes	128	91.4
78	No	12	8.6

Chi square test

Age compared with herbal products do not have side effect

Age	HS	N	S	Total
15-20	2 (16.7%)	2 (16.7%)	8 (66.7%)	12 (100%)
21-30	55 (52.9%)	8 (7.7%)	41 (39.4%)	104 (100%)
31-40	10 (58.8%)	1 (5.9%)	6 (35.3%)	17 (100%)
41-50	4 (57.1%)	2 (28.6%)	1 (14.3%)	7 (100%)
Total	71	13	56	140

	(50.7%)	(9.3%)	(40%)	(100%)
--	---------	--------	-------	--------

It clearly shows that from the above table, respondents 16.7% of age group between 15-20, 55 respondents 52.9% of 21-30, 10 respondents 58.8% of 31-40 and 4 respondents 57.1% of 41-50 were highly satisfied with herbal products do not have side effect.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.515 ^a	6	.105
Likelihood Ratio	10.411	6	.108
N of Valid Cases	140		

The calculated chi square value (0.105) is higher than 0.05 (5%) level of significance. Therefore, it evidently suggests that there is no significant relationship between age and herbal products do not have side effect. Hence null hypothesis is accepted.

Monthly income compared with price is reliable

Monthly income	D	HS	N	S	Total
20,000-30,000	2 (5.1%)	9 (23.1%)	10 (25.6%)	18 (46.2%)	39 (100%)
30,001-40,000	1 (0.0%)	6 (25.6%)	5 (17.9)	16 (57.1%)	28 (100%)
40,001-50,000	2 (0.0%)	8 (25.0%)	13 (32.5%)	17 (42.5%)	40 (100%)
Above 50,000	1 (0.0%)	6 (21.2%)	6 (18.2%)	20 (60.6%)	33 (100%)
Total	2 (1.4%)	33 (23.6%)	34 (24.3%)	71 (50.7%)	140 (100%)

It is evident from the above table, respondents 5.1% of monthly income between 20,000-30,000, 1 respondent 0.0% of income between 30,001-40,000, 2 respondents 0.0% of income between 40,001-50,000 and 1 respondent 0.0% of above 50,000 were dissatisfied with price is reliable.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.001 ^a	9	.437
Likelihood Ratio	8.914	9	.445
N of Valid Cases	140		

The calculated chi square value (0.437) is higher than 0.05 (5%) level of significance. So there is strong evidence that there is no significant relationship between monthly income and price is reliable, hence null hypothesis is accepted.

Gender compared with fragrance makes attractive for respondents

Gender	D	HD	HS	N	S	Total
Female	6 (5.2%)	2 (1.7%)	24 (20.7%)	29 (25.0%)	55 (47.4%)	116 (100%)
Male	1 (0.0%)	1 (1.0%)	4 (16.7%)	16 (66.7%)	2 (16.7%)	24 (100%)
Total	6 (4.3%)	2 (1.4%)	28 (20.0%)	45 (32.1%)	59 (42.1%)	140 (100%)

It is clear from the above table, 6 female respondents 5.2% and 1 male respondent 0.0% were dissatisfied with fragrance makes more attractive for respondents.

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	17.018 ^a	4	.002
Likelihood Ratio	17.488	4	.002
N of Valid Cases	140		

The chi square test gave a P-value of P (0.002) which is lower than 0.05 (5%) level of significance. It clearly shows that from the above table, there is significant relationship between the gender and fragrance makes more attractive for respondents. Hence alternative hypothesis is acceptable.

Occupation compared with quality of herbal product

Occupation	D	HD	HS	N	S	Total
Businessman	1 (11.1%)	1 (1.5%)	3 (33.3%)	2 (22.2%)	3 (33.3%)	10 (100%)
Government employee	1 (1.7%)	1 (1.2%)	1 (1.0%)	1 (33.3%)	2 (66.7)	6 (100%)
Private employee	1 (0.0%)	1 (3.8%)	7 (26.9%)	7 (26.9%)	11 (42.3%)	27 (100%)
Professional	2 (3.0%)	2 (2.0%)	4 (26.7%)	6 (40.0%)	5 (33.3%)	19 (100%)
Student	3 (4.5%)	1 (1.5%)	11 (55.0%)	4 (20.0%)	5 (25.0%)	22 (100%)
Unemployed	1 (3.2%)	1 (2.0%)	11 (55.0%)	4 (20.0%)	5 (25.0%)	22 (100%)
Total	4 (2.9%)	2 (1.4%)	44 (31.4%)	31 (22.1%)	59 (42.1%)	140 (100%)

From the above table compared with occupation, 3 (33.3%) businessman, 2 (66.7%) government employee, 11 (42.3%) private employee, 5 (33.3%) professional, 5 (25.0%) students and 5 (25.0%) unemployed were satisfied with quality of herbal product.

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	17.994 ^a	20	.588
Likelihood Ratio	19.265	20	.505
N of Valid Cases	140		

The calculated chi square value (0.588) is higher than 0.05 (5%) level of significance. Therefore, it is concluded that there is no significant relationship between occupation and quality of herbal products. Hence null hypothesis is accepted

Gender compared with biotique products are organical

Gender	D	HD	HS	N	S	Total
Female	5 (4.3%)	2 (1.7%)	22 (19.0%)	20 (17.2%)	67 (57.8%)	116 (100%)
Male	1 (2.3%)	1 (1.2%)	2 (12.5%)	10 (45.8%)	10 (41.7%)	24 (100)
Total	5 (3.6%)	2 (1.4%)	25 (17.9%)	31 (22.1%)	77 (55.0%)	140 (100%)

It is evident from the above table, 22 (19.0%) female respondents and 2 (12.5%) of male respondents were highly satisfied with biotique products are organical

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	10.192 ^a	4	.037
Likelihood Ratio	10.144	4	.038
N of Valid Cases	140		

The chi square test gave a P-value of P (0.37) is higher than 0.05 (5%) level of significance. So there is strong evidence to suggest there is no relationship between the gender and biotique products are organical, hence null hypothesis is accepted.

Friedman ranking

Ranking factors

S. No	Products	Mean score	Mean rank
1.	Shampoo	4.51	X
2.	Hair oil	5.02	IX
3.	Face wash	5.26	VIII

4.	Hand sanitizer	5.42	VII
5.	Rose water	5.65	V
6.	Serum	5.84	III
7.	Cleanser	6.21	I
8.	Moisturiser	5.93	II
9.	Toothpaste	5.70	IV
10.	Soap	5.45	VI

Based on mean score values rank has been arranged. The tool used for ranking is Friedman Ranking technique. It clearly shows that from the above table, (4.51) of them ranked shampoo, (5.02) for hair oil, (5.26) for face wash, (5.42) for hand sanitizer, (5.65) for rose water, (5.84) for serum, (6.21) for cleanser, (5.93) for moisturiser, (5.70) for toothpaste and (5.45) for soap.

The highest mean score (6.21) has chosen cleanser and ranked I.

4. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

Simple percentage analysis

- Majority (82.9%) of the respondents are female.
- Most (74.3%) of the respondents are in the age group of 21-30 years.
- Majority (52.9%) of the respondents are post graduate.
- (47.9%) of the respondents are student.
- Majority (68.6%) of the respondents are single.
- Most (77.9%) of the respondents belong to nuclear family.
- Majority (77.1%) of the respondents have three to four members in their family.
- (28.6%) of the respondents have monthly income between 40,001-50,000.
- (42.1%) of the respondents live in urban area.
- Majority (53.6%) of the respondents know about the biotique product through friends.
- (45.7%) of the respondents influenced through Instagram.
- (41.4%) of the respondents are using the products up to 1 year.
- (48.6%) of the respondents used shampoo.
- Majority (54.3%) of the respondents buy biotique products for the reason of no side effect.
- Majority (59.3%) of the respondents spend amount below 1000.
- (25.7%) of the respondents use biotique products weekly once.

- (42.1%) of the respondents faced the problem of non-availability.
- Majority (91.4%) of the respondents said that they will recommend this products to others.

Chi square test

1. The calculated chi square value (0.105) is higher than 0.05 (5%) level of significance. Therefore, it evidently suggests that there is no significant relationship between age and herbal products do not have side effect. Hence null hypothesis is accepted.
2. The calculated chi square value (0.437) is higher than 0.05 (5%) level of significance. So there is strong evidence that there is no significant relationship between monthly income and price is reliable, hence null hypothesis is accepted.
3. The chi square test gave a P-value of P (0.002) which is lower than 0.05 (5%) level of significance. It clearly shows that from the above table, there is significant relationship between the gender and fragrance makes more attractive for respondents. Hence alternative hypothesis is acceptable.
4. The calculated chi square value (0.588) is higher than 0.05 (5%) level of significance. Therefore, it is concluded that there is no significant relationship between occupation and quality of herbal products. Hence null hypothesis is accepted.
5. The chi square test gave a P-value of P (0.37) is higher than 0.05 (5%) level of significance. So there is strong evidence to suggest there is no relationship between the gender and biotique products are organical, hence null hypothesis is accepted.

Friedman ranking technique

- Based on mean score values rank has been arranged. The tool used for ranking is Friedman Ranking technique. It clearly shows that from the above table, (4.51) of them ranked shampoo, (5.02) for hair oil, (5.26) for face wash, (5.42) for hand sanitizer, (5.65) for rose water, (5.84) for serum, (6.21) for cleanser, (5.93) for moisturiser, (5.70) for toothpaste and (5.45) for soap. The highest mean score (6.21) has chosen cleanser and ranked I.

5. SUGGESTIONS

Mindfulness to be created for consumers through announcement so they can get an idea of the biotique products. As per the findings of the study, it's suggested

that consumers are awaiting further information to buy the herbal products, hence the herbal product companies should concentrate on that. Abatements for products can be given to guests and also they can expand their kinds and styles. Cosmetic manufactures should constantly assay the patterns of buying geste and purchase opinions to prognosticate the unborn trends. The products areeco-friendly, genuine products since consumers worldwide are going green and this is especially true in the cosmetics request. The request share of natural grounded products has been adding gradationally. Cosmetic manufacturers are decreasingly feeling pressurized to concentrate on sustainability and reduce that can beget environmental hazards by the chemical operation or products request and develop further shops for herbal products.

6. CONCLUSION

Herbs is one of the oldest, extensively accepted, largely appreciated herbal products. It should reach every man for their health. There's a need for educating the consumers and mindfulness about herbal products. moment herbal products believe to help people make their good health with the help of natural sources. The present study aimed at studying the buying geste of herbal products. The study portrayed veritably intriguing results and therefore it's concluded from the study that womanish guests are most attracted by the herbal products and influence to buy the herbal products. The study proved that there's a significant variation among gender and income position on the buying geste of herbal products. It could be concluded from the study that buying geste of womanish individualities is more told by the herbal products. People feel herbal cosmetics aren't duly retailed as compared to artificial cosmetics. Hence, utmost of the products and brands which are available in the request generally goesun-noticed. Biotique, a herbal brand isn't announced to a large and herbal above price as a factor while copping a dress. thus, it can be seen that for a ornamental to be successful, it should be of good quality.

Conflict of interest statement

Authors declare that they do not have any conflict of interest.

REFERENCES

- [1] <https://www.nal.usda.gov/ref/herbs.html>
- [2] <https://www.nal.usda.gov/afsic/AFSIC-pubs/mherb.htm>
- [3] <https://www.sciencedirect.com/topics/medicine-and-dentistry/herbal-product>
- [4] <http://www.cosmeticaitalia.it/foreign-cosmetic-industry.html>
- [5] www.scribid.com