MARKETING STIMULUS THAT AFFECT CONSUMER PURCHASE PATTERN OF HERBAL PRODUCTS IN INDIA

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MASTER OF BUSINESS ADMINISTRATION

By

PUSHPESH

Register no. 1627123

Under the Guidance of

PROF. VASUDEVAN M

Institute of management

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DECLARATION CERTIFICATE

This is to certify that the project entitled "Marketing stimulus that affect consumer purchase pattern of herbal products in India" is in partial fulfilment of the requirement for the award of degree for Master of Business Administration of Institute of Management Christ University, Bengaluru. It is an authentic work carried out under my supervision and guidance.

To the best of my knowledge the content of this project does not form a basis for the award of any previous degree to anyone else.

DATE:

(Prof. Vasudevan M)
Institute of Management,
Christ, Bengaluru.

CERTIFICATE OF APPROVAL

The foregoing project entitled "Marketing stimulus that affect consumer purchase pattern of herbal products in India" is hereby approved as a creditable study of research topic and has been presented in satisfactory manner to warrant its acceptance as prerequisite to the degree for which it has been submitted. It is understood that by the approval, the undersigned do not necessarily endorse any conclusion drawn or opinion expressed therein, but approve the project for the purpose for which it is submitted.

(Internal examiner)

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Pushpesh
(1627123)

ABSTRACT

The reason for this quantitative research was to build up a top to bottom comprehension of promoting jolt that impact buy design in India. The examination gave an intensive comprehension of Indian green shopper's example by catching their actual considerations, sentiments and encounters with regards to their buy and utilization of green items. The outcomes outlined that Product, Price, Place and advancement and affected green buy design in India. Boundaries, for example, value green items, and absence of assortment of items classification and size, deficient green promoting, absence of self-adequacy, and absence of help or administrations hindered the buy of green items and green practices of Indian green customers. The discoveries underlined that statistic impacts assumed a vital part in influencing Purchase example of Herbal items practices in India. In light of the investigation's discoveries, suggestions is made for the advertisers, and makers of Herbal items.

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CHAPTER I

INTRODUCTION

1. Introduction

At contemporary, individuals are ending up more attentive of the threat from manufactured items including Medicine, nourishment, and other products which are produced using human-incorporated chemicals and pollutes the earth. This has caused an expansion mindfulness about the earth and individuals' own wellbeing, which prompts changes in the pattern of buyer's inclinations and purchase. That is, aside from thinking about quality and value, purchasers now think about the impacts of the item on their wellbeing and condition. This has prompted the rise of green promoting. Rising green advertising has helped home grown items to augment the two its market and number of Consumers. This will proceed until the point that it winds up noticeable this century.

Right now, there is a substantial exhibit of Herbal items produced using herbs, for example cucumber, tamarind, and Aloe Vera. Their fame is expanding which makes the market grow. Because of this, Companies are turning their thoughtfulness regarding delivering home grown items which incorporates natural cleanser, home grown cleanser, and home grown face treatment items and so forth. Indian shoppers are more disposed towards regular and home grown items. The natural item industry is relied upon to develop at a rate of 12% in India.

The Indian Herbal industry has developed by a wide margin. There were numerous global brands, which entered the nation after the approach of financial progression. One next to the other, the Indian Herbal Product showcase extended. The expansion in the white collar class populace with dispensable livelihoods and expanding wellbeing and form care can be thought to be the main considerations behind the expanding interest of Herbal items that are for the most part home grown and accompanied an affirmation of high caliber.

In this manner, Herbal makers have created techniques to infiltrate more Indian markets. In any case, the assembling of home grown Products in India still does not have a strong buyer base. Neighborhood makers need information on principles and directions to enroll items and can't pick up acknowledgment and unwavering quality from buyers. This exploration examine on the advertising boost that influences purchaser choice of home grown Products in India.

1.1 Industry Insights

The overall characteristic pharmaceutical market appraise was regarded at USD 71.19 billion out of 2016 and is depended upon to show productive improvement over the figure time period. The extension is credited to the growing slant of buyers towards standard drugs (Ayurveda, Unani and Traditional Chinese Medicine) which don't cause overdose toxic quality and have less manifestations. Furthermore, extending noteworthy research theories and financing will support the market advancement in not all that far off future.

The overall plant-decided things grandstand is depended upon to get drive over the expected period as a result of the negligible exertion of home developed meds stood out from allopathy. These medicines are seeing immense idea at an overall level. For instance, in China, this edge was used to treat outrageous extreme respiratory issue (SARS). Extending slant for fiscally clever treatment choices for various helpful conditions, for instance, cold and hack, kidney issue, stomach related issues and chest obstruct is anticipated to update the further affirmation of these medicine outlines far and wide.

The regular plants with a couple of therapeutic properties are used to treat a collection of affliction conditions. In addition, a lone plant may contain various invention constituents, for instance, phenols, glycosides, polysaccharides, alkaloids, pitches, and terpenoids which demonstrate healing activities more than one restorative conditions.

For instance, unique polyphenolic blends, for instance, tannins, curcumin, flavonoids, and gallacatechins are considered to have threatening to development properties and are depended upon to get reputation inferable from growing inescapability of tumor. In addition, high treatment cost of tumor joined with pipeline programs revealing against threat activities of plants is required to extend the usage of these in various medications. Home developed pharmaceuticals are characterized in estimations structures, for instance, tablets and cases, powders, expels, pastes, gels, and oils. Tablets and cases give estimation accuracy appeared differently in relation to other dosage outlines. Along these lines, the segment is required to record the speediest improvement over the check time period. Poor regulatory framework over the globe and less number of associations giving learning of home developed therapeutics as a result of nonappearance of relevant research affirm are depended upon to disappoint the market advancement.

The concentrates territory made a compensation of USD 27.1 billion out of 2016 and is relied on to achieve USD 44.6 billion by 2024. Higher ingestion rates of packs in examination with different

estimations shapes should drive the market over the figure time allocation. Properties, for example, spillage and horrifying scent tie the use of concentrates. Tablets and holders piece is required to witness the snappiest change inferable from growing choice of tablets over different estimations outlines. Besides, tablets are definitely not hard to pass on, which gives it ideal position over various plans and now for the most part made powders are being open as tablets and holders which give higher estimations exactness.

In 2016, Europe directed the overall home developed pharmaceutical market and is required to hold the offer in the midst of the check time span as well. Affiliations, for instance, British Herbal Medicine Association and European Herbal and Traditional Medicine Practitioners Association (EHTPA) propel the use of these elective pharmaceuticals in European area by dealing with various workshops and addition the care concerning preferences of using regular cures. Additionally, high versatility with respect to the dispatch of these things in the European Union is an essential contributing variable for the market improvement in this locale.

Asia Pacific is depended upon to exhibit the speediest improvement over the expected period in light of extending cognizance of these things which join pharmaceuticals, dietary supplements, and sound skin things. India and China being the genuine markets for home developed remedial things in the area, these countries have a strong establishment. The Ayurveda structure from India has been giving treatment decisions to various messes related to the respiratory system and stomach related structure since ages. Plus, the constant example of traditional pharmaceutical usage is required to help the advancement of the market.

1.2 Competitive Landscape

The overall market is abundantly partitioned in nature in light of the proximity of little players. Also, the use of therapeutic plants on a family level makes the business messy. Proximity of various nearby players restricted to their region has a predominant offer. Besides, the genuine accomplices in the business consolidate Tsumura and CO., Dr. Willmar Schwabe India Pvt. Ltd., Blackmores and nature's answer.

The creators are concentrating on upgrading the idea of home developed things. Furthermore, creative movements, for instance, improved extraction strategies and equipment sent by overall players and furthermore nearby players to keep up the thing quality along these lines rendering market viability.

CHAPTER II

REVIEW OF LITERATURE

2. Review of literature

Maneesong Pathomviriya (2009) contemplated the home grown beauty care products showcase, concentrating on the impression of purchasers, and found that the most famous item is natural cleanser. The purpose behind utilizing Thai home grown beautifiers is the want to experiment with the item and following 1-3 years of exploratory utilize, buyers are probably going to choose whether or not to utilize the items themselves. Purchasers are centered on the nature of items. For first time utilize, purchasers are intrigued for the most part in light of companions and prominence of plugs. Buyers are for the most part made at characteristic herbs store. When looking at customer's discernments on the showcasing techniques of Thai home grown beautifying agents, isolating by sex, age, nationality, religion, pay rates, employment and training, it is discovered that, as a rule, it doesn't vary.

Jiradej and Aranya ManoSroy (2008) contemplated how to form herbs into items ready to contend globally. In conclusion to their examinations, prevalent items are those, for example, antiaging items, hair development, and thinning items. Purchasers center on fantastic items and items that are sheltered. Items line of home grown had 10 items with a sufficiently astounding to contend universally, including aloe Vera, pepper, turmeric, mulberry, tamarind, pueraria mirifica, Alata, Asiatic Pennywort, Paniculata, Zingiberaceae.

Purchaser Protection Organizations (2007) express that there is a high development rate of healthy skin items, particularly beautifying agents, in Thailand and universally. Typically, corrective items appreciate a development of around 10% a year, yet for common items, implying that there are elements of herbs, there is development of around 25% a year throughout the following five years. This is because of an expansion in the want for home grown items. Home grown beauty care products have earned more unwavering quality for their wellbeing and use than items that incorporate fixings from creatures. This is caused by the different illnesses found with creatures in the course of the most recent couple of years, including frantic bovine infection. Accordingly, the prominence of creatures diminish and the notoriety for plant-influenced items to have risen.

Li (2003) expressed natural beautifying agents are viewed as extravagance things before. These days, natural beauty care products have been assuming an imperative part among buyer merchandise in Hong Kong. For buyers, natural beautifiers have turned out to be one of our day by day items. Home grown beauty care products are not any more the extravagance things, however have moved toward becoming necessities for female shoppers.

Duff (2007) researched the specialty advertise in ladies' natural beauty care products and watched that home grown beautifying agents purchasers were winding up more form cognizant and were requesting items with more appealing plan; besides, buyers tend to utilize distinctive cosmetics outlines for different occasions. It is further contended that plan or visual appearance is the essential piece of the item, which incorporates line, shape and subtle elements influencing customer observation towards a brand. As indicated by Joel R. Evans and Barry Berman (2009), statistic, social and mental variables influence the way last buyers settle on decisions and can enable a firm to see how individuals utilize the choice procedure. A rich buyer would travel through the procedure more rapidly than a center pay one because of less money related hazard. A shaky shopper would invest more energy devouring choices than a protected one.

Sproles and Kendall (1986) characterized mold cognizance as a familiarity with new plans, changing designs and appealing styling and also the want to purchase something energizing and stylish. They additionally watched that brands that supply a la mode bundles of highlights can pull in faithful customers who are design cognizant. Design pioneers or devotees generally buy or proceed with over and over to buy their items in stores that are very trendy. They pick up fulfillment from utilizing the most recent brands and plans which additionally fulfills the shopper's inner self.

2.1 Latest Developments in Herbal Cosmetic Industry

According to Indian Cosmetic Sector Analysis (2009-2013), the Indian home developed beautifiers industry is depended upon to witness fast advancement rate in the restoring quite a while on the of an extension in the usage of brilliance things inferable from creating optional income of the salaried class families and developing lifestyle. Market players are getting lucrative and awesome open entryways as people have ended up being more perfection discerning in light of changing lifestyle and spreading client care. Indian home developed improving specialists industry is set for an important improvement depending upon the capacity of the creators to feature their things. Things that claim to energize cells, constrain pores, and restore hydration have made a $83 billion general market.

Everything considered, the confident evaluation of the private remedial and toiletries industry show that with an extended care ascending in common India, its size is prepared to create in the

accompanying 2-3 years to the tune of around US$1,400 million from the present level of US$950 million.

Till then India's per capita use of helpful and toiletries things could be keeping pace with that of China which at the present time stays at US$1.5, says the Associated Chambers of Commerce and Industry of India (Assocham) examination

2.2 Herbal Cosmetics Industry: The Indian Makeover

The worldwide restorative industry has been enraptured by India in an entrancing way – the world's second most crowded nation has seen a colossal development of the home grown beautifiers industry. Presently, the market size of the natural makeup industry in India is assessed to be worth US$1.5 billion, and is anticipated to reach nearly US$3 billion by 2015. The business has been developing at a yearly rate of very nearly 20 for each penny, which is twice as quick as that of the United States or Europe. A market surge of 19 for each penny compound yearly development rate is expected till the year 2015. Assocham has distributed an overview which expressed that 65 for each penny of the young people asserted that their use on marked natural beauty care products had expanded 75 for each penny in the previous 10 years. Not at all like the western nations, where 55 or more age classification is the objective gathering, in India the objective range is from 30 or more age gathering. Indian men are progressively taking to home grown beauty care products with men's close to home care section evaluated at over $200 million. At the point when contrasted with their female partners, the cost of the male portion has announced an ascent of around 80 for each penny over this period. India's import of home grown beautifying agents, magnificence items and moderate crude materials, for example, basic oils is near $400 million every year. Real driving components for this industry have been the enhanced buying force and rising design awareness among the populace. Expanded levels of brand publicizing have likewise caught the creative energy and attention to the general population. Another factor which has helped the development is the higher spending energy of Indian ladies attributable to their being set at better paying employments since the most recent decade. The Indian motion picture industry and its changing style have likewise made an effect on the young over the significance of preparing and being in vogue.

The corrective market takes into account all areas of the majority, offering items extending from a negligible $2 to about $1,000. The higher-end advertise extend is thought to be inside $20 to

$200, while the center market expends items that are estimated underneath $20. The expanded brand mindfulness has likewise supported the development of numerous brands, for example, L'Oréal, Maybelline and Lakme and so on. Individuals have likewise familiar with the significance of nature of items. This adjustment in viewpoint towards nature of items and mental self view can be seen overall in rustic India where the two men and ladies have turned out to be cognizant about their looks and fashion propensities. Remote players have effectively perceived the significance of taking advantage of the undiscovered Indian country advertise which contains about 70 for each penny of the Indian populace, i.e. about 828 million individuals. To profit by the general market, numerous corrective mammoths, for example, L'Oréal, have set up inquire about offices, putting millions in India to grasp the change and give themselves a makeover.

The discretionary cashflow of the urban Indian youth is settling on them select better decisions, assuredly as far as preparing. Additionally, the changing outlook of the general population has energized a much luxurious way to deal with consumption. The makeover of the Indian corrective industry has surely worked for the two India and its financial specialists, and it positively looks set to awe. In the previous three years, the Indian health industry which incorporates thinning items and administrations, wellness administrations and gear and restorative medications has seen a most noteworthy development of around 490 billion. Out of which 40 for every penny is contributed by administrations segment in the market. The magnificence mind showcase comprises of salons, restorative treatment focuses and corrective items which is at present evaluated to be around 190-200 billion is required to reach more than 400 million by 2015 and thus liable to end up the principle supporter of the development of Indian wellbeing industry.

Home grown beautifying agents, cosmetics and design have been around for a few hundred years, and individuals lean toward individual prosperity substantially more than individual cleanliness. Thus items and administrations from the wellbeing area alongside therapeutic and characteristic home grown makeup have turned into the most recent pattern in the magnificence and natural beauty care products industry and this industry is likewise drawing in the consideration of wellbeing authorities and legislators.

2.3 Consumer Behavior Model

In quite a bit of existing buyer conduct inquire about, green purchasing conduct has been examined as a motivational inclination of an individual purchaser (Moisander, 2007). Solomon (2009) calls attention to that shopper inspiration thinks about address inquiries of how utilization related conduct is begun, managed, coordinated, and ceased. Subsequently, in shopper conduct explore, an intention is normally comprehended as an explanation behind conduct. As per McCarty and Shrum (2001), green purchasing conduct inspirations are not quite the same as other general buy related purchaser practices. Taking part in a general buy conduct is driven by an evaluation of its advantages and costs that are significant exclusively to the individual buyer playing out the conduct (Kim and Choi, 2005). By differentiate, earth cognizant conduct is probably not going to convey moment individual pick up

or on the other hand satisfaction, yet rather, the future-situated result that frequently benefits society in general (McCarty and Shrum, 2001). Appropriately, late research has concentrated on distinguishing key components rousing ecologically cognizant conduct, including people's worries about the earth, their convictions about their capacity to lighten the issue, and a general introduction towards the welfare of others or towards their association with others (McCarty and Shrum, 2001). In any case, in spite of proceeded with endeavors and research, it is as yet hard to foresee purchaser acknowledgment of ace natural conduct (Kim and Choi, 2005).

2.4 Value-Attitude-Behavior Model

Esteem Attitude-Behavior display (Homer and Kahle, 1988) has been broadly connected in different non utilization and utilization related investigations. The model clarifies the succession of significant worth mentality conduct chain of importance: The impact ought to hypothetically spill out of dynamic esteems to mid-go dispositions to particular conduct. As such, values impact mentality, and disposition thus, impacts conduct. In spite of the fact that this model can be found in different natural investigations, the contentions on the immediate and aberrant impacts of qualities on ecological conduct (Kim, 2005) and the disposition conduct hole are as yet uncertain (Mainieri et al., 1997). Past investigations have detailed a positive connection between natural mentality and genius ecological conduct (Kim and Choi, 2005) and natural state of mind and green buy conduct (Kim and Choi, 2005; Tilikidou, 2007; Schlegelmilch, Bohlen, and Diamantopoulos, 1996). In any case, the qualities of the disposition conduct relationship have been questionable.

For instance, Diamantopoulos et al. (1994) discovered feeble however noteworthy connections between a wide measure of ecological dispositions and the buy of reused paper items, items not tried on creatures, and ozone amicable vaporizers. Bamberg's (2003) examine additionally demonstrated the frail direct connection between natural mentality and particular ecological conduct. In any case, a conceivable clarification for the low connections amongst's mentality and conduct is the off base supposition that general states of mind, for example, natural concern are immediate determinants of particular practices. Bamberg (2003) contended that exclusive circumstance particular discernments are immediate determinants of particular practices; in this way, future research ought not see natural worry as an immediate indicator, and rather it ought to be seen as a circuitous determinant of particular ecological conduct.

2.5 Purchase Decision Process

The most perceived model of purchaser buy basic leadership was proposed by Engel, Blackwell, and Kollat (1978). The model partitions the purchaser buy basic leadership into five phases: issue acknowledgment, data look, elective assessment, buy choice, and post buy conduct. Issue acknowledgment happens in light of the fact that a buyer's present ownership breakdowns or the purchaser has a want for something new. Once the buyer perceives an issue and considers it to be adequately critical to warrant some activity, he or she starts the data look process. This pursuit may go from essentially filtering their memory to figure out what they have done before to determine a similar sort of issue, to broad hands on work where the buyer counsels an assortment of sources to store up however much data as could reasonably be expected. In the assessment of options arrange, a decision elective is assessed and chosen to address the purchaser's issues. The evaluative criteria utilized by buyers amid the basic leadership process relies upon a few factors, for example, situational impact, inspiration, and information. In the wake of sufficiently increasing data, the customer will apply the criteria to look at and assess choices and settle on a choice. At that point the customer buys, expends, and takes part in post buy conduct.

The greater part of the phases in the customer buy choice process are affected and formed by numerous variables and determinants that are called singular contrasts; these incorporate a person's one of a kind states of mind, values, subjective standards, and heuristics. As far as ace natural buy choices, singular contrasts impact the probability that a man will settle on expert ecological buy choices in the shopper commercial center (Peattie, 1995).

To better clarify green buy conduct in connection to the buy choice process, Peattie (1995) outlined the distinctions in questions purchasers with worry for the earth (green buyer) and buyers with no worry for nature would ask in connection to the five stages of the purchasing procedure. Peattie (1995) found that all through the procedure, the normal purchaser for the most part asks: What do I need? Where's my rundown of costs and highlights? What are the advantages for me? What might I buy? How soon would i be able to get one? What's more, when should I purchase another one? Notwithstanding those inquiries, the green customer likewise brings up issues, for example, do I truly require it? Where's my reasonable purchaser direct? What are the socio-ecological expenses? Should I make a buy? To what extent would i be able to manage without one? To what extent would i be able to make it last? What's more, how might I best utilize the old one? Peattie (1995) recommended that these twofold inquiries underline the undecided character of items: on one hand, items make financial esteems; then again, they likewise affect the natural and social conditions. Along these lines, to enough comprehend green utilization, every individual's utilization conduct must be seen as a progression of procurement choices.

2.6 Previous Research on Green Consumption

Numerous researches have been done to determine the characteristics of a green consumer, and a significant amount of evidence suggests a wide variety of factors influence green purchase behavior. Previous studies have focused on examining the factors affecting environmental purchasing behavior such as demographics, values, attitudes, environmental knowledge, and green marketing. These factors have been acknowledged as an important determinant of green purchase behavior.

2.7 Demographics

Earlier research on the statistic profiles of naturally cognizant buyers has shown critical relationships between's sure socioeconomics and earth cognizant practices (Anderson and Cunningham, 1972; Kinnear, Taylor, and Ahmed, 1974; Vanliere and Dunlap, 1980). These statistic factors incorporate sexual orientation, age, training, salary, and district of living arrangement (Goldsmith and Flynn, 1991). A lot of research likewise proposes that ecologically cognizant customers have a tendency to be youthful, profoundly taught females; originate from family units with higher salaries; and have higher word related statuses (Hines, Hungerford, and

Tomera, 1987). Sexual orientation has beforehand been found to influentially affect expert ecological conduct. For instance, Davidson and Freudenburg (1996) found that in spite of the fact that guys have a more noteworthy learning of natural issues, females have a more prominent worry for ecological issues and take an interest all the more frequently in earth defensive practices, for example, reusing or vitality protection (Steel, 1996). Ladies are additionally more inclined to be dynamic in natural arrangement issues (Steel, 1996). Further, these sexual orientation contrasts are more noteworthy among more established grown-ups contrasted with youthful grown-ups (Steel, 1996), and they are accepted to be because of the shifting socialization examples of young men and young ladies (Schahn and Holzer, 1990). A later report by Gilg, Barr, and Ford (2005) affirmed the discoveries that females are more earth dynamic than guys. Additionally, ladies are known to have a more noteworthy saw hazard than men, which comprehends that when taking a gander at natural concerns, they are more stressed that ecological issues will influence them specifically (Bord a O'Connor, 1997).

Numerous examinations because of age on green conduct have discovered blended outcomes (Gilg et al., 2005). For instance, it has been discovered that more youthful people tend to know increasingly and have a more prominent ecological mindfulness contrasted with more seasoned individuals from the populace (Grunert and Kristensen, 1992). This connection amongst age and demeanors has been steady in numerous examinations, delineating the negative connection between the two factors; more youthful populaces have a tendency to have more uplifting states of mind toward professional natural conduct than more established populaces. A conceivable clarification for this result is the way that more youthful ages are less centered around convention and more open to adjust to changing ways of life when discovering answers for ecological issues. In any case, when estimating real conduct, numerous investigations have demonstrated that more established individuals have a tendency to draw in additional in green conduct (Van Liere and Dunlap, 1980; Schahn and Holzer, 1990; Vining and Ebreo, 1990; Scott and Willits, 1994). This logical inconsistency could be a consequence of more youthful ages not having the capacity to monetarily bolster master natural activities, in spite of the fact that, they have faith in the reason (Diamantopoulos et al., 2003). An examination by Grunert (1995) represented that individuals who are hitched frequently demonstrate uplifting demeanors toward the earth, and in addition contribute more to green conduct hones. These outcomes could be because of the positive impact of the other life partner actuating natural mindfulness (Diamantopoulos et al., 2003) or the effect of spousal

help in completing ace ecological activities. Further, Grunert (1995) found that families with more kids both discover and think more about the earth than families with less youngsters. This is on account of a more noteworthy number of people at home make a bigger open door for the family to be instructed about different current ecological issues.

When taking a gander at social class and its association with expert ecological conduct, numerous investigations have discovered that higher social classes have a tendency to take an interest more in star natural conduct than bring down social classes. For instance, Diamantopoulos et al. (2003) found that worries about the earth were molded by decision of relaxation exercises, which were affected by social class. It has been speculated that people in higher social classes take an interest in a more noteworthy number of outside exercises, along these lines staying alert direct of the need to protect the earth. When taking a gander at the impact of instruction level, it is trusted that due to how complex the issues and issues influencing the earth are, advanced education people are more proficient, concerned, and prone to partake in ace natural practices (Diamantopoulos et al.,2003).

In any case, different specialists, for example, Balderjahn (1988) and Granzin and Olsen (1991), found that socioeconomics had almost no impact on ecological conduct. In spite of the fact that Webster's (1975) socially concerned buyer was a protester individual from the upper white collar class with a high family salary, he presumed that socioeconomics were not as great indicators as identity and mentality measures. In addition, Straughan and Roberts (1999) inspected the dynamic idea of star ecological conduct and showed that, in spite of a lot of past research consideration, statistic criteria were not as helpful a profiling technique as psychographic criteria. The tremendous disparities between past examinations drove Diamantopoulos et al. (2003) to direct a thorough experimental testing of the speculation that socio-socioeconomics impact the parts of customer's natural cognizance, for example, learning, states of mind, and conduct. In view of the discoveries, the investigation presumed that such claims are "not upheld by the information", "just halfway bolstered", or "not especially solid". In synopsis, socio-statistic factors have been as often as possible utilized by numerous scientists for the bases of dividing and profiling green shoppers. Despite the fact that the connections between socio-statistic factors and ace natural conduct have been investigated, comes about stay conflicting. A few investigations discovered non-huge connections between socio-statistic factors and genius natural conduct (Kinnear et al., 1974; Straughan and Roberts, 1999), while others discovered critical and positive relations (Sandahl and

Robertson, 1989). By and large, socio-statistic factors are thought to be of restricted use to portray the green customer. While past green buyer examines have given noteworthy learning to comprehend the green purchaser, the greater part of their socio-socioeconomics originated from the United States. In particular, no examination has high helped the impacts of socio-statistic factors on green buy conduct in the Thai setting. Nation particular variables, for example, levels and sorts of contamination, the accessibility of green items, ecological enactment, or social impacts, may clarify contrasts in the socio-statistic qualities of the Thai green purchasers. Subsequently, it is progressively imperative to investigate and comprehend the demographical factors that underline green buy conduct in the Thai setting.

2.11 Green Marketing

Charter and Polonsky (1999) defined green marketing as the marketing or promotion of a product based on its environmental performance or an improvement thereof. Green marketing is a process that includes all marketing activities that are developed to trigger and to sustain consumers' environmental attitudes and behaviors (Jain & Kaur, 2004). Other definitions of green marketing proposed by marketing scholars include social marketing, ecological marketing, and environmental marketing. Recent literature indicated green marketing to be an approach that showed signs of a shift in consumer consumption of green products. The green marketing approach is a new area in the marketing field and was first researched from a corporate interest point of view in the early 90s. While previous research largely focused on personal characteristics in relation to pro-environmental behavior, very little research has examined the impact of green marketing efforts on the adoption of green products and services. Prior literature has shown evidence of green brand positioning as a motivating factor for brand purchase. Brand positioning is defined as the part of the brand identity and value proposition that is to be actively communicated to the target audience (Aaker &Joachimsthaler, 2000). Hartmann, Ibanez, and Sainz (2005) tested various green positioning strategies, based either on functional brand attributes or on emotional benefits, against one another and assessed their effect on perceived brand positioning and brand attitude. They found an overall positive influence of green brand positioning on brand attitude. The findings suggested distinct functional and emotional dimensions of green brand positioning with the interaction of both dimensions in the formation of brand attitude. Therefore, the highest perceptual

effects would be achieved through a green positioning strategy that combines functional attributes with emotional benefits.

D'Souza et al. (2006) conducted a study in Australia to investigate how consumers who differ in terms of environmentalism respond to labels. The findings showed that a portion of consumers found product labels hard to understand. The research also indicated that there were consumers willing to buy green products even if they were lower in quality in comparison to alternative products, but they would look for environmental information on labels. With respect to price sensitive green consumers, there appeared to be a relationship between price sensitivity and "always" reading labels and having "sufficient" information on product labels to make informed purchase decisions.

A study by Rashid (2009) showed that eco-label awareness had a positive relationship between knowledge of green products and consumer's intention to purchase. Eco-labels are found to be the attractive instruments informing consumers about the environmental impact of their purchasing decisions. According to Rashid (2009), there are approximately 30 different green label schemes worldwide. Further, Asian countries such as China, Japan, Korea, India, Thailand, Malaysia, and Singapore have recently launched their own eco-labeling schemes (Rashid, 2009). Rahbar and Wahid (2011) investigated the relationship between Malaysian consumer's actual purchase behavior and green marketing tools, such as eco-label, ecobrand, and environmental advertisements. The findings showed that eco-brand and trust in eco-label and eco-brand are significant variables related to actual purchase behavior. It has even been suggested that eco-branded products have experienced commercial successful due to their positive public image, leading consumers to purchase and causing a growth in brand loyalty (Ginsberg & Bloom, 2004). It also appears that awareness of eco-brands among Malaysian consumers and their intention to buy environmentally branded products are influenced by their beliefs in the benefits of green products and their desire to protect the environment by purchasing eco-branded products.

However, one study revealed that one of the factors contributing to the failure of utilizing environmental advertisements to enhance purchase behavior is low credibility of green advertisements among consumers (Kilbourne, 1995). According to Davis (1993), consumers' weak responses to environmental advertising is not the consequence of consumers' unwillingness to take action and change their behaviors to purchase green products; rather, consumers are unwilling to change their purchase behavior given the manner in which green products have been

promoted and advertised. One example is the lack of specificity in many environmental claims. This ambiguity may result in consumers forming a negative view of green advertisements and advertised products; therefore, they would be less likely to purchase the green products.

However, recent research by Mei et al. (2012) found eco-labels insignificantly influenced green purchase intention among Malaysian consumers. These findings were inconsistent with study results from Rashid (2009) and Rahbar and Wahid (2011). Leire and Thidell (2005) suggested that even though the functions of labels are recognized by some consumers, they do not automatically lead to green purchasing. Leire and Thidell (2005) further argued that consumers in general have difficulties relating environmental problems to products, differentiating between green and conventional products, and feel that the information provided by environmental products is far too complex to be useful in making purchase decisions.

In a study on American consumers' environmental behaviors and attitudes, the Roper Organization Inc. (1990) found some marketing mix related reasons why consumers did not behave in an environmentally-friendly manner. First, green alternatives were not functionally superior. Second, green alternatives were too expensive. Third, labels claiming that the products were environmentally-safe were not believable. And fourth, the green alternatives were too difficult to find. Further, Rogers (1983) suggested that the perceived relative advantages of green products over standard alternatives, such as quality and functional performance, was likely to influence their rate of adoption.

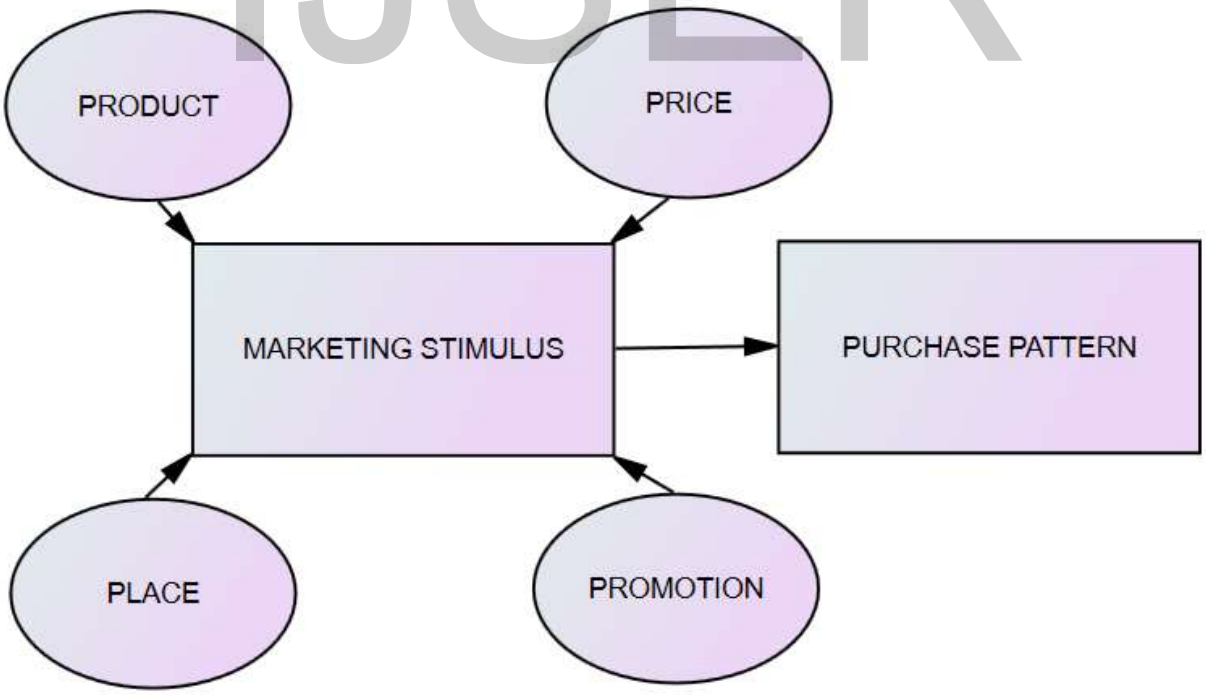
Today, companies that pursue green marketing encounter numerous challenges mainly from the variability of demand, unfavorable consumer perceptions, and high costs (Gurau & Ranchhod, 2005). The key solution lies in an understanding of green consumers and their characteristics, enabling firms to develop new targets and segmentation strategies that encourage sales (D'Souza et al., 2006). Companies from a variety of industries are now responding to consumer demand for green products, and consumer researchers have identified differences in consumers according to their degree of "greenness". Peattie (1995) suggested there are four shades of green:

1. Green Activists are members or supporters of environmental organizations.
2. Green Thinkers will look for new ways to help the environment and seek out green products and services.
3. Green Consumer Base includes anyone who has changed their consuming behavior in response to green concerns.

4. Generally Concerned people claim to be concerned about green issues. Green consumers have become more demanding, and satisfying their demands is one of the external pressures to greening (Ottman, 1993). Marketers may want to identify these environmentally conscious consumers in order to effectively target certain markets for their green or environmentally friendly products (Schlegelmilch et al., 1996; Diamantopoulos et al., 2003).

In summary, green marketing has been studied in marketing research for decades (Kinnear et al., 1974; Ottman, 1993; Peattie, 1995; Schlegelmilch et al., 1996; Kalafatis et al., 1999; D'Souza et al., 2006; Rahbar & Wahid, 2011; Mei et al., 2012). In previous literatures, green marketing has been found to correlate with attitude, green purchase intention, and green purchase behavior. However, there is still controversy about which kind of green marketing strategy is the most effective.

2.12 Conceptual framework



2.13 Statement of research objective

1. To understand Consumer purchase pattern process for purchasing of Herbal products
2. To determine the influence of marketing stimulus on consumer purchase pattern.

2.14 Definition of vocabulary

Herbal products means items that are used for medicinal, rubbing, massaging, applying, perfuming, or applied by other methods onto the body to clean or consume. This includes any products that use herbs as an ingredient or pure herbs. (Food and Drug Administration. 2010)

2.15 Scope of the study

The study is limited to a sample group of male and female that have used herbal products only, this is due to the real experiences they have to provide an understanding of consumer purchase decision. The study on marketing stimulus that affects the choice of purchase of herbal products is carried out on male and female.

2.16 Expected benefits from this study

This study will allow an understanding of consumer purchase pattern and the marketing stimulus affecting the choice of using herbal products for male and female consumers in India. This research can aid governmental organizations, including the Ministry of Science and Technology, the Ministry of Commerce, the Ministry of Public Health, in drafting regulations, research and setting marketing strategies for herbal products. It could also aid companies in forming marketing strategies to suit the preferences of consumers that use herbal products and expand the market to those who have not used them.

2.17 Hypothesis

- H_1: There is a significant effect of Marketing Stimulus on the Purchase pattern of the Customers who use Herbal Products.
- H_2: There is a significant effect of demographic variables upon Purchase pattern of customers who use Herbal Products.

CHAPTER III

RESEARCH METHODOLOGY

3. RESEARCH METHODOLOGY

3.1 Data and data collection method

The accumulation of information relating with the research is from two sorts of information: Primary Data is concerned about behavioral utilization from the sample group of Indian Consumers who utilize Herbal Products as marketing stimulus acts as patternmaking. The information is gathered from Sample Groups; Female and Male who have used herbal products Secondary data of information is gathered from records, course books, diaries, articles, and sources Related to the Research topic.

3.2 Tool for collecting data

The data collection tool is a questionnaire divided into three parts:

Part 1 General data of the sample.

Part 2 Consumer purchasing Pattern of Indian consumers for Herbal Products.

Part 3 marketing stimulus that affects Indian consumer purchase pattern of Herbal Products.

3.3 Population and Sample size

Population represents male and female consumers in India who use herbal products. The number of population is dispersed and is not presented in a certain number. Thus, the Method of Infinite Population is used as followed.

$$n = \frac{Z^2pq}{e^2} = \frac{1.96^2*0.5*0.5}{0.05^2} = 384.16$$

n = Size of sample

e = Ratio of probable sampling error = 0.05

Z = Z score with confidence level at 95 % that is a=0.05 or 1-a/2

The opening points of Z =0.975, which results in 1.96

p = Ratio of population who is interested in the research is set as 50%

q = Ratio of population who is not interested in the research = 1-p

Therefore, the sample size will be equal to 384.

3.4 Data analysis

I. General data and Consumer purchase pattern analysis of sample groups by using frequency distribution and percentage.

II. Marketing stimulus analysis affecting herbal Herbals consumption by using Likert's Scale.

III. The Likert's scale is classified into five levels: 1 = lowest 2 = low 3 = medium 4 = high and 5 =highest.

IV. Convenience sampling method has been used to get the Samples of Male and Female consumers.

The interpretation principle using an importance level is derived from class width calculation and Number of class calculation from the mean value calculation as follows;

Class width = (Max value – Min value)

Number of classes= (5-1)/5= 0.80

The mean value of importance in marketing stimulus is resulted as follows:

Mean 1.00 - 1.80 = lowest in importance level

Mean 1.81 - 2.60 = low in importance level

Mean 2.61 - 3.40 = medium in importance level

Mean 3.41 - 4.20 = high in importance level

Mean 4.21 - 5.00 = highest in importance level

3.5 Sampling method

The method of research process is descriptive in nature, a structured Questionnaire were send to the respondents through personal contact method. MS Excel and IBM SPSS is used as Software's and the Statistical tools used are:

- Chi-Square
- One-Way Anova
- Factor Analysis
- Descriptive Statistics

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4. DATA ANALYSIS

Table 4.1.1: KMO and Bartlett's test.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.951
Bartlett's Test of Sphericity	Approx. Chi-Square	5723.371
	df	210
	Sig.	.000

- **Interpretation:** The KMO measuring the sample adequacy for data is 0.951 which determines the responses given by the sample are adequate.

Table 4.1.2: Reliability test.

Reliability Statistics

Cronbach's Alpha	N of Items
.954	21

- **Interpretation:** Cronbach's alpha coefficient ranges from 0 to 1.0 with higher values denoting increased reliability. The criterion for an excellent Cronbach's alpha coefficient is above 0.9. Hence Cronbach's alpha for both Herbal and Non-Herbal Users is 0.954 which tells the test designed is accurately measuring the variable of interest.

Table 4.1.3: Description of the demographic profile of the sample group:

Lists	Herbal Product users (297)		Non-Herbal Product users (79)		Total Number	N=376
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
AGE (Years)						
20-25	196	65.99	57	72.15	253	67.29
26-30	65	21.89	9	11.39	74	19.68
31-40	28	9.43	13	16.46	41	10.90
41-50	7	2.36	0	0	7	1.86
>50	1	0.34	0	0	1	0.27
GENDER						
Female	156	41.48	14	3.72	170	45.21
Male	141	37.5	65	17.28	206	54.79
MARITAL STATUS						
Single	227	76.43	61	77.22	288	76.60
Married	70	23.57	18	22.78	88	23.40
EDUCATION LEVEL						
Higher secondary	2	0.67	0	0	2	0.53
Under graduation	24	8.08	4	5.06	28	7.45
Graduate	47	15.82	20	25.32	67	17.82
Post-graduation	224	75.42	55	69.62	279	74.20
LOCATION						
North India	79	26.6	19	24.05	98	26.06
South India	61	20.54	29	36.71	90	23.94
East India	83	27.95	14	17.72	97	25.80
West India	38	12.79	8	10.13	46	12.23
Central India	36	12.12	9	11.39	45	11.97
CAREER						
Private Employee	70	23.57	19	24.05	89	23.67
Student	198	66.67	52	65.82	250	66.49
Govt. Employee	16	5.39	3	3.8	19	5.05
Entrepreneur	11	3.7	5	6.33	16	4.26
Others	2	0.67	0	0	2	0.53
MONTHLY INCOME						
</= 10000	187	62.96	48	60.76	235	62.50
10001-20000	11	3.7	4	5.06	15	3.99
20001-30000	11	3.7	2	2.53	13	3.46
30001-40000	29	9.76	6	7.59	35	9.31
>40000	59	19.87	19	24.05	78	20.74

- **Interpretation:** Out of total 376 respondents 297 (78.9%) are Herbal product users and 79 (21.01%) are Non-Herbal users. Gender wise 170 (45.21%) respondents are female and 206 (54.78%) are male out of which 156 (41.48%) are female herbal users and 14 (3.72%) are Non-Herbal users, whereas 141 (37.50%) male are herbal users and 65 (17.28%) are Non-Herbal users.

  Out of 297 respondents of Herbal users 65.99% of population is between the age group of 20-25 years, 21.89% between 26-30 years of age group, 9.43% between 31-40 years. 41-50 years of age is only 2.36% and above 50 it is 0.34%. Whereas out of 79 respondents of non-herbal users 72.15% are between the age group of 20-25 years, 11.39% in the age group of 26-30 years and 16.46% in the age group of 31-40 years.

  The marital status of the respondents of 297 herbal users who are single is 76.43% and married is 23.57%. Out of 79 respondents of non-herbal users 77.22% are single and 22.78% are married.

  Education level of the respondents of herbal product users (297) who are Post-graduated is 75.42%, Graduated is 15.82%, Under-graduated is 8.08% and higher secondary is 0.67%. Whereas, respondents of non-herbal users (79) who are post-graduated is 69.62%, graduated is 25.32% and under graduated is 5.06%.

  The total number of respondents from North India is 98 (26.06%), South India 90 (23.94%), East India 97 (25.80%), West and Central India it is 46 (12.23%) and 45 (11.97%). Location wise, In North India Number of people who use herbal product is 26.6%, In South India it is 20.54%, In East India it is 27.95% it West and Central it is 12.79% and 12.12%.

  Number of respondents who are student is 250 (66.49%), Private Employees are 89 (23.67%), Govt. Employee 19 (5.05%), Entrepreneurs 16(4.26%) and Others 2 (0.53%). Career wise, Students accounts to 66.67% who use herbal products. 23.57% are private employee who use herbal products. Whereas in group of non-herbal users 65.82% are students and 24.05% are private employees.

  The Monthly income level of the respondents who earn below Rs.10,000 is 235 (62.50%). Income level between Rs.10,001-20,000 is 15(3.99%), Rs. 20,001-30,000 is 13 (3.46%), Rs.30,001-40,000 is 35 (9.31%) and Income Level above Rs. 40,000 is 78 (20.74%).

Table 4.1.4: Frequency distribution and Percentage for Classification of Consumer Purchase pattern.

List	Frequency (N=297)	Percentage
Type of Herbal Product most used		
Skin Care Products	115	38.72
Skin Cleansing Products	57	19.19
Hair Care Products	84	28.28
Beauty Products	32	10.77
Others	9	3.03
Most Important reason for use of Herbal products		
Satisfied About the Quality of Product	120	40.40
Persuaded by existing users	45	15.15
Cheaper price of products	14	4.71
Want to Change from Chemical to herbal products	115	38.72
Others	3	1.01
Location from where herbal products most purchased		
Shopping Malls	78	26.26
Hospitals	6	2.02
Herbal Shops	146	49.16
Salesperson/Direct Sales	22	7.41
Online Shopping	39	13.13
Others	6	2.02
Frequency of Purchase of Herbal products		
Once in a week	9	3.03
Once in every 15 days	12	4.04
once in a month	144	48.48
once in a quarter	99	33.33
once in a year	22	7.41
once in more than a year	11	3.70
Average cost of purchase (Rs.)		
300 or less	108	36.36
301-500	84	28.28
501-700	70	23.57
701-1000	22	7.41
More than 1000	13	4.38
Occasions of most purchase of herbal products		
Run out of existing products	62	20.88
Want to try new products	100	33.67
Irritation caused by chemical products	97	32.66
Deduction in price of herbal products	28	9.43
Convinced by Sales person	7	2.36
Others	3	1.01

People most contributed to your Decision of Purchase		
Self	149	50.17
Friends	84	28.28
Relatives	50	16.84
Salesperson	7	2.36
Celebrities	7	2.36
Source of Information on Herbal Products		
WOM	109	36.70
Internet	93	31.31
Print Advertisements	19	6.40
Television Commercials	70	23.57
Other Media	6	2.02

- **Interpretation:** Out of 297 respondents of Herbal product users, in type of herbal products most used the Skin care products is used by 115 (38.72%), Skin Cleansing products is used by 57 (19.19%), Hair Care products 84 (28.28%), Beauty products 32 (10.77%).

  Respondents who said the most important reason for the use of herbal products is Satisfaction with the quality of product is 120 (40.40%), Who wanted to shift from chemical to herbal products is 115 (38.72%), People who have been persuaded by the existing users are 45 (15.15%) and People who use herbal products because they think it is cheaper is 14 (4.71%).

  Location from where most of the Respondents purchase is Herbal Shops 146 (49.16%), Shopping malls 78 (26.26%), Online Shopping 39 (13.13%), from Salesperson/direct Sales is 22 (7.41%), and rest of the respondents buys from other sources.

  Respondents who said their Frequency of purchase in a month is 144 (48.48%), in a quarter is 99 (33.33%), in a year 22 (7.41%), in every 15^{th} day is 12 (4.04%), once in a week 9 (3.03%) and once in more than a year 11 (3.70%).

  Respondents who said their average cost of purchase is Rs.300 or less is 108 (36.36%), Rs.301-500 is 84(28.28), Rs.501-700 is 70 (23.57%), Rs. 701-1,000 is 22 (7.41%) and who spends more than 1000 is Rs.13 (4.38%).

  The respondents who gave the reason for occasion of their most purchases of herbal products as they wanted to try out new product is 100 (33.67%), Purchase due to irritation caused by chemical products 97 (32.66%), Run out of Existing products 62 (20.88%),

Deduction in price of herbal products 28(9.43%), Convinced by salesperson is 7 (23.57%) and 2.02% of respondents purchase due to other reasons.

People who contributed most in making decision for purchase of herbal products for respondents is with Self-knowledge 149 (50.17%), Friends contribution 84 (28.28%), Relatives 50 (16.84%), Salesperson and Celebrities contributes 2.36% each in making decision of purchase of herbal products for the respondents.

The Source of Information on Herbal products that the respondents receive is through WOM-Word of mouth 109 (36.70%), Through Internet 93 (31.31%), Print media 19 (6.40%), Through Television commercials 70 (23.57%), Source of information through other media that respondents receive is 6 (2.02%).

4.2 To determine the influence of marketing stimulus on consumer purchase pattern.

Hypothesis:

- H_1: There is a significant effect of Marketing Stimulus on the Purchase pattern of the Customers who use Herbal Products.

4.2.1 Sub-Hypothesis:

H_1: There is a significant effect of Product Stimulus on the Purchase pattern of the Customers who use Herbal Products.

H_2: There is a significant effect of Price Stimulus on the Purchase pattern of the Customers who use Herbal Products.

H_3: There is a significant effect of Place Stimulus on the Purchase pattern of the Customers who use Herbal Products.

H_4: There is a significant effect of Promotion Stimulus on the Purchase pattern of the Customers who use Herbal Products.

Table 4.3.1 One Way Anova test for effect of Marketing Stimulus on Type of herbal product used.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FSSAI certified	Between Groups	14.791	4	3.698	2.172	.072
	Within Groups	497.014	292	1.702		
	Total	511.805	296			
No side-effects	Between Groups	12.737	4	3.184	2.652	.033
	Within Groups	350.624	292	1.201		
	Total	363.360	296			
Clear production and expiration date	Between Groups	14.940	4	3.735	3.020	.018
	Within Groups	361.120	292	1.237		
	Total	376.061	296			
Natural materials and no chemicals	Between Groups	21.463	4	5.366	5.083	.001
	Within Groups	308.261	292	1.056		
	Total	329.724	296			
Famous brand	Between Groups	7.967	4	1.992	1.788	.131
	Within Groups	325.312	292	1.114		
	Total	333.279	296			
Good quality product	Between Groups	10.847	4	2.712	2.465	.045
	Within Groups	321.214	292	1.100		
	Total	332.061	296			
Variety of product	Between Groups	17.234	4	4.308	3.830	.005
	Within Groups	328.470	292	1.125		
	Total	345.704	296			
Nice packaging	Between Groups	16.292	4	4.073	3.168	.014
	Within Groups	375.432	292	1.286		
	Total	391.724	296			
Variety of product size	Between Groups	4.385	4	1.096	.913	.457
	Within Groups	350.713	292	1.201		
	Total	355.098	296			
Appropriate price for product quality	Between Groups	5.488	4	1.372	1.231	.298
	Within Groups	325.549	292	1.115		
	Total	331.037	296			
Appropriate price for product quantity	Between Groups	5.470	4	1.368	1.176	.321
	Within Groups	339.439	292	1.162		
	Total	344.909	296			
Cheaper price than competitors	Between Groups	12.183	4	3.046	2.661	.033
	Within Groups	334.208	292	1.145		
	Total	346.391	296			
Convenient transportation	Between Groups	15.779	4	3.945	3.191	.014
	Within Groups	360.949	292	1.236		
	Total	376.727	296			
Modern shop decoration and product arrangement	Between Groups	15.483	4	3.871	3.509	.008
	Within Groups	322.079	292	1.103		
	Total	337.562	296			
Clean store	Between Groups	12.854	4	3.214	3.011	.019
	Within Groups	311.617	292	1.067		
	Total	324.471	296			
Advertisements	Between Groups	15.205	4	3.801	3.188	.014
	Within Groups	348.129	292	1.192		
	Total	363.333	296			
Ability of salesperson to provide product information	Between Groups	10.225	4	2.556	2.213	.068
	Within Groups	337.317	292	1.155		
	Total	347.542	296			
Additional services	Between Groups	10.014	4	2.503	2.074	.084
	Within Groups	352.539	292	1.207		
	Total	362.552	296			
Loyalty Points	Between Groups	18.500	4	4.625	3.130	.015
	Within Groups	431.446	292	1.478		
	Total	449.946	296			
Trial product samples	Between Groups	11.730	4	2.932	2.083	.083
	Within Groups	410.998	292	1.408		
	Total	422.727	296			
Discount & offers	Between Groups	8.401	4	2.100	1.573	.181
	Within Groups	389.842	292	1.335		
	Total	398.242	296			

Table 4.3.2. One Way Anova test for effect of Marketing Stimulus on Reasons for Use of Herbal Products.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FSSAI certified	Between Groups	17.101	4	4.275	2.524	.041
	Within Groups	494.703	292	1.694		
	Total	511.805	296			
No side-effects	Between Groups	2.550	4	.638	.516	.724
	Within Groups	360.810	292	1.236		
	Total	363.360	296			
Clear production and expiration date	Between Groups	5.119	4	1.280	1.007	.404
	Within Groups	370.942	292	1.270		
	Total	376.061	296			
Natural materials and no chemicals	Between Groups	1.059	4	.265	.235	.918
	Within Groups	328.665	292	1.126		
	Total	329.724	296			
Famous brand	Between Groups	1.181	4	.295	.260	.904
	Within Groups	332.098	292	1.137		
	Total	333.279	296			
Good quality product	Between Groups	1.858	4	.465	.411	.801
	Within Groups	330.202	292	1.131		
	Total	332.061	296			
Variety of product	Between Groups	8.465	4	2.116	1.832	.123
	Within Groups	337.239	292	1.155		
	Total	345.704	296			
Nice packaging	Between Groups	1.433	4	.358	.268	.898
	Within Groups	390.291	292	1.337		
	Total	391.724	296			
Variety of product size	Between Groups	6.777	4	1.694	1.420	.227
	Within Groups	348.321	292	1.193		
	Total	355.098	296			
Appropriate price for product quality	Between Groups	3.388	4	.847	.755	.556
	Within Groups	327.649	292	1.122		
	Total	331.037	296			
Appropriate price for product quantity	Between Groups	8.912	4	2.228	1.936	.104
	Within Groups	335.997	292	1.151		
	Total	344.909	296			
Cheaper price than competitors	Between Groups	5.193	4	1.298	1.111	.351
	Within Groups	341.198	292	1.168		
	Total	346.391	296			
Convenient transportation	Between Groups	6.473	4	1.618	1.276	.279
	Within Groups	370.254	292	1.268		
	Total	376.727	296			
Modern shop decoration and product arrangement	Between Groups	8.627	4	2.157	1.915	.108
	Within Groups	328.936	292	1.126		
	Total	337.562	296			
Clean store	Between Groups	2.140	4	.535	.485	.747
	Within Groups	322.331	292	1.104		
	Total	324.471	296			
Advertisements	Between Groups	8.732	4	2.183	1.798	.129
	Within Groups	354.602	292	1.214		
	Total	363.333	296			
Ability of salesperson to provide product information	Between Groups	11.463	4	2.866	2.490	.043
	Within Groups	336.079	292	1.151		
	Total	347.542	296			
Additional services	Between Groups	7.658	4	1.915	1.575	.181
	Within Groups	354.894	292	1.215		
	Total	362.552	296			
Loyalty Points	Between Groups	14.719	4	3.680	2.469	.045
	Within Groups	435.228	292	1.491		
	Total	449.946	296			
Trial product samples	Between Groups	2.622	4	.656	.456	.768
	Within Groups	420.105	292	1.439		
	Total	422.727	296			
Discount & offers	Between Groups	3.798	4	.949	.703	.591
	Within Groups	394.445	292	1.351		
	Total	398.242	296			

Table 4.3.3. One Way Anova test for effect of Marketing Stimulus on Location of Purchase of herbal products.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FSSAI certified	Between Groups	44.449	5	8.890	5.535	.000
	Within Groups	467.355	291	1.606		
	Total	511.805	296			
No side-effects	Between Groups	31.245	5	6.249	5.475	.000
	Within Groups	332.115	291	1.141		
	Total	363.360	296			
Clear production and expiration date	Between Groups	20.020	5	4.004	3.273	.007
	Within Groups	356.040	291	1.224		
	Total	376.061	296			
Natural materials and no chemicals	Between Groups	15.033	5	3.007	2.780	.018
	Within Groups	314.691	291	1.081		
	Total	329.724	296			
Famous brand	Between Groups	5.307	5	1.061	.942	.454
	Within Groups	327.972	291	1.127		
	Total	333.279	296			
Good quality product	Between Groups	14.304	5	2.861	2.620	.025
	Within Groups	317.757	291	1.092		
	Total	332.061	296			
Variety of product	Between Groups	5.578	5	1.116	.954	.446
	Within Groups	340.126	291	1.169		
	Total	345.704	296			
Nice packaging	Between Groups	14.159	5	2.832	2.183	.056
	Within Groups	377.564	291	1.297		
	Total	391.724	296			
Variety of product size	Between Groups	9.537	5	1.907	1.606	.158
	Within Groups	345.561	291	1.187		
	Total	355.098	296			
Appropriate price for product quality	Between Groups	14.086	5	2.817	2.586	.026
	Within Groups	316.951	291	1.089		
	Total	331.037	296			
Appropriate price for product quantity	Between Groups	5.730	5	1.146	.983	.428
	Within Groups	339.179	291	1.166		
	Total	344.909	296			
Cheaper price than competitors	Between Groups	7.197	5	1.439	1.235	.293
	Within Groups	339.194	291	1.166		
	Total	346.391	296			
Convenient transportation	Between Groups	20.332	5	4.066	3.320	.006
	Within Groups	356.395	291	1.225		
	Total	376.727	296			
Modern shop decoration and product arrangement	Between Groups	18.217	5	3.643	3.320	.006
	Within Groups	319.346	291	1.097		
	Total	337.562	296			
Clean store	Between Groups	10.299	5	2.060	1.908	.093
	Within Groups	314.172	291	1.080		
	Total	324.471	296			
Advertisements	Between Groups	15.366	5	3.073	2.570	.027
	Within Groups	347.967	291	1.196		
	Total	363.333	296			
Ability of salesperson to provide product information	Between Groups	11.417	5	2.283	1.977	.082
	Within Groups	336.125	291	1.155		
	Total	347.542	296			
Additional services	Between Groups	10.876	5	2.175	1.800	.113
	Within Groups	351.676	291	1.209		
	Total	362.552	296			
Loyalty Points	Between Groups	29.153	5	5.831	4.032	.001
	Within Groups	420.793	291	1.446		
	Total	449.946	296			
Trial product samples	Between Groups	18.755	5	3.751	2.702	.021
	Within Groups	403.972	291	1.388		
	Total	422.727	296			
Discount & offers	Between Groups	3.695	5	.739	.545	.742
	Within Groups	394.547	291	1.356		
	Total	398.242	296			

Table 4.3.4. One Way Anova test for effect of Marketing Stimulus on Frequency of Purchase.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FSSAI certified	Between Groups	41.151	5	8.230	5.089	.000
	Within Groups	470.654	291	1.617		
	Total	511.805	296			
No side-effects	Between Groups	19.572	5	3.914	3.313	.006
	Within Groups	343.789	291	1.181		
	Total	363.360	296			
Clear production and expiration date	Between Groups	18.838	5	3.768	3.069	.010
	Within Groups	357.222	291	1.228		
	Total	376.061	296			
Natural materials and no chemicals	Between Groups	3.163	5	.633	.564	.728
	Within Groups	326.561	291	1.122		
	Total	329.724	296			
Famous brand	Between Groups	7.299	5	1.460	1.303	.263
	Within Groups	325.980	291	1.120		
	Total	333.279	296			
Good quality product	Between Groups	8.118	5	1.624	1.459	.203
	Within Groups	323.943	291	1.113		
	Total	332.061	296			
Variety of product	Between Groups	16.541	5	3.308	2.925	.014
	Within Groups	329.162	291	1.131		
	Total	345.704	296			
Nice packaging	Between Groups	27.872	5	5.574	4.458	.001
	Within Groups	363.852	291	1.250		
	Total	391.724	296			
Variety of product size	Between Groups	24.534	5	4.907	4.320	.001
	Within Groups	330.564	291	1.136		
	Total	355.098	296			
Appropriate price for product quality	Between Groups	1.057	5	.211	.186	.968
	Within Groups	329.980	291	1.134		
	Total	331.037	296			
Appropriate price for product quantity	Between Groups	4.186	5	.837	.715	.613
	Within Groups	340.723	291	1.171		
	Total	344.909	296			
Cheaper price than competitors	Between Groups	10.956	5	2.191	1.901	.094
	Within Groups	335.435	291	1.153		
	Total	346.391	296			
Convenient transportation	Between Groups	7.560	5	1.512	1.192	.313
	Within Groups	369.167	291	1.269		
	Total	376.727	296			
Modern shop decoration and product arrangement	Between Groups	17.434	5	3.487	3.169	.008
	Within Groups	320.129	291	1.100		
	Total	337.562	296			
Clean store	Between Groups	9.130	5	1.826	1.685	.138
	Within Groups	315.342	291	1.084		
	Total	324.471	296			
Advertisements	Between Groups	11.187	5	2.237	1.849	.103
	Within Groups	352.146	291	1.210		
	Total	363.333	296			
Ability of salesperson to provide product information	Between Groups	19.097	5	3.819	3.384	.005
	Within Groups	328.445	291	1.129		
	Total	347.542	296			
Additional services	Between Groups	15.136	5	3.027	2.536	.029
	Within Groups	347.417	291	1.194		
	Total	362.552	296			
Loyalty Points	Between Groups	45.024	5	9.005	6.471	.000
	Within Groups	404.922	291	1.391		
	Total	449.946	296			
Trial product samples	Between Groups	18.359	5	3.672	2.642	.024
	Within Groups	404.369	291	1.390		
	Total	422.727	296			
Discount & offers	Between Groups	16.530	5	3.306	2.520	.030
	Within Groups	381.713	291	1.312		
	Total	398.242	296			

Table 4.3.5. One Way Anova test for effect of Marketing Stimulus on Average cost of purchase.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FSSAI certified	Between Groups	17.657	4	4.414	2.609	.036
	Within Groups	494.147	292	1.692		
	Total	511.805	296			
No side-effects	Between Groups	13.990	4	3.498	2.923	.021
	Within Groups	349.370	292	1.196		
	Total	363.360	296			
Clear production and expiration date	Between Groups	9.997	4	2.499	1.994	.096
	Within Groups	366.064	292	1.254		
	Total	376.061	296			
Natural materials and no chemicals	Between Groups	9.776	4	2.444	2.231	.066
	Within Groups	319.948	292	1.096		
	Total	329.724	296			
Famous brand	Between Groups	16.573	4	4.143	3.820	.005
	Within Groups	316.707	292	1.085		
	Total	333.279	296			
Good quality product	Between Groups	5.236	4	1.309	1.170	.324
	Within Groups	326.824	292	1.119		
	Total	332.061	296			
Variety of product	Between Groups	15.010	4	3.753	3.313	.011
	Within Groups	330.694	292	1.133		
	Total	345.704	296			
Nice packaging	Between Groups	12.799	4	3.200	2.466	.045
	Within Groups	378.925	292	1.298		
	Total	391.724	296			
Variety of product size	Between Groups	15.349	4	3.837	3.298	.012
	Within Groups	339.749	292	1.164		
	Total	355.098	296			
Appropriate price for product quality	Between Groups	4.008	4	1.002	.895	.467
	Within Groups	327.029	292	1.120		
	Total	331.037	296			
Appropriate price for product quantity	Between Groups	8.526	4	2.132	1.850	.119
	Within Groups	336.383	292	1.152		
	Total	344.909	296			
Cheaper price than competitors	Between Groups	13.308	4	3.327	2.917	.022
	Within Groups	333.083	292	1.141		
	Total	346.391	296			
Convenient transportation	Between Groups	12.473	4	3.118	2.500	.043
	Within Groups	364.255	292	1.247		
	Total	376.727	296			
Modern shop decoration and product arrangement	Between Groups	10.886	4	2.722	2.433	.048
	Within Groups	326.676	292	1.119		
	Total	337.562	296			
Clean store	Between Groups	9.796	4	2.449	2.273	.062
	Within Groups	314.675	292	1.078		
	Total	324.471	296			
Advertisements	Between Groups	15.422	4	3.855	3.236	.013
	Within Groups	347.912	292	1.191		
	Total	363.333	296			
Ability of salesperson to provide product information	Between Groups	16.966	4	4.242	3.747	.005
	Within Groups	330.576	292	1.132		
	Total	347.542	296			
Additional services	Between Groups	21.482	4	5.370	4.598	.001
	Within Groups	341.070	292	1.168		
	Total	362.552	296			
Loyalty Points	Between Groups	40.186	4	10.047	7.159	.000
	Within Groups	409.760	292	1.403		
	Total	449.946	296			
Trial product samples	Between Groups	15.732	4	3.933	2.822	.025
	Within Groups	406.995	292	1.394		
	Total	422.727	296			
Discount & offers	Between Groups	10.646	4	2.661	2.005	.094
	Within Groups	387.597	292	1.327		
	Total	398.242	296			

Table 4.3.6. One Way Anova test for effect of Marketing Stimulus on Occasion of most purchase of herbal products.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FSSAI certified	Between Groups	21.897	5	4.379	2.601	.025
	Within Groups	489.908	291	1.684		
	Total	511.805	296			
No side-effects	Between Groups	6.652	5	1.330	1.085	.369
	Within Groups	356.708	291	1.226		
	Total	363.360	296			
Clear production and expiration date	Between Groups	6.409	5	1.282	1.009	.413
	Within Groups	369.652	291	1.270		
	Total	376.061	296			
Natural materials and no chemicals	Between Groups	3.544	5	.709	.632	.675
	Within Groups	326.180	291	1.121		
	Total	329.724	296			
Famous brand	Between Groups	6.353	5	1.271	1.131	.344
	Within Groups	326.926	291	1.123		
	Total	333.279	296			
Good quality product	Between Groups	4.990	5	.998	.888	.490
	Within Groups	327.071	291	1.124		
	Total	332.061	296			
Variety of product	Between Groups	9.756	5	1.951	1.690	.137
	Within Groups	335.948	291	1.154		
	Total	345.704	296			
Nice packaging	Between Groups	11.796	5	2.359	1.807	.111
	Within Groups	379.928	291	1.306		
	Total	391.724	296			
Variety of product size	Between Groups	19.682	5	3.936	3.415	.005
	Within Groups	335.415	291	1.153		
	Total	355.098	296			
Appropriate price for product quality	Between Groups	5.803	5	1.161	1.038	.395
	Within Groups	325.234	291	1.118		
	Total	331.037	296			
Appropriate price for product quantity	Between Groups	9.497	5	1.899	1.648	.147
	Within Groups	335.412	291	1.153		
	Total	344.909	296			
Cheaper price than competitors	Between Groups	9.636	5	1.927	1.665	.143
	Within Groups	336.754	291	1.157		
	Total	346.391	296			
Convenient transportation	Between Groups	18.614	5	3.723	3.025	.011
	Within Groups	358.113	291	1.231		
	Total	376.727	296			
Modern shop decoration and product arrangement	Between Groups	13.825	5	2.765	2.485	.032
	Within Groups	323.737	291	1.112		
	Total	337.562	296			
Clean store	Between Groups	2.114	5	.423	.382	.861
	Within Groups	322.358	291	1.108		
	Total	324.471	296			
Advertisements	Between Groups	6.965	5	1.393	1.138	.341
	Within Groups	356.368	291	1.225		
	Total	363.333	296			
Ability of salesperson to provide product information	Between Groups	14.186	5	2.837	2.477	.032
	Within Groups	333.356	291	1.146		
	Total	347.542	296			
Additional services	Between Groups	29.293	5	5.859	5.116	.000
	Within Groups	333.259	291	1.145		
	Total	362.552	296			
Loyalty Points	Between Groups	32.139	5	6.428	4.477	.001
	Within Groups	417.807	291	1.436		
	Total	449.946	296			
Trial product samples	Between Groups	16.308	5	3.262	2.335	.042
	Within Groups	406.419	291	1.397		
	Total	422.727	296			
Discount & offers	Between Groups	5.784	5	1.157	.858	.510
	Within Groups	392.459	291	1.349		
	Total	398.242	296			

Table 4.3.7. One Way Anova test for effect of Marketing Stimulus on People most contributed to the decision of purchase.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FSSAI certified	Between Groups	24.613	4	6.153	3.688	.006
	Within Groups	487.192	292	1.668		
	Total	511.805	296			
No side-effects	Between Groups	20.389	4	5.097	4.340	.002
	Within Groups	342.971	292	1.175		
	Total	363.360	296			
Clear production and expiration date	Between Groups	2.824	4	.706	.552	.697
	Within Groups	373.236	292	1.278		
	Total	376.061	296			
Natural materials and no chemicals	Between Groups	7.544	4	1.886	1.709	.148
	Within Groups	322.180	292	1.103		
	Total	329.724	296			
Famous brand	Between Groups	6.136	4	1.534	1.369	.245
	Within Groups	327.144	292	1.120		
	Total	333.279	296			
Good quality product	Between Groups	13.331	4	3.333	3.053	.017
	Within Groups	318.729	292	1.092		
	Total	332.061	296			
Variety of product	Between Groups	4.787	4	1.197	1.025	.395
	Within Groups	340.917	292	1.168		
	Total	345.704	296			
Nice packaging	Between Groups	9.770	4	2.443	1.867	.116
	Within Groups	381.953	292	1.308		
	Total	391.724	296			
Variety of product size	Between Groups	7.618	4	1.904	1.600	.174
	Within Groups	347.480	292	1.190		
	Total	355.098	296			
Appropriate price for product quality	Between Groups	6.323	4	1.581	1.422	.227
	Within Groups	324.714	292	1.112		
	Total	331.037	296			
Appropriate price for product quantity	Between Groups	7.705	4	1.926	1.668	.157
	Within Groups	337.204	292	1.155		
	Total	344.909	296			
Cheaper price than competitors	Between Groups	12.521	4	3.130	2.738	.029
	Within Groups	333.870	292	1.143		
	Total	346.391	296			
Convenient transportation	Between Groups	10.260	4	2.565	2.044	.088
	Within Groups	366.468	292	1.255		
	Total	376.727	296			
Modern shop decoration and product arrangement	Between Groups	6.229	4	1.557	1.372	.244
	Within Groups	331.334	292	1.135		
	Total	337.562	296			
Clean store	Between Groups	4.917	4	1.229	1.123	.346
	Within Groups	319.555	292	1.094		
	Total	324.471	296			
Advertisements	Between Groups	16.891	4	4.223	3.559	.007
	Within Groups	346.442	292	1.186		
	Total	363.333	296			
Ability of salesperson to provide product information	Between Groups	17.779	4	4.445	3.936	.004
	Within Groups	329.763	292	1.129		
	Total	347.542	296			
Additional services	Between Groups	14.005	4	3.501	2.933	.021
	Within Groups	348.547	292	1.194		
	Total	362.552	296			
Loyalty Points	Between Groups	25.670	4	6.417	4.417	.002
	Within Groups	424.276	292	1.453		
	Total	449.946	296			
Trial product samples	Between Groups	22.829	4	5.707	4.167	.003
	Within Groups	399.898	292	1.370		
	Total	422.727	296			
Discount & offers	Between Groups	24.928	4	6.232	4.875	.001
	Within Groups	373.315	292	1.278		
	Total	398.242	296			

Table 4.3.8. One Way Anova test for effect of Marketing Stimulus on Source of information on herbal products.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FSSAI certified	Between Groups	4.301	5	.860	.493	.781
	Within Groups	507.504	291	1.744		
	Total	511.805	296			
No side-effects	Between Groups	1.540	5	.308	.248	.941
	Within Groups	361.820	291	1.243		
	Total	363.360	296			
Clear production and expiration date	Between Groups	1.810	5	.362	.281	.923
	Within Groups	374.250	291	1.286		
	Total	376.061	296			
Natural materials and no chemicals	Between Groups	4.407	5	.881	.788	.559
	Within Groups	325.317	291	1.118		
	Total	329.724	296			
Famous brand	Between Groups	10.848	5	2.170	1.958	.085
	Within Groups	322.431	291	1.108		
	Total	333.279	296			
Good quality product	Between Groups	5.122	5	1.024	.912	.474
	Within Groups	326.938	291	1.123		
	Total	332.061	296			
Variety of product	Between Groups	4.807	5	.961	.821	.536
	Within Groups	340.896	291	1.171		
	Total	345.704	296			
Nice packaging	Between Groups	7.479	5	1.496	1.133	.343
	Within Groups	384.245	291	1.320		
	Total	391.724	296			
Variety of product size	Between Groups	6.785	5	1.357	1.134	.343
	Within Groups	348.313	291	1.197		
	Total	355.098	296			
Appropriate price for product quality	Between Groups	4.489	5	.898	.800	.550
	Within Groups	326.548	291	1.122		
	Total	331.037	296			
Appropriate price for product quantity	Between Groups	6.955	5	1.391	1.198	.310
	Within Groups	337.954	291	1.161		
	Total	344.909	296			
Cheaper price than competitors	Between Groups	15.343	5	3.069	2.697	.021
	Within Groups	331.047	291	1.138		
	Total	346.391	296			
Convenient transportation	Between Groups	7.871	5	1.574	1.242	.290
	Within Groups	368.857	291	1.268		
	Total	376.727	296			
Modern shop decoration and product arrangement	Between Groups	5.154	5	1.031	.902	.480
	Within Groups	332.409	291	1.142		
	Total	337.562	296			
Clean store	Between Groups	4.446	5	.889	.809	.544
	Within Groups	320.025	291	1.100		
	Total	324.471	296			
Advertisements	Between Groups	7.363	5	1.473	1.204	.307
	Within Groups	355.971	291	1.223		
	Total	363.333	296			
Ability of salesperson to provide product information	Between Groups	6.746	5	1.349	1.152	.333
	Within Groups	340.796	291	1.171		
	Total	347.542	296			
Additional services	Between Groups	7.230	5	1.446	1.184	.317
	Within Groups	355.322	291	1.221		
	Total	362.552	296			
Loyalty Points	Between Groups	5.619	5	1.124	.736	.597
	Within Groups	444.327	291	1.527		
	Total	449.946	296			
Trial product samples	Between Groups	6.910	5	1.382	.967	.438
	Within Groups	415.817	291	1.429		
	Total	422.727	296			
Discount & offers	Between Groups	4.002	5	.800	.591	.707
	Within Groups	394.240	291	1.355		
	Total	398.242	296			

➢ Interpretation

From table 4.3.1. We infer following factors of Marketing Stimulus has effect on the type of herbal product used by the respondents.

Product	Price	Place	Promotion
No Side effects	-	Convenient Transportation	Advertisements
Mfg. & Expiry date	-	Product Arrangement in shop	Additional Services
Natural & no Chemical	-	Cleanliness in Store	Loyalty points
Variety of product	-	-	-
Packaging	-	-	-

From table 4.3.2. We infer following factors of Marketing Stimulus has effect on Reasons for the use of herbal products by the respondents.

Product	Price	Place	Promotion
FSSAI Certification	-	-	Ability of salesperson to give product information.

From table 4.3.3. We infer following factors of Marketing Stimulus has effect on Location of purchase of Herbal Products.

Product	Price	Place	Promotion
No Side effects	Appropriate price for product Quality	Convenient Transportation	Advertisement
Mfg. & Expiry date	Appropriate price for product Quantity	Product Arrangement in shop	Trial Product Samples
Natural & no Chemical	-	-	Loyalty points
Quality Product	-	-	-
FSSAI Certification	-	-	-

From table 4.3.4. We infer following factors of Marketing Stimulus has effect on Frequency of Purchase of Herbal products by the respondents.

Product	Price	Place	Promotion
No Side effects	-	Product Arrangement in shop	Ability of salesperson to give product information.
Mfg. & Expiry date	-	-	Additional Services
FSSAI Certification	-		Loyalty points
Variety of product	-	-	Trial product samples
Packaging	-	-	Discount and offers

From table 4.3.5. We infer following factors of Marketing Stimulus has effect on Average cost of purchase of herbal products by respondents.

Product	Price	Place	Promotion
No Side effects	Cheaper price then competitors	Product Arrangement in shop	Ability of salesperson to give product information.
Famous Brands	-	Convenient transportation	Advertisements
FSSAI Certification	-	-	Loyalty points
Variety of product and size	-	-	Trial product samples
Packaging	-	-	-

From table 4.3.6. We infer following factors of Marketing Stimulus has effect on occasion of most purchase by the respondents.

Product	Price	Place	Promotion
FSSAI certification	-	Product Arrangement in shop	Advertisements
Variety of product size	-	Convenient transportation	Loyalty points
	-		Trial product samples

From table 4.3.7. We infer following factors of Marketing Stimulus has effect on people most contributing to the decision of making purchase of herbal products to the respondents.

Product	Price	Place	Promotion
FSSAI Certification	Cheaper price then competitors	-	Advertisements
No Side effects	-	-	Additional Services
Quality Product	-		Loyalty points
	-	-	Trial product samples
	-	-	Discount and offers

From table 4.3.8. We infer following factors of Marketing Stimulus has effect on Source of information received by respondents on herbal products.

Product	Price	Place	Promotion
-	Cheaper price then competitors	-	-

Table 4.3.9. Factor Analysis for marketing stimulus that affects Consumer Purchase pattern of Herbal product Users.

Rotated Component Matrix[a]

	Component		
	1	2	3
FSSAI certified	.518	.288	.478
No side-effects	.792	.262	.161
Clear production and expiration date	.713	.247	.311
Natural materials and no chemicals	.811	.152	.182
Famous brand	.543	.140	.430
Good quality product	.831	.102	.219
Variety of product	.405	.267	.671
Nice packaging	.205	.238	.841
Variety of product size	.257	.360	.761
Appropriate price for product quality	.820	.272	.064
Appropriate price for product quantity	.717	.258	.235
Cheaper price than competitors	.513	.278	.334
Convenient transportation	.457	.476	.324
Modern shop decoration and product arrangement	.247	.504	.524
Clean store	.518	.439	.324
Advertisements	.531	.475	.231
Ability of salesperson to provide product information	.330	.657	.339
Additional services	.147	.735	.422
Loyalty Points	.087	.739	.428
Trial product samples	.260	.806	.104
Discount & offers	.316	.748	.112

Interpretation: From Factor analysis rotated component matrix table 4.3.9. We can infer that factors having value above 0.5 is more significant than other factors whose value is below 0.5. The factors which are more Significant is given below**.**

Product	Price	Place	Promotion
FSSAI certified	Appropriate price for product Quality	Clean Store	Ability of salesperson to give product information
No side effects	Appropriate price for product Quantity		Additional services
Clear Mfg. & Expiry date	Cheaper price then competitors		Loyalty Points
Natural & no Chemical			Trial product & Samples
Famous Brand			Discounts & offers
Quality Product			

Table 4.3.10. Marketing stimulus that affects Consumer Purchase pattern of herbal products.

Descriptive Statistics

List of Stimulus	Herbal Product Users		Non-Herbal Product Users	
	Mean	Level of Significance	Mean	Level of Significance
Product Stimulus				
FSSAI certified	3.41	High	3.67	High
No Side-effects	3.91	High	3.97	High
Clear Production and expiration date	3.70	High	3.99	High
Natural Materials and no Chemicals	3.92	High	4.05	High
Famous Brand	3.54	High	3.72	High
Good Quality product	3.94	High	4.04	High
Variety of Product	3.35	Medium	3.72	High
Nice Packaging	3.11	Medium	3.32	Medium
Variety of Product size	3.22	Medium	3.54	High
Price Stimulus				
Appropriate price for product quality	3.59	High	3.80	High
Appropriate price for product quantity	3.41	High	3.63	High
Cheaper price than competitors	3.20	Medium	3.42	High
Place Stimulus				
Convenient Transportation	3.12	Medium	3.47	High
Modernization and arrangement in shop	2.85	Medium	2.90	Medium
Clean Store	3.40	Medium	3.53	High
Promotion Stimulus				
Advertisements	3.18	Medium	3.41	High
Ability of Salesperson to provide info.	2.87	Medium	3.42	High
Additional Services	2.94	Medium	3.19	Medium
Loyalty points	2.59	Medium	3.08	Medium
Trial product samples	2.96	Medium	3.47	High
Discounts and offers	3.04	Medium	3.46	High

4.4 To understand Consumer purchase pattern process for purchasing of Herbal products

Hypothesis:

- H_2: There is a significant effect of demographic variables upon Purchase pattern of customers who use Herbal Products.

4.4.1 Sub-Hypothesis:

H_{a1}: There is an effect of Age upon Type of Herbal product most used by the consumers.

H_{a2}: There is an effect of Age upon reason for the use of herbal products.

H_{a3}: There is an effect of Age upon Frequency of purchase of herbal products.

H_{a4}: There is an effect of Age upon Average cost of purchase

H_{a5}: There is an effect of Age upon Occasion when herbal product most purchased.

H_{a6}: There is an effect of Age upon People contributing to the decision of purchase.

H_{a7}: There is a significant effect of Age upon Source of Information on herbal products.

H_{a8}: There is a significant effect of Gender upon type of herbal products most used.

H_{a9}: There is a significant effect of Gender upon Reason for use of herbal products.

H_{a10}: There is a significant effect of Gender upon Location of purchase.

H_{a11}: There is a significant effect of Gender upon Avg. cost of purchase

H_{a12}: There is a significant effect of Gender upon occasion of most purchase

H_{a21}: There is a significant effect of Income upon Type of herbal product most used.

H_{a22}: There is a significant effect of Income upon Reason for the use of herbal products.

H_{a23}: There is a significant effect of Income upon Location of most purchases.

H_{a24}: There is a significant effect of Income upon Frequency of purchase.

H_{a25}: There is a significant effect of Income upon Average cost of purchase.

H_{a26}: There is a significant effect of Income upon Occasion of most purchases.

.H_{a27}: There is a significant effect of Income upon Source of information on herbal product.

Table 4.5.1. Crosstabulation and Chi-Square Test for Age upon Type of Herbal product most used.

		Type of herbal product most used					Total
		Beauty Products	Hair Care Products	Others	Skin Care Products	Skin Cleansing Products	
Age	20-25 years old	13	54	5	89	35	196
	26-30 years old	11	17	3	21	13	65
	31-40 years old	7	9	1	3	8	28
	41-50 years old	1	4	0	1	1	7
	More than 50 years	0	0	0	1	0	1
Total		32	84	9	115	57	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.881[a]	16	.043
Likelihood Ratio	27.987	16	.032
N of Valid Cases	297		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .03.

Interpretation: From table 4.5.1. we infer that there is a significant effect of age upon the type of herbal product used, From the Crosstabulation table we can also infer that most of the people uses Skin care product, followed by Hair care, Skin Cleansing and Beauty products.

Table 4.5.2: Crosstabulation and Chi-Square Test for Age upon most important reason for use of herbal products.

		Most important reasons for use of herbal Products.					Total
		Cheaper price of products	Others	Persuaded by existing users	Satisfied about the quality of products	Wants to change from chemical To herbal products	
Age	20-25 years old	6	3	22	86	79	196
	26-30 years old	6	0	16	22	21	65
	31-40 years old	1	0	6	8	13	28
	41-50 years old	1	0	0	4	2	7
	More than 50 years	0	0	1	0	0	1
Total		14	3	45	120	115	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.315[a]	16	.083
Likelihood Ratio	23.165	16	.109
N of Valid Cases	297		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .01.

Interpretation: From table 4.5.2. we can infer that there is no significant effect of agr upon the reason for Purchase of herbal products, From the Crosstabulation table we can also infer that most of the respondents are satisfied with the quality of herbal products and they want to shift from chemical to herbal products therefore they purchase herbal products most.

Table 4.5.3: Crosstabulation and Chi-Square Test for Age upon Frequency of purchase of herbal products.

		Frequency of purchase of herbal Products						
		once in a month	once in a quarter	once in a week	once in a year	once in every 15 days	Once in more than a year	Total
Age	20-25 years old	95	72	2	15	5	7	196
	26-30 years old	33	18	2	4	6	2	65
	31-40 years old	13	6	4	3	1	1	28
	41-50 years old	3	3	0	0	0	1	7
	More than 50 years	0	0	1	0	0	0	1
Total		144	99	9	22	12	11	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.343[a]	20	.000
Likelihood Ratio	27.895	20	.112
N of Valid Cases	297		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .03.

Interpretation: From table 4.5.3. we infer that there is a significant effect of Age upon Frequency of purchase of herbal products, From the Crosstabulation table we can also infer that most of the respondents purchase herbal products once in a month or once in a quarter.

Table 4.5.4: Crosstabulation and Chi-Square Test for Age upon location of purchase of herbal products.

		Location from where Herbal Products most purchased						
		Herbal Shops	Hospitals	Online Shopping	Others	Salesperson/ direct sale	Shopping Malls	Total
Age	20-25 years old	104	5	17	4	10	56	196
	26-30 years old	27	1	15	2	5	15	65
	31-40 years old	12	0	6	0	6	4	28
	41-50 years old	3	0	0	0	1	3	7
	More than 50 years	0	0	1	0	0	0	1
Total		146	6	39	6	22	78	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.849[a]	20	.035
Likelihood Ratio	29.591	20	.077
N of Valid Cases	297		

a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is .02.

Interpretation: From table 4.5.4**.** we infer that there is a significant effect of Age upon location of purchase of herbal products, From the Crosstabulation table we can also infer that lasrge number of respondents do purchase herbal products from Herbal shops and Shopping malls.

Table 4.5.5: Crosstabulation and Chi-Square Test for Age upon Average cost of purchase

		Average Cost of Purchase. (Rs.)					
		300 or less	301-500	501-700	701-1000	More than 1000	Total
Age	20-25 years old	87	57	37	9	6	196
	26-30 years old	16	18	21	7	3	65
	31-40 years old	3	8	11	4	2	28
	41-50 years old	1	1	1	2	2	7
	More than 50 years	1	0	0	0	0	1
Total		108	84	70	22	13	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.101[a]	16	.001
Likelihood Ratio	36.078	16	.003
N of Valid Cases	297		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .04.

Interpretation: From table 4.5.5**.** we infer that there is a significant effect of age upon average cost of purchase, From the Crosstabulation table we can also infer that most people spend 300 to 700 depending on the age group.

Table 4.5.6: Crosstabulation and Chi-Square Test for Age upon Occasion when herbal product most purchased.

		Occasion when herbal Products is purchased most						
		Convinced by sales person	Deduction in price of herbal products	Irritation caused by chemical products	Others	Run out of existing product	Want to try new products	Total
Age	20-25 years old	4	11	64	0	41	76	196
	26-30 years old	1	13	19	2	14	16	65
	31-40 years old	1	4	11	0	5	7	28
	41-50 years old	1	0	3	0	2	1	7
	More than 50 years	0	0	1	0	0	0	1
Total		7	28	98	2	62	100	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.595[a]	20	.048
Likelihood Ratio	27.946	20	.111
N of Valid Cases	297		

a. 19 cells (63.3%) have expected count less than 5. The minimum expected count is .01.

Interpretation: From table 4.5.6**.** we infer that there is a significant effect of age upon occasion when herbal product is most purchased, From the Crosstabulation table we can also infer that most people want to try new products. They also buy herbal products due to the irritation caused by chemical products or in case they run out of existing products.

Table 4.5.7: Crosstabulation and Chi-Square Test for Age upon People most contributed to the decision of purchase.

		People most contributed to your decision of purchase					Total
		Celebrities	Friend	Relatives	Salesperson	Self	
Age	20-25 years old	3	62	27	4	100	196
	26-30 years old	4	13	15	0	33	65
	31-40 years old	0	8	8	2	10	28
	41-50 years old	0	1	0	1	5	7
	More than 50 years	0	0	1	0	0	1
Total		7	84	51	7	148	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.394[a]	16	.021
Likelihood Ratio	27.162	16	.040
N of Valid Cases	297		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .02.

Interpretation: From table 4.5.7**.** we infer that there is a significant effect of age upon people most contributing to the decission of purchase, From the Crosstabulation table we can also infer that most people are self influenced to make their own decision of purchase of herbal products,whereas friends and relatives too contribute in making purchase decission.

Table 4.5.8: Crosstabulation and Chi-Square Test for Age upon Source of Information on herbal products.

		Source of information on herbal Products						Total
		Family members	Internet	Others	Print Advertisements	Television Commercials	Word of mouth	
Age	20-25 years old	1	63	3	7	49	73	196
	26-30 years old	0	19	2	8	12	24	65
	31-40 years old	0	9	0	3	6	10	28
	41-50 years old	0	2	0	1	3	1	7
	More than 50 years	0	0	0	0	0	1	1
Total		1	93	5	19	70	109	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.283[a]	20	.816
Likelihood Ratio	14.840	20	.785
N of Valid Cases	297		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .00.

Interpretation: From table 4.5.8**.** we infer that there is no significant effect of age upon the source of information on herbal products, From the Crosstabulation table we can also infer that people mostly get informed about the herbal products through WOM, Internet and TV commercials.

Table 4.5.9. Crosstabulation and Chi-Square Test for Gender upon type of herbal products most used.

		Type of herbal product most used					
		Beauty Products	Hair Care Products	Others	Skin Care Products	Skin Cleansing Products	Total
Gender	Female	26	34	4	62	30	156
	Male	6	50	5	53	27	141
Total		32	84	9	115	57	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.804[a]	4	.003
Likelihood Ratio	16.759	4	.002
N of Valid Cases	297		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.27.

Interpretation: From table 4.5.9**.** we infer that there is a significant effect of gender upon the type of herbal products used, From the Crosstabulation table we can also infer that people females and males mostly use Skin care and Hair care herbal products.

Table 4.5.10 Crosstabulation and Chi-Square Test for Gender upon Reason for use of herbal products.

		Most important reasons for use of herbal Products.					
		Cheaper price of products	Others	Persuaded by existing users	Satisfied about the quality of products	Wants to change from chemical To herbal products	Total
Gender	Female	9	1	17	66	63	156
	Male	5	2	28	54	52	141
Total		14	3	45	120	115	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.674[a]	4	.225
Likelihood Ratio	5.713	4	.222
N of Valid Cases	297		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.42.

Interpretation: From table 4.5.10**.** we infer that there is no significant effect of gender upon reason for use of herbal products, From the Crosstabulation table we can also infer that reason for males and females to use herbal products is either they are satisfied about the quality or wanted to shift from chemical to herbal products.

Table 4.5.11 Crosstabulation and Chi-Square Test for Gender upon Location of purchase.

		Location from where Herbal Products most purchased						
		Herbal Shops	Hospitals	Online Shopping	Others	Salesperson/ direct sale	Shopping Malls	Total
Gender	Female	85	1	23	2	11	34	156
	Male	61	5	16	4	11	44	141
Total		146	6	39	6	22	78	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.083[a]	5	.106
Likelihood Ratio	9.345	5	.096
N of Valid Cases	297		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.85.

Interpretation: From table 4.5.11**.** we infer that there is no significant effect of gender upon Location of purchase, From the Crosstabulation table we can also infer that location for males and females to purchase herbal items is from herbal shops or shopping malls.

Table 4.5.12. Crosstabulation and Chi-Square Test for Gender upon Frequency of purchase.

		Frequency of purchase of herbal Products						
		once in a month	once in a quarter	once in a week	once in a year	once in every 15 days	Once in more than a year	Total
Gender	Female	78	43	6	12	10	7	156
	Male	66	56	3	10	2	4	141
Total		144	99	9	22	12	11	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.307[a]	5	.097
Likelihood Ratio	9.807	5	.081
N of Valid Cases	297		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 4.27.

Interpretation: From table 4.5.12**.** we infer that there is no significant effect of gender upon frequency of purchase, From the Crosstabulation table we can also infer that reason for males and females make purchase once in a month but more males purchase product once in a quarter in comparision to females.

Table 4.5.13. Crosstabulation and Chi-Square Test for Gender upon Avg. cost of purchase.

		Average Cost of Purchase. (Rs.)					
		300 or less	301-500	501-700	701-1000	More than 1000	Total
Gender	Female	52	44	39	13	8	156
	Male	56	40	31	9	5	141
Total		108	84	70	22	13	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.920[a]	4	.751
Likelihood Ratio	1.927	4	.749
N of Valid Cases	297		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.17.

Interpretation: From table 4.5.13**.** we infer that there is no significant effect of gender upon average cost of purchase, From the Crosstabulation table we can also infer that females spent more on herbal produscts then males.

Table 4.5.14. Crosstabulation and Chi-Square Test for Gender upon occasion of most purchase

		Occasion when herbal Products is purchased most						
		Convinced by sales person	Deduction in price of herbal products	Irritation caused by chemical products	Others	Run out of existing product	Want to try new products	Total
Gender	Female	2	16	62	0	23	53	156
	Male	5	12	36	2	39	47	141
Total		7	28	98	2	62	100	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.524[a]	5	.013
Likelihood Ratio	15.434	5	.009
N of Valid Cases	297		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .95.

Interpretation: From table 4.5.14**.** we infer that there is a significant effect of gender upon occasion of most purchases, From the Crosstabulation table we can also infer that females use due to irritation cause by herbal products and male use it as they want to try new products or if they run out of existing products.

Table 4.5.15. Crosstabulation and Chi-Square Test for Income upon reason for use of herbal product.

		Most important reasons for use of herbal Products.					
		Cheaper price of products	Others	Persuaded by existing users	Satisfied about the quality of products	Wants to change from chemical To herbal products	Total
Monthly Income (Rs.)	10001-20000	0	0	3	6	2	11
	20001-30000	1	0	1	3	6	11
	30001-40000	2	0	7	10	10	29
	Less than or equal to 10000	5	3	22	82	75	187
	More than 40000	6	0	12	19	22	59
Total		14	3	45	120	115	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.708[a]	16	.284
Likelihood Ratio	19.392	16	.249
N of Valid Cases	297		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .11.

Interpretation: From table 4.5.15**.** we infer that there is no significant effect of Income level upon reason for use of herbal products, From the Crosstabulation table we can also infer that repondents having income level less then 10000 are satisfied with quality therefore they and some have shifted from chemical to herbal froducts.

Table 4.5.16. Crosstabulation and Chi-Square Test for Income upon Location of most purchases.

		Location from where Herbal Products most purchased						
		Herbal Shops	Hospitals	Online Shopping	Others	Salesperson/ direct sale	Shopping Malls	Total
Monthly Income (Rs.)	10001-20000	3	0	1	2	0	5	11
	20001-30000	5	0	1	0	2	3	11
	30001-40000	11	1	8	0	1	8	29
	Less than or equal to 10000	99	4	18	4	10	52	187
	More than 40000	28	1	11	0	9	10	59
Total		146	6	39	6	22	78	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.258[a]	20	.005
Likelihood Ratio	32.278	20	.040
N of Valid Cases	297		

a. 19 cells (63.3%) have expected count less than 5. The minimum expected count is .22.

Interpretation: From table 4.5.16**.** we infer that there is a significant effect of Income level upon reason for use of herbal products, From the Crosstabulation table we can also infer that repondents having income level less then 10000 mostly visits herbal shops and malls to purchase.

Table 4.5.17. Crosstabulation and Chi-Square Test for Income upon Frequency of purchase.

		Frequency of purchase of herbal Products						
		once in a month	once in a quarter	once in a week	once in a year	once in every 15 days	Once in more than a year	Total
Monthly Income (Rs.)	10001-20000	7	3	1	0	0	0	11
	20001-30000	5	3	1	2	0	0	11
	30001-40000	10	8	2	2	5	2	29
	Less than or equal to 10000	91	67	1	16	5	7	187
	More than 40000	31	18	4	2	2	2	59
Total		144	99	9	22	12	11	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.734[a]	20	.028
Likelihood Ratio	30.457	20	.063
N of Valid Cases	297		

a. 18 cells (60.0%) have expected count less than 5. The minimum expected count is .33.

Interpretation: From table 4.5.17**.** we infer that there is a significant effect of Income level upon reason for use of herbal products, From the Crosstabulation table we can also infer that repondents having income level less then 10000 mostly purchases once in a month.

Table 4.5.18. Crosstabulation and Chi-Square Test for Income upon Average cost of purchase

		Average Cost of Purchase. (Rs.)					
		300 or less	301-500	501-700	701-1000	More than 1000	Total
Monthly Income (Rs.)	10001-20000	6	4	0	0	1	11
	20001-30000	4	5	2	0	0	11
	30001-40000	7	11	5	3	3	29
	Less than or equal to 10000	81	51	39	11	5	187
	More than 40000	10	13	24	8	4	59
Total		108	84	70	22	13	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.149[a]	16	.003
Likelihood Ratio	39.505	16	.001
N of Valid Cases	297		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .48.

Interpretation: From table 4.5.18**.** we infer that there is a significant effect of Income level upon occasion of most purchase of herbal products, From the Crosstabulation table we can also infer that repondents having income level less then 10000 mostly spends 300 or less while people with income level of more than 40000 spends Rs.501-700.

Table 4.5.19. Crosstabulation and Chi-Square Test for Income upon Occasion of most purchases

		People most contributed to your decision of purchase					
		Celebrities	Friend	Relatives	Salesperson	Self	Total
Monthly Income (Rs.)	10001-20000	1	4	2	0	4	11
	20001-30000	0	2	6	0	3	11
	30001-40000	1	7	6	0	15	29
	Less than or equal to 10000	5	59	24	4	95	187
	More than 40000	0	12	13	3	31	59
Total		7	84	51	7	148	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.636[a]	16	.098
Likelihood Ratio	22.345	16	.132
N of Valid Cases	297		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .26.

Interpretation: From table 4.5.19**.** we infer that there a significant effect of Income level upon occasion of most purchase of herbal products, From the Crosstabulation table we can also infer that repondents having income level less then 10000 mostly takes decision by self or on recommendation of friends or relatives.

Table 4.5.20 Crosstabulation and Chi-Square Test for Income upon Source of information on herbal product.

		Source of information on herbal Products						
		Family members	Internet	Others	Print Advertisements	Television Commercials	Word of mouth	Total
Monthly Income (Rs.)	10001-20000	0	3	1	0	4	3	11
	20001-30000	0	3	0	3	0	5	11
	30001-40000	0	6	0	4	6	13	29
	Less than or equal to 10000	1	62	3	7	43	71	187
	More than 40000	0	19	1	5	17	17	59
Total		1	93	5	19	70	109	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.638[a]	20	.178
Likelihood Ratio	24.470	20	.222
N of Valid Cases	297		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .04.

Interpretation: From table 4.5.20**.** we infer that there is no significant effect of Income level upon Source of information on herbal products, From the Crosstabulation table we can also infer that repondents having income level less then 10000 mostly gets to know about herbal product through word of mouth and through internet.

CHAPTER V

RESULTS OF THE STUDY AND SUGGESTIONS

5. RESULTS OF THE STUDY

5.4 Consumer purchase pattern of herbal products in India.

- The data collected from the sample group of herbal users to understand the purchase pattern of customers. A total of 279 respondents out of 376 use herbal products. It is found that people in between age group of 20-30 years uses Skin care products followed by Hair care and Skin cleansing products, whereas people between age group of 31-40 uses more of Hair care herbal products as it is found that most people in this age group start losing their hair, henceforth they take precaution measures like using herbal shampoos and other herbal oils for nourishment of their hair. Gender wise the study shows that Herbal beauty, Skin care and Skin Cleansing products is mostly used by Females but Herbal Hair care products is used by more males than females.
- The various campaigns run by different brands to make people aware regarding the chemical contents in the products that they use on day to day basis has made people to switch from chemical products to Herbal products. Post purchase of herbal products most of the people rebuy it as they are satisfied with the results after use of herbal products, this is one of the most important reason for use of herbal products. Most females use herbal products than male due to the chemical contents in other products and are more satisfied with Herbal products quality then males.
- In most of the Family there is a budget decided for the items to be purchased on monthly basis whereas people in the age group of 20-25 which is the youth decide themselves what they need and utilizes the pocket money to purchase their needed products. The results shows most purchases of herbal items is done on monthly basis followed by Quarterly basis. Number of Females purchasing monthly is more than the males, quarterly basis male purchases more than females. Seeing the purchase pattern in every 15 days females makes more purchases than males. People earning more purchases most on monthly basis whereas on quarterly purchase category mostly people who earn Rs.10000 or less is the most to buy herbal products.
- The most favorite destination to make purchase for a large number of items at a single place for every age group is certainly shopping malls. The study shows that in purchasing of the Herbal items most customers prefer Herbal shops followed by shopping malls and Very few prefer online shopping and other medium to buy Herbal products. This

somewhere shows that customers feel safe to purchase from herbal shops as risk of duplicity of product is low. Number of males purchasing from Malls and Specialized herbal shops is more than females purchasing through these mediums whereas in online shopping category females do more online shopping of herbal products in comparison with males.

- It is obvious that people between age group of 20-25 years might have started to earn or they still might be a student who gets a fixed amount of pocket money to decide upon their needs and wants. The study shows that most people in age group of 20-25 spends Rs.300 or less on purchasing of herbal products whereas people between age group of 29-40 on an average spends Rs.501-700. With increase in age and purchasing power the amount spend on buying herbal items also increases. The study states that more of females spend between Rs. 301-1000 and above while male dominates is the category of spending Rs. 300 or less for purchasing of herbal products.
- We all watch TV commercials nowadays filled with advertisement of various types of brands which sells multiple herbal products which serve different purposes. Even though most of the people go with Word of mouth to make a purchase decision, most of the purchasing decision is self-made by the people but Friends and relatives which acts as most trusted source of information contributes most to the decision making for the purchase of herbal products. Most of the males purchase Herbal products since they run out of their existing products or just want to try new products whereas females purchase most of herbal products as they feel irritation with the use of chemical content products.

5.5 Marketing stimulus that affects consumer purchase pattern of herbal products.

The study on the marketing stimulus for selecting herbal products with the sample of male and female consumers who use herbal products by analyzing product, price, place and promotion stimulus results as follows:

5.2.1. Product stimulus

The study on the samples who use herbal products found that the five highest significant Product stimulus affecting the purchasing pattern of customers for herbal products are:

- FDA certificate.
- No side effects
- Clear production and expiration date.
- Natural materials and no chemicals.
- Good quality of product and Size.

5.2.2. Price Stimulus

The study on the samples who use herbal products found that the highest significant price stimuli affected purchasing pattern of herbal product customers was an appropriate price for the quality and quantity of the product.

5.2.3. Place Stimulus

The study on the samples that use herbal products found that the highest significant place stimuli that affected purchasing pattern of herbal customers was convenient transportation for going to the product distribution location and Modern shop with good product arrangement.

5.2.4. Promotion Stimulus

The study on the samples who use herbal products found that the highest significant promotion stimuli that affected purchasing pattern of herbal customers is media advertisements, and the following significant stimulus are salespeople who can provide product information and additional services, such as, facial massage, skin checking. Loyalty points to get special gifts, and giving trial product samples.

5.6 Suggestions

- Although the Herbal products are mostly health care products that contain a relatively low risk of health problems in some cases, side-effects can occur, such as, irritation, itchiness, pain, swelling, rashes, dry or peeling skin, and severe allergies like burns. Therefore, Herbal manufacturers should follow a sanitary production process, avoid using prohibited chemicals, completely provide FSSAI labels wherever required; especially, source of production, production and expiration dates.
- Manufacturers should research or add new herbal ingredients, including combining the use of domestic and overseas raw materials to enhance Indian herbal product standards and make it widely accepted internationally among all the age groups and gender.
- Manufacturers should create modern and interesting product packaging. The product name should be easy to read and remember. The variety of product is also an important factor that can attract consumers; thus, at least sufficient range of herbal products should be produced in order to provide more options for consumers.
- Manufacturers who want to invest in the herbal cosmetics business should find their targeted consumers in the market first. For example, if the targets are upper-level consumers, then the product quality must be up to the standard, but the price will be more expensive. If the targets are lower-level consumers, then the product quality is not as relevant due to the price of product being lower.
- Due to the popularity of herbal products for consumers, competition in this kind of business is high. This is caused by the increasing number of manufacturers. Besides the product quality, businesspeople should conduct marketing campaigns in order to attract more customers; for example, hiring reliable presenters to advertise the product through various media, providing brochures in order to inform people about the properties and benefits of herbs in the cosmetics products, demonstrating the use of the product at stores in order to build customers' trust for product safety, and various sale promotions, such as, accumulated points to get special gifts, member cards, etc. By doing these activities, the product price should not be reduced as customers may think that the reasons for the discount are lower quality of product or the product being unsellable.
- The government should seriously support the relevant institutes, such as, the Department of Medical Science, Herbal Research Institutes in various academies, etc. to research and

develop the raw materials used in natural and herbal cleansing cosmetics/skin treatment industries, including checking, controlling, and giving certification or symbols to manufactures whose products are up to the standard.

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Annexure: Questionnaire

Section-1: Demographics of the Individual sample.

1. **Age**
   - 20-25 years old ☐
   - 26-30 years old ☐
   - 31-40 years old ☐
   - 41-50 years old ☐
   - More than 50 years ☐
2. **Marital Status**
   - Single ☐
   - Married ☐
3. **Education Level**
   - Higher Secondary ☐
   - Under Graduation ☐
   - Graduate ☐
   - Post-Graduation ☐
4. **Location you Belong to**
   - North India ☐
   - South India ☐
   - East India ☐
   - West India ☐
   - Central India ☐
5. **Career**
   - Private Employee ☐
   - Student ☐
   - Govt. Employee ☐
   - Entrepreneur ☐
   - Other ☐
6. **Monthly Income (Rs.)**
   - Less than or equal to 10000 ☐
   - 10001-20000 ☐
   - 20001-30000 ☐
   - 30001-40000 ☐
   - More than 40000 ☐

Section-2: Consumer purchasing pattern for herbal products consumers in India.

(Tick only one of the most suitable option)

a) I have used herbal Products. ☐

b) I have never used any herbal products. ☐

(In case you choose option "b" please move to next section-3, do not fill section-2)

1. Type of herbal product most used

a) Skin Care Products ☐
b) Skin Cleansing Products ☐
c) Hair Care Products ☐
d) Beauty Products ☐
e) Other herbal Products ☐

1. Most important reasons for use of herbal Products.

a) Satisfied about the quality of products. ☐
b) Persuaded by existing users. ☐
c) Cheaper price of products. ☐
d) Wants to change from chemical to Herbal products. ☐

2. Location from where Herbal Products most purchased.

a) Shopping Malls ☐
b) Hospitals ☐
c) Herbal shops ☐
d) Salesperson/direct sale ☐
e) Online Shopping ☐

3. Frequency of purchase of herbal Products.

a) once in a week ☐
b) once in every 15 days ☐
c) once in a month ☐
d) once in a quarter ☐
e) once in a year ☐
f) Once in more than a year ☐

(*continued)

4. **Average Cost of Purchase. (Rs.)**
   a) 300 or less ☐
   b) 301-500 ☐
   c) 501-700 ☐
   d) 701-1000 ☐
   e) More than 1000 ☐

5. **Occasion of most purchase of herbal Products.**
   a) Run out of existing product ☐
   b) Want to try new products ☐
   c) Irritation caused by chemical products ☐
   d) Deduction in price of herbal Products ☐
   e) Convinced by sales person ☐

6. **People most contributed to your pattern of purchase.**
   a) Self ☐
   b) Friends ☐
   c) Relatives ☐
   d) Salesperson ☐
   e) Celebrities ☐

7. **Source of information on herbal Products.**
   a) Word of Mouth ☐
   b) Internet ☐
   c) Print Advertisements ☐
   d) Television commercials ☐
   e) Other Media ☐

Section-3: Marketing stimulus that affects Indian consumer Purchase pattern of herbal Products.

Rate the following Marketing Stimulus that affects your Purchase pattern of Herbal Products.

(1 = lowest, 2 = low, 3 = medium, 4 = high and 5 =highest.)

List of Stimulus	**1**	**2**	**3**	**4**	**5**
Product stimulus					
FSSAI certified					
No side-effects					
Clear production and expiration date					
Natural materials and no chemicals					
Famous brand					
Good quality product					
Variety of product					
Nice packaging					
Variety of product size					
Price Stimulus					
Appropriate price for product quality					
Appropriate price for product quantity					
Cheaper price than competitors'					
Place Stimulus					
Convenient transportation					
Modern shop decoration and product arrangement					
Clean store					
Promotion Stimulus					
Advertisements					
Ability of salesperson to provide product information					
Additional services					
Loyalty Points					
Trial product samples					
Discounts and Offers					

Thank you