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A STUDY ON HERBAL COSMETIC PRODUCTS TOWARDS CUSTOMER PERCEPTION IN BANGALORE CITY**ISMAILAMIYA****Ph. D. RESEARCH SCHOLAR
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SALEM****ABSTRACT**

An herbal cosmetic has growing demand in the world market and is on invaluable gift of nature. The concept of beauty and cosmetics is an ancient as mankind and civilization women are obsessed with looking beautiful. So they use various beauty products that have herbs to look charm and young. Theoretical frame work of the research revolves around the customer perception as how cosmetics consumers based on brand personality association, differ in their perception towards brands. The research helps herbal cosmetic companies to know the factors that revolve around the potential consumers while making the herbal cosmetic purchase decisions. According to the research, products physical qualities, price, advertisement and promotion plays in important role. Consumers of this millennium have become more concerned about their health and also inclined to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide maximum satisfaction. A healthy lifestyle Indian has become more inclined to Ayurvedic or Herbal cosmetic therapy as alternative health care for natural cure.

KEYWORDS

herbal, cosmetic product, customer perception and health.

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INTRODUCTION

Customer satisfaction has become the key operational goal for every organization. The thing that counts today is customer satisfaction, if the customers are not satisfied they will stop doing business with that organization. All the things that are organization do to achieve quality and provide. Excellent service is not important at all if it does not result into customer satisfaction.

Herbal product refers to items that are prepared and processed with the help of the herbs. Herbs are considered to be food rather than medicine because they're complete, all natural and pure, as natural intended. Herbal products are medicines derived from plants. They are used as supplements to improve health and well being, and may be used for other therapeutic purpose. Herbal product is available as tablets. Capsules, powders, extract teas as so on. Herbal health products and supplements are available in many forms, including in tea bags, capsules, tablets, liquids, and powders. Examples of common herbal health products and supplements included Echinacea, garlic, ginkgo, saw palmetto etc.

TOP 10 HERBAL COSMETIC PRODUCTS BRAND IN INDIA

1. Himalaya Herbal
2. Lotus Herbal
3. Khadi Natural
4. Vaadi Herbals
5. Just Herbs
6. Biotique
7. Forest Essentials
8. Ayur Herbals
9. VLCC
10. JOVEES Herbal

OBJECTIVES OF THE STUDY

1. To study the level of customer perception towards herbal cosmetic products.
2. To determine how well the company and its competitors are satisfying the customer expectations and requirements.
3. To study the socio-economic factors affecting the customer perception of herbal cosmetic product.

METHODOLOGY

The study is based on questionnaire method: Both primary data and secondary data have been used for this study.

- Primary data has been collected from various customers in Bangalore city.
- Secondary data have been collected from related journals, magazines and textbooks.

LIMITATIONS OF THE STUDY

1. The research is based on the convenient sampling and hence all the limitation of sample survey and randomly sampling method are applicable to this work.
2. The result of the study is based upon the views expressed by the customers.

STATISTICAL TOOLS USED FOR THE STUDY

- Simple percentage analysis
- Chi-square analysis
- Friedman's Ranking Test

REVIEW OF LITERATURE

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

M.Banu Rekha and K.Gokila (2015) analyzed the consumer perception and satisfaction of women towards cosmetics with special reference to herbal products. The primary objective of this study is to understand the consumer perception and satisfaction Studying the awareness of the products within the consumer and the number of consumers who consumers the herbal cosmetics.

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

Sawant (2013) the research conducted by Sawant, (2013) the study mentioned that consumers perception towards ayurvedic cosmetic products. The absence of side effect is the most important factor that influence women in the purchase of skin care products.

Sinha and Singh reported (2015) she said that, competition in the cosmetic market in India between nation land international brand, and between herbal and chemical product. The increase tendency and attraction of younger generation especially female are towards the natural products.

Rekha and Gokila (2016) found that consumers are well aware with various herbal cosmetics and now no longer considered as luxury items. The perception of side effect and the chemical is the reason to over to herbal based cosmetics.

Sen and Chakraborty (2015) Ayurveda and other traditional herbal medicines are capable of addressing some modern unmet medical needs, and can provide the basis for developing potential. Processing of herbal products is a complex process. Quality control, prevention of adulteration and other harmful chemicals is a challenge.

ANALYSIS AND INTERPRETATION

Table 1 shows the classification of the respondents based on their Age, Gender, Educational Qualification, Occupation, Family Monthly Income, Marital Status, Nature of Family and Residential Area.

TABLE 1: PERSONAL PROFILE OF CUSTOMER

Particular		No of Respondents	percent
AGE	Up to 25years	20	40
	26-35 years	12	24
	36-45 years	14	28
	Above 45 years	04	08
Gender	Male	10	20
	Female	40	80
Educational Qualification	Illiterate	03	06
	School level	08	16
	College level	30	60
	Professional	09	18
Occupational	House wife	15	30
	Employed	28	56
	Business	05	10
	Professional	02	04
Family monthly Income	Up to Rs.10000	05	10
	Rs.10000 -20000	15	30
	Rs.21000-40000	10	20
	Above Rs. 40000	20	40
Marital Status	Married	18	36
	Unmarried	32	64
Nature of family	Joint Family	28	56
	Nuclear Family	22	44
Total		350	100

Source: computed

It is inferred from above table that 24 percent of the respondent is in the age group of below 26 to 35 years, 80 percent of the respondents are female, 60 percent of the respondents are in college level, 04 percent of the respondents are professionals, 40 percent of the respondents are belonging to the income group of above Rs.40000, 64 percent of the respondents are unmarried and 44 percent of the respondents are in nuclear family.

TABLE 2: LEVEL OF SATISFACTION TOWARDS HERBAL PRODUCTS

Source	No. of Respondent	Percentage
Low	10	10
Medium	40	40
High	50	50
Total	100	100

Source: computed

Inference: the above table shows that, out of 100 respondents. Level of satisfaction is found to be low with regard to 10 percent customers, in case of 40 percent customer's level of satisfaction in medium and 50 percent customers are highly satisfied towards Herbal products.

TABLE 3: SOURCE OF KNOWLEDGE ABOUT HERBAL PRODUCTS

Source	No. Of Respondents	Percentage
Own	20	20
Friends & Relatives	15	15
Media	65	65
Total	100	100

Source: computed

Inference: the above table shows that, out of 100 numbers of respondents 20 percent customers came to know about this herbal product through their own knowledge, 15% through friends & Relatives, 50% through media.

SUGGESTIONS

1. Advertisements to be required for Herbal cosmetic products.
2. Demonstration of Herbal cosmetic products may be improved.
3. The company provides more discount for their product. This should be increasing the customer the company can provide more discount for their product.

CONCLUSION

In the present scenario Herbal cosmetic products are one of the very essential products for all walks of people. Herbs are one of the oldest, widely accepted, and highly appreciated herbal products. It should reach each and every man for their health. There is a need for educating the consumers and awareness about herbal products. Today herbal products believe to help people build their good health with the help of natural source. Herbs do not produce instant cures, but rather offer a way to put the body in proper tune with nature. For thousands of years, humans have used herbs. Herbal medicines are thought to be safe as it is natural, but in fact it can cause serious adverse effects and interaction with other drugs and supplements. The research concludes that customer satisfaction plays a vital role in determining the usage of herbal products.

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