

PROJECT REPORT

ON

**“EXPLORING PURCHASING PATTERNS FOR HERBAL PRODUCTS: AN
INVESTIGATION INTO GREEN CONSUMER BEHAVIOUR”**

Submitted By

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In partial fulfilment of the requirement for the award of the degree of

MASTER OF COMMERCE

OF

THE UNIVERSITY OF CALICUT



M.E.S.ASMABI COLLEGE

P.VEMBALLUR – 680671

2023-2024

CERTIFICATE

Certified that the project work entitled “**EXPLORING PURCHASING PATTERNS FOR HERBAL PRODUCTS: AN INVESTIGATION INTO GREEN CONSUMER BEHAVIOUR**” is a bonafide record of project work carried out by **NEDHEERA MJ** in partial fulfillment of her **Degree of Master of Commerce** of the University of Calicut.

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03/06/2024

CERTIFICATE

This is to certify that the project report entitled “**EXPLORING PURCHASING PATTERNS FOR HERBAL PRODUCTS: AN INVESTIGATION INTO GREEN CONSUMER BEHAVIOUR**” is a bonafide record of project work carried out independently by **NEDHEERA MJ**, in partial fulfillment of **Degree of Master of Commerce** under my guidance and supervision.

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DECLARATION

I, **NEDHEERA MJ**, hereby declare that the project report entitled “**EXPLORING PURCHASING PATTERNS FOR HERBAL PRODUCTS: AN INVESTIGATION INTO GREEN CONSUMER BEHAVIOUR**” is a bonafide record of project work done by me, in partial fulfillment of the requirement for the award of the degree of Master of Commerce, under the supervision of **Smt. THANZEELA EBRAHIM K, Assistant Professor, Research Department of Commerce**, MES Asmabi College, P.Vemballur.

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Project report 2024 **TABLE OF CONTENTS**

CHAPTER NO.	TITLE	PAGE NO.
1	INTRODUCTION	
2	REVIEW OF LITERATURE	
3	THEORETICAL FRAMEWORK	
4	DATA ANALYSIS AND INTERPRETATION	
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	BIBLIOGRAPHY	
	APPENDIX	

Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
Project report 2024 **LIST OF TABLES**

TABLE NO.	TITLE	PAGE NO
4.1	Gender wise classification of respondents	
4.2	Age group of respondents	
4.3	Category of respondents	
4.4	Rate of knowledge about herbal products	

4.5	Type of herbal products used	
4.6	Herbal product usage frequency	
4.7	Influence of advertisement in purchasing herbal products	
4.8	Influence of price of herbal products in buying decision	
4.9	Influence of family or friends to buy herbal products	
4.10	Sources of herbal product information	
4.11	Impact on environment and health in purchasing decision	
4.12	Factors preventing use of herbal products	
4.13	Importance of sustainability in personal care and health product choices	

*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
Project report 2024*

4.14	Perception of herbal product effectiveness vs. conventional medicine	
4.15	Concerns about safety of herbal products	
4.16	Awareness of herbal product regulation in the country	
4.17	Preference between herbal products and conventional medicine	
4.18	Associated benefits of herbal product use	

4.19	Consideration of increased use of herbal products	
4.20	Factors influencing herbal product purchases	
4.21	Importance of packaging and presentation in herbal product selection	
4.22	Willingness to pay extra for organically certified herbal products	
4.23	Mean score and one sample t-test for identifying the factor that has highest influence on green consumption	

Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
Project report 2024 **LIST OF CHARTS**

CHART NO.	TITLE	PAGE NO
4.1	Gender wise classification of respondents	
4.2	Age group of respondents	
4.3	Category of respondents	
4.4	Rate of knowledge about herbal products	
4.5	Type of herbal products used	
4.6	Herbal product usage frequency	
4.7	Influence of advertisement in purchasing herbal products	
4.8	Influence of price of herbal products in buying decision	

4.9	Influence of family or friends to buy herbal products	
4.10	Sources of herbal product information	
4.11	Impact on environment and health in purchasing decision	
4.12	Factors preventing use of herbal products	
4.13	Importance of sustainability in personal care and health product choices	

*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
Project report 2024*

4.14	Perception of herbal product effectiveness vs. conventional medicine	
4.15	Concerns about safety of herbal products	
4.16	Awareness of herbal product regulation in the country	
4.17	Preference between herbal products and conventional medicine	
4.18	Associated benefits of herbal product use	
4.19	Consideration of increased use of herbal products	
4.20	Factors influencing herbal product purchases	
4.21	Importance of packaging and presentation in herbal product selection	

4.22	Willingness to pay extra for organically certified herbal products	
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*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
Project report 2024*

CHAPTER I

INTRODUCTION

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Project report 2024*

1.1 INTRODUCTION

In recent years, the global marketplace has witnessed a significant paradigm shift in consumer behavior, with an increasing emphasis on sustainability and environmental consciousness. This shift is particularly evident in the growing interest and demand for herbal products, which are perceived to offer not only health benefits but also environmental advantages over conventional consumer goods. As society becomes increasingly aware of the interconnectedness between personal health and environmental well-being, the study of green consumer behavior has gained prominence in academic and business circles alike.

This study seeks to explore the intricate dynamics of green consumer behavior concerning herbal products. By focusing on three primary objectives, we aim to provide valuable insights into the awareness levels, influencing factors, and utilization trends associated with herbal product consumption within the context of green consumption.

This study endeavors to contribute to the understanding of green consumer behavior and its implications for the herbal products industry. By examining awareness levels, influencing factors, and utilization trends, we seek to provide valuable insights for businesses, policymakers, and researchers alike. Through a holistic approach that integrates quantitative and qualitative methodologies, we aim to shed light on the complex interplay between consumer preferences, environmental concerns, and sustainable consumption practices. Ultimately, our findings may inform strategies to promote the adoption of herbal products as a viable and eco-friendly alternative to conventional consumer goods, thereby advancing the goals of sustainability and environmental stewardship in the global marketplace.

1.2 SIGNIFICANCE OF THE STUDY

Project writing is integral to the academic journey of every college student, serving as a crucial requirement for degree attainment. Each student perceives project writing as essential for their academic progression, as it entails conducting a study on chosen topic. Upon completion, the project is assessed based on quality of work submitted within the

*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur 1
Project report 2024*

specified timeframe. It serves as a reflection of the student's capacity to select, research, and derive logical conclusions from gathered findings. The caliber of the research project significantly hinges on the quality, quantity and appropriateness of resources referenced and cited throughout the process. This study on exploring purchasing patterns for herbal products and investigating green consumer behavior holds significant importance for several reasons. Overall this study not only contributes to academic research but also offers practical implications for business, policymakers, and consumers striving towards more sustainable and health conscious consumption patterns.

1.3 STATEMENT OF THE PROBLEM

This study delves into the purchasing patterns for herbal products within the domain of green consumer behavior. Despite the escalating interest in sustainability, there

exists a noticeable void in comprehending the determinants guiding consumers' decisions regarding herbal products. The research endeavors to fill this void by exploring the intricate dynamics of green consumer behavior, encompassing awareness levels, influencing factors, and utilization trends. Through a comprehensive analysis, the study aims to offer valuable insights for businesses and policymakers striving to promote sustainable alternatives in the marketplace. By unravelling the complexities surrounding herbal product consumption, this research seeks to contribute to the advancement of environmentally-conscious consumption practices. Ultimately, the findings of this study could inform strategic initiatives aimed at fostering a more sustainable and environmentally-aware marketplace.

1.4 SCOPE OF THE STUDY

In this study the major concern is to analyses the” purchasing behavior towards herbal products within the context of green consumption” in Kodungallur municipality. The data has been collected from a sample of 60 from the users of herbal products.

1.5 OBJECTIVES OF THE STUDY

1. To examine the awareness levels among consumers regarding the environmental and health benefits associated with herbal products.
2. To identify the factor that has highest influence on green consumption.

*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur 2
Project report 2024*

3. To examine the trends in the utilisation of herbal products.

1.6 RESEARCH METHODOLOGY

Research methodology is the way in which research problems are solved systematically. It states how the research study is under taken.

Type of data used

Both primary and secondary data are used for the purpose of the study.

Primary data

Primary source are the main source of information used for analysis. The primary source of data is collected through well-structured questionnaire and personal

interview of herbal product users. It has been collected from 60 samples which are selected from the Kodungallur municipality.

Secondary data

Secondary data are those which have already been collected by someone else for some others purpose. Secondary data are collected from journals, reports, books, and websites.

Tools for Data Collection

Questionnaires are used to collect the data.

Sampling Technique

Non-probability sampling is used.

Sampling method

The convenience sampling method is used.

Sample size

The sample size is 60.

Period of study

*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur 3
Project report 2024*

The study conducted during the period between January and may

2024. 1.7 TOOLS FOR DATA ANALYSIS

One sample t-test

1.8 LIMITATIONS OF THE STUDY

- Information given by the respondents may be biased.
- The response is limited to 60.
- The data available from primary and secondary source were limited.

*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur 4
Project report 2024*

CHAPTER II

REVIEW OF LITERATURE

2 REVIEW OF LITERATURE

1. **“(Chattaraj, 2018)”** delved into the purchasing behaviour of women regarding herbal cosmetics in Kolkata, identifying significant links between age, income, education, and herbal cosmetics buying frequency. Findings emphasized the impact of Promotion, Attributes, Worth of Purchasing, and Demonstration Effect on herbal cosmetics buying behaviour. Saratha (2018) conducted a study in Thoothukudi, revealing consumer prioritization of ‘Price’ for personal care brands among 60 respondents. Results indicated a predominantly female, graduate respondent group favouring HUL personal care products.
2. **“(Bhatt, 2017)”** examined consumer buying behaviour on cosmetics in Navsari, emphasizing quality as the key factor for purchasing among 100 samples. The study offers insights for marketers to shape cosmetics marketing strategies. Jose (2016) conducted a comparative study on perception and buying behaviour of personal care products, noting the sector’s significance and future opportunities. Joshi (2017) found consumers shifting to ayurvedic cosmetics due to concerns about chemicals in herbal products, highlighting awareness and changing perceptions. Rajeswari (2017) emphasized the subjective nature of perceptions in the Indian context, where opinions from others play a crucial role in influencing purchasing decisions.
3. **“(Nagananthi, 2016)”** explored the link between demographic factors and branded cosmetics preference, determining Himalaya’s strong market presence. Family size and earners in respondents’ families impact brand choice. Naresh (2016) identified diverse factors influencing customer perception, including price, brand, and benefits, emphasizing the behavioural aspects of consumer studies. Herbal product usage, rooted in daily practices and health beliefs, is influenced by perceptions and external factors like media and doctors’ opinions. Rajarajan (2016) delved into the perceptual experience of beauty, highlighting Indian consumer behaviour towards herbal cosmetics. Growing demand for herbal medicines arises from their skin-friendly nature and minimal side effects.

4. **“(Gurau & Ranchhod, 2005)”**note a global expansion of the green market, highlighting a surge in ecological product adoption indicative of a shift in consumer behaviour. This trend reflects a growing demand for green products, with consumers demonstrating willingness to pay extra. Over the past decade, green consumerism has experienced noteworthy growth, emphasizing the meaningful incorporation of green products into consumption patterns and an overall greening of consumer practices.
5. In her **2009** article, **Furlow** highlights the prevalence of misleading “green products” in the American market. Companies, aiming to attract environmentally conscious consumers, often make vague or false claims, contributing to widespread “greenwashing.” This not only deceives consumers but also jeopardizes genuinely eco-friendly businesses’ competitiveness. The overuse of “green” claims may render them meaningless, harming both consumers and the environment. Furlow stresses the importance of honest and sincere environmental marketing aligned with a company’s mission to avoid detrimental consequences.
6. **“(Ali, Khan, Ahmed, & Shahzad, 2011)”**explored Pakistani consumers’ intention to buy environmentally friendly products. The study focused on the relationship between green purchase attitude (GPA) and green purchase intention (GPI). Findings indicated a positive correlation between GPA and GPI, with GPA significantly influencing GPI. Additionally, GPI showed a positive correlation with green purchase behaviour (GPB). Results revealed that consumers intending to buy green products had higher actual buying rates. The study highlighted the importance of competitive pricing and quality in strengthening the link between purchase intention and behaviour.
7. **“(Tiwari, 2016)”**study, “Green Marketing in India: An Overview,” highlights a shift in consumer attitudes towards a green lifestyle due to increased environmental awareness. Organizations are capitalizing on this trend to gain a competitive edge. Green marketing, crucial for sustainable development, faces challenges in the Indian market. The paper emphasizes the concept, need, and importance of green marketing, utilizing data from diverse sources, including

books, journals, websites, and newspapers, to explore adoption issues and the current Indian market scenario.

8. "**(Khan & Mohsin, 2017)**" explored green product consumer choice behaviour in Pakistan, utilizing consumption values. Their study, involving 260 respondents, revealed that functional value (price), social value, and environmental value positively influence green product choices. In contrast, conditional value and epistemic value exhibit a negative impact. Functional value (quality) and emotional value don't significantly affect choices. Notably, emotional value acts as a crucial moderator, significantly influencing the role of functional, social, conditional, epistemic, and environmental values. This study contributes significantly to the literature on green product consumer behaviour in developing markets.
9. "**(Atombo et al., 2021)**" emphasized the vital role of frequent advertising for herbal products in the Swedru Municipality, Ghana. Their study underscores the necessity for herbal companies to concentrate on potent advertising channels such as radio, television, outdoor, and traditional methods to enhance market influence. The research highlights that effective advertising is crucial in cultivating consumer awareness and fostering positive perceptions, ultimately contributing to the success of herbal firms.
10. "**(Segu, Divya, Murugananthi, & Kavitha, 2001)**" The paper explores consumer behaviour on herbal immunity boosters in India. With 246 respondents (mostly males, aged 21-30, postgraduates, married, family size 3-5, income above Rs 50,000/month), findings indicate moderate awareness. Purchasing habits vary, with Chi-Square tests revealing significant associations between frequency and demographics like age, education, profession, marital status, family size, and income. Notably, no significant associations were found between gender or certain education levels and purchase frequency. Overall, the study emphasizes the growing interest in herbal immunity boosters and highlights demographic influences on consumer choices.
11. In a 2019 study by **Vishnu P.M. et al.**, findings suggest high customer satisfaction with both price and quality of Patanjali products, fostering

increased brand loyalty. P. Sivaranjani's 2019 research indicates a preference for Himalaya's ayurvedic products among consumers. Marital status positively influences customer satisfaction, while age and gender show no impact.

12. "(Suganya, 2018)" study on brand awareness of selected Ayurvedic healthcare products, it was found that most customers generally stick to their brands. However, some may switch due to doctor recommendations or price increases. Another study on consumer satisfaction with Patanjali products in the same year indicated that a majority of consumers were highly satisfied. Factors such as marital status, usage period, expenditure, and recommendations influenced satisfaction levels.

Ayurvedic and herbal products gain consumer acceptance due to their reasonable prices. Customers express high satisfaction with product quality and cost-effectiveness

13. "(Chandiraleka, 2016)" & "(Pujari Neelkanth, 2015)" finds that Indian consumers exhibit a strong belief in herbal medication, with a significant number using herbal products. Chiew Shi Wee's 2014 study on organic food products reveals that factors like safety, health, and environmental friendliness positively influence purchase intention, while quality constructs show no significant effect. Overall, these studies underscore the growing preference for herbal and organic products driven by factors like affordability and perceived health benefits.

14. "(Kinnear & Taylor, 1996)" Consumer buying decisions involve the selection, purchase, use, and disposal of products. The final choice depends on various factors, with customer tendencies and the likelihood of purchasing a brand being key. Kinnear and Taylor (1996) define customer buying decisions as the inclination to buy a brand or take purchasing-related actions, measured by the customer's probability of making a purchase.

15. "(Vani, Ganesh Babu, & Panchanatham, 2010)" explored consumer behavior in Bangalore City regarding toothpaste brands, emphasizing external factors like demographics, social, cultural, price, quality, and product attributes. Consumer purchasing behavior significantly influences market share. The study

aimed to understand consumer behavior, preferences, and awareness. Utilizing a descriptive research design, data were gathered through primary and secondary sources, employing a questionnaire. Simple random sampling selected participants, contributing to a comprehensive analysis of toothpaste consumer dynamics in the market.

16. **“(Joshy & Rahman, 2015)”** conducted a pioneering study on attitude-behavior disparities in green purchasing. Their review highlighted motives, facilitators, and barriers influencing green product decisions, categorizing factors as individual or situational. Key determinants were identified as consumer environmental concern and product functional attributes. The study aids policymakers and managers by outlining predictors of green purchase behavior, offering insights crucial for devising strategies to promote eco-friendly consumption.
17. **“(Mubarak & Kaldeen, 2020)”** investigated consumer purchase intention (CPI) for herbal products amid rising competition. Using a structured questionnaire with 330 customers from 50 herbal stores in Sri Lanka, the study validated data reliability. Results revealed a positive significant link ($p < 0.05$) between CPI and perceived quality, value, price, and advertisement, with a negative association ($p < 0.05$) for perceived risk. Influential factors included perceived quality, risk, price, and trust. Recommendations include enhancing perceived quality, minimizing risk through free samples, utilizing psychological pricing, and leveraging brand endorsers for advertising, aiding herbal product firms in navigating competition.
18. **“(Nivetha, Uma, & Flowrine Olive, 2020)”** emphasize that consumers’ motives vary, with only a select few driving product or service purchases. The study, employing the Theory of Planned Behavior, delves into understanding how consumer attitudes impact herbal personal care product purchases. Utilizing the Partial Least Square method, findings reveal that consumer knowledge significantly influences these purchases. The study underscores the

marketer's role in disseminating product information widely through effective advertising and diverse social media channels to enhance consumer knowledge and, consequently, drive herbal personal care product sales.

19. **“(Jaiswal & Kant, 2018)”** This empirical study explores cognitive factors influencing green purchase intention in the Indian context, employing a model based on attitude, intention, and behavior. Analyzing data from 351 Indian consumers through structural equation modeling, findings reveal that Green Purchase Intention (GPI) is directly influenced by Attitude towards Green Products (AGP), Environmental Concern (EC), and Perceived Consumer Effectiveness (PCE). AGP serves as a mediator. Perceived Environmental Knowledge (PEK) has no significant impact. GPI emerges as a crucial predictor of Green Purchase Behavior (GPB), offering insights for policymakers and marketers to shape effective green marketing strategies in the Indian ecological context.
20. **“(Zhang & Zhou, 2019)”** Consumers' pursuit of a healthy lifestyle drives interest in natural cosmetics, but various claims create confusion and distrust. This study, using purposive sampling and qualitative methods, explores factors influencing natural cosmetics purchasing under the planned behavior framework. Results reveal uncertain attitudes, positive social pressures, online purchasing facilitation, sustainability influence, and barriers like high prices and lack of knowledge. Harmonized certifications and enhancing product knowledge are suggested for improved marketing strategies. This study provides insights for future quantitative verification of these factors, aiding in refining marketing approaches and understanding consumer behavior in the natural cosmetics market.
21. **“(Biswas & Roy, 2015)”** Urbanization and growth have led to changing lifestyles and consumption patterns, straining the environment. A study focused on green product consumption revealed that consumers' price and knowledge perceptions significantly influence sustained green consumption. Behavioral intention to pay a green price premium is a consequence of sustained green consumption. Environmental attitude, contextual factors, and consumer

innovativeness played crucial roles in shaping these perceptions. The research, employing structural equation modeling and survey-based methods, underscores the importance of understanding consumer values for sustainable development. The implications of the findings emphasize the need to address these determinants in promoting environmentally conscious choices.

22. "(Rahman, Barua, Hoque, & Zahir, 2017)" This study investigates consumer perception of green values through marketing efforts, assessing their impact on purchasing eco-friendly products. It emphasizes marketers' role in promoting green brand awareness and explores consumer influence towards green products. The survey, based on extensive research, reveals that despite potential in the Bangladeshi market for environmentally friendly products, marketing communication falls short. The study advocates increased use of marketing to promote and sell environmentally favourable products.

23. "(Syaekhoni, Alfian, & Kwon, 2017)" This study explores environmental sustainability in business, particularly in retail. It proposes analyzing customer purchasing behavior using RFID data from a Seoul retail store for targeted green product promotion. The approach involves assessing shopping paths, store layout, and traffic to inform decision-making. The method aims to aid experts in decision alternatives, assisting retailers in boosting product sales and enhancing customer satisfaction through effective marketing strategies.

24. "(Bharathi, Mayya, 2022)" This study delves into Ayurveda's contemporary relevance, emphasizing its appeal for purity, safety, and natural attributes. The study meticulously examines factors influencing consumer decisions in the Ayurvedic product realm, dissecting their role in building trust. The narrative skillfully navigates the transformation of this trust into purchase intent, culminating in a compelling exploration of how these intentions manifest in actual consumer behavior. Overall, it provides valuable insights into Ayurveda's evolving role in the consumer landscape, making it a commendable resource for those interested in the intersection of traditional wisdom and modern consumption patterns.

25. “(Shimul, Cheah & Khan, 2021)”This study explores female shoppers’ attitudes and intentions regarding green cosmetics using an extended theory of planned behavior. With data from 408 participants in South Africa, the findings reveal that subjective norm significantly influences purchase intention for green cosmetics. Ecological motive and environmental knowledge impact attitudes, while consumer involvement strengthens the link between attitude and purchase intention. Perceived behavioral control and health consciousness, however, were non-significant. The study recommends practitioners enhance consumer knowledge and involvement through integrated marketing communication, fostering informed consumers for a positive attitude and purchase intention towards green cosmetics.

CHAPTER III

THEORETICAL FRAMEWORK

3.1 HERBAL PRODUCTS

Herbal products are derived from plants and have been used for various purposes, including medicinal, cosmetic, and dietary, for centuries. These products often harness the therapeutic properties of herbs, offering a natural alternative to synthetic substances. The popularity of herbal products has grown due to increased awareness of potential health benefits and a desire for sustainable, plant-based options. However, it's important for consumers to be informed about potential side effects and interactions, as herbal remedies can still pose risks and may not be regulated as strictly as pharmaceuticals. Always consult with a healthcare professional before incorporating herbal products into your routine.

3.2 HISTORY OF HERBAL PRODUCTS

The use of herbal products dates back thousands of years, with roots in ancient civilizations such as China, India, Egypt, and Greece. In these cultures, various herbs were recognized for their medicinal properties and incorporated into traditional healing practices.

Ancient China: Traditional Chinese Medicine (TCM) has a rich history of using herbs to promote balance and treat various ailments. Classic texts like the “Shennong Ben Cao Jing” documented numerous herbs and their therapeutic uses.

Ancient India: Ayurveda, the ancient Indian system of medicine, extensively relies on herbal remedies. Ayurvedic texts like the Charaka Samhita and Sushruta Samhita detail the use of herbs for healing and maintaining well-being.

Ancient Egypt: Egyptians used herbal preparations for medicinal and cosmetic purposes. Papyrus scrolls, including the Ebers Papyrus, document their knowledge of herbal medicine.

Ancient Greece and Rome: Hippocrates, often regarded as the father of medicine, emphasized the use of herbs for healing. The works of herbalists like Dioscorides and Galen contributed significantly to the understanding of medicinal plants in ancient Greece and Rome.

Throughout history, herbal knowledge spread through trade routes, contributing to a shared global understanding of plant-based remedies. In the Middle Ages, monasteries played a crucial role in preserving and advancing herbal knowledge. The Renaissance saw the revival of interest in herbalism, with herbal gardens established for research and education.

In the modern era, the advent of synthetic drugs led to a decline in the use of herbal remedies. However, there has been a resurgence of interest in herbal products in recent decades, driven by a growing preference for natural and sustainable alternatives to conventional medicine. Today, herbalism continues to evolve as researchers explore the potential therapeutic benefits of various plant compounds.

3.3 FEATURES OF HERBAL PRODUCTS

- **Natural Ingredients:** Herbal products derive their active components from plants, which can include leaves, roots, flowers, and seeds. This reliance on natural sources aligns with a growing preference for products with minimal synthetic additives.
- **Holistic Approach:** Herbal remedies often aim to address the root cause of health issues rather than just alleviating symptoms. This holistic approach emphasizes balance and harmony within the body.
- **Fewer Side Effects:** Herbal products generally have a reputation for causing fewer side effects compared to some pharmaceuticals. However, it's essential to recognize that individual reactions can vary, and herbal remedies may still have interactions with medications or allergies.
- **Traditional Wisdom:** Many herbal remedies have been used for centuries in various cultures, drawing on accumulated knowledge about the medicinal properties of plants. This traditional wisdom contributes to the credibility and acceptance of herbal products.
- **Rich in Antioxidants:** Plants often contain antioxidants, which help combat free radicals in the body. Antioxidants contribute to overall health by protecting cells from damage caused by oxidative stress.

- **Sustainability:** The cultivation of herbs typically involves environmentally friendly practices. Many herbal plants are resilient, require fewer pesticides, and can often be grown organically, aligning with sustainable and eco-friendly principles.
- **Cultural Diversity:** Herbal remedies come from diverse cultural backgrounds, reflecting the unique health practices and beliefs of different communities. This diversity contributes to a rich tapestry of herbal knowledge and applications.
- **Potential Synergy:** Herbal blends, combining different plants, may harness the synergistic effects of various compounds. This synergy is thought to enhance therapeutic benefits, with different components working together for a more comprehensive effect.

While herbal products offer these potential advantages, it's crucial to approach them with awareness and caution. Not all herbal remedies are backed by extensive scientific research, and individual responses can vary. Consulting with a healthcare professional before incorporating herbal products into a health regimen is advisable, especially for those with pre-existing medical conditions or taking other medications.

3.4 FUNCTIONS OF HERBAL PRODUCTS

Health and Wellness: Herbal products are often used to promote overall health and well-being, including boosting the immune system, improving digestion, and enhancing energy levels.

- **Skin Care:** Many herbal products are used in skincare routines to address various concerns such as acne, dryness, aging, and inflammation. Ingredients like aloe vera, tea tree oil, and calendula are popular for their soothing and healing properties.
- **Hair Care:** Herbal products are used to promote hair health, stimulate hair growth, and address issues like dandruff and scalp irritation. Ingredients like coconut oil, rosemary, and hibiscus are commonly found in herbal hair care products.

- **Stress Relief and Relaxation:** Herbal products such as chamomile, lavender, and valerian are known for their calming and stress-relieving effects. They are often used in teas, essential oils, and supplements to promote relaxation and improve sleep quality.
- **Immune Support:** Certain herbs like echinacea, elderberry, and ginger are believed to support the immune system and help the body fight off infections and illnesses.
- **Weight Management:** Some herbal products are marketed for their potential to aid in weight loss or weight management. Ingredients like green tea extract, Garcinia cambogia, and forskolin are often included in these products.
- **Digestive Health:** Herbs such as peppermint, ginger, and fennel are commonly used to support digestion, alleviate gastrointestinal discomfort, and promote overall gut health.
- **Pain Relief:** Herbal remedies like arnica, turmeric, and white willow bark are used for their anti-inflammatory and analgesic properties to help relieve pain and discomfort.
- **Detoxification:** Certain herbs like milk thistle, dandelion, and burdock root are believed to support the body's natural detoxification processes, particularly in the liver and kidneys.
- **Cognitive Function:** Some herbal supplements are marketed for their potential to support cognitive function, memory, and focus. Ingredients like ginkgo biloba, bacopa monnieri, and ginseng are often included for these purposes.

It's important to note that while herbal products can offer various benefits, it's essential to consult with a healthcare professional before starting any new supplement regimen, especially if you have existing health conditions or are taking medications.

3.5 ADVANTAGES AND DISADVANTAGES OF HERBAL PRODUCTS

Advantages

- **Natural Ingredients:** Herbal products are derived from plants, making them a natural alternative to synthetic substances. This can be appealing to individuals seeking a more organic and eco-friendly lifestyle.
- **Fewer Side Effects:** In general, herbal products are perceived to have fewer side effects compared to their synthetic counterparts. Many people believe that natural ingredients are gentler on the body.
- **Holistic Approach:** Herbal remedies often take a holistic approach, addressing not just symptoms but also the underlying causes of health issues. This aligns with the idea of treating the whole person rather than isolated symptoms.
- **Cultural Significance:** Herbal remedies have deep roots in traditional medicine systems worldwide. Many cultures have successfully used herbal products for generations, providing a sense of cultural continuity and trust.
- **Rich in Nutrients:** Herbal products can be rich in essential nutrients, offering a combination of vitamins, minerals, and antioxidants that may contribute to overall well-being.

Disadvantages

Having discussed the advantages of the herbal products it is worthy to mention some of its disadvantages.

- **Variable Efficacy:** The potency of herbal products can vary significantly due to factors like plant quality, growing conditions, and processing methods. This variability may lead to inconsistent therapeutic effects.
- **Lack of Standardization:** Unlike pharmaceuticals, herbal products often lack standardized formulations, making it challenging to ensure uniform dosages. This can result in unpredictable outcomes and difficulties in replicating treatment success.

- **Interaction with Medications:** Herbal products may interact with prescription medications, potentially causing adverse effects. This is particularly important for individuals with chronic conditions who are taking multiple medications.
- **Limited Scientific Evidence:** While many herbal remedies have anecdotal support, scientific research on their efficacy is often limited. This lack of robust evidence can make it challenging to assess the true benefits and risks of these products.
- **Delayed Action:** Herbal treatments might take longer to show noticeable effects compared to some pharmaceuticals. This delay can be a drawback for individuals seeking quick relief from symptoms.

In conclusion, while herbal products offer several advantages such as natural ingredients and a holistic approach, they also come with drawbacks like variable efficacy, potential interactions, and limited scientific validation. Individuals should approach herbal remedies with a balanced understanding of both their benefits and limitations.

3.6 Future of herbal products

The landscape of healthcare is undergoing a profound transformation, marked by a growing recognition of the importance of holistic well-being and sustainable practices. In this evolving paradigm, herbal products emerge as a beacon of hope, offering a natural, time-tested approach to health and wellness. As we peer into the future, it becomes evident that herbal products will play an increasingly pivotal role in shaping the health industry. This essay explores the untapped potential of herbal products, envisioning their trajectory in the coming years.

Expanding Horizons:

The future of herbal products holds promise on multiple fronts, driven by advancements in scientific research, shifting consumer preferences, and a renewed focus on environmental sustainability. One of the most exciting prospects lies in the

discovery of novel bioactive compounds within medicinal plants. With cutting-edge technologies such as metabolomics and bioinformatics, researchers are unraveling the intricate chemical profiles of herbs, unveiling hidden treasures with therapeutic potential. These discoveries pave the way for the development of next-generation herbal medicines targeted at addressing complex health challenges.

Furthermore, the integration of traditional knowledge with modern evidence-based practices heralds a new era of personalized herbal medicine. Through genomic analysis and biomarker profiling, healthcare practitioners can tailor herbal formulations to suit individual needs, optimizing efficacy and minimizing adverse effects. This personalized approach not only enhances patient outcomes but also fosters a deeper appreciation for the rich tapestry of traditional healing modalities.

Shifting Paradigms:

As society grapples with the limitations of conventional healthcare systems, there is a growing shift towards preventative and integrative medicine. Herbal products, with their emphasis on promoting wellness and restoring balance, align seamlessly with this holistic approach. From herbal supplements that bolster immune function to botanical skincare formulations that nurture the skin microbiome, the future of herbal products lies in their ability to support the body's innate healing mechanisms.

Moreover, the democratization of healthcare through digital platforms opens up new avenues for accessing herbal remedies. Telemedicine and mobile health applications enable individuals to consult with herbalists and holistic practitioners remotely, empowering them to take charge of their health from the comfort of their homes. This democratization not only improves healthcare access but also fosters a sense of community and knowledge sharing within the herbal medicine community.

Sustainable Solutions: In an era marked by environmental degradation and climate change, sustainability emerges as a cornerstone of the herbal products industry. Ethical sourcing practices, regenerative agriculture, and fair trade initiatives are becoming increasingly integral to the supply chain, ensuring that medicinal plants are

cultivated and harvested in a manner that respects both people and planet. By embracing principles of biodynamic farming and permaculture, herbal product manufacturers can minimize their ecological footprint while supporting local communities and biodiversity conservation efforts.

Furthermore, the concept of circular economy holds immense potential for transforming the herbal products industry. By harnessing waste streams from agricultural and manufacturing processes, herbalists can create value-added products such as composts, biochar, and botanical extracts, closing the loop and reducing resource waste. This circular approach not only enhances sustainability but also fosters innovation and resilience within the herbal products ecosystem.

Challenges and Opportunities:

Despite the myriad opportunities that lie ahead, the future of herbal products is not without its challenges. Regulatory hurdles, standardization issues, and misinformation pose significant barriers to market growth and consumer acceptance. Harmonizing regulations across different jurisdictions, establishing quality standards for herbal products, and investing in education and outreach are critical steps towards overcoming these challenges.

Moreover, the commodification of herbal medicine raises concerns about cultural appropriation and the exploitation of indigenous knowledge. Respecting traditional healing practices, fostering equitable partnerships with local communities, and ensuring fair compensation for traditional healers are essential principles that must guide the ethical development of the herbal products industry.

In conclusion, the future of herbal products holds immense promise as we navigate the complexities of modern healthcare. By embracing scientific innovation, holistic approaches, and sustainable practices, herbal products have the potential to revolutionize the way we approach health and wellness. As we journey towards a future that is rooted in harmony with nature, let us recognize the invaluable contributions of herbal medicine in nurturing both body and soul. Through

collaboration, innovation, and a deep reverence for the wisdom of the plant kingdom, we can unlock the full potential of herbal products and pave the way towards a healthier, more sustainable world.

CHAPTER IV

DATA ANALYSIS AND

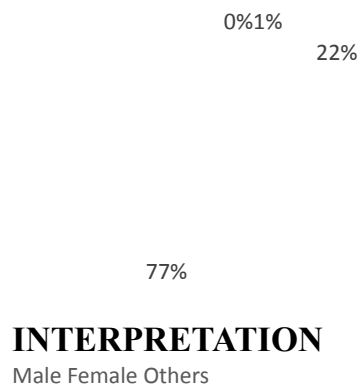
INTERPRETATION

4.1 Tables shows the Gender wise classification of the respondents

Particulars	Number of respondents	Percentage
Male	13	22
Female	47	78
Others	0	0
Total	60	100

Source: Primary data

4.1 Graph shows the Gender wise classification of the respondents



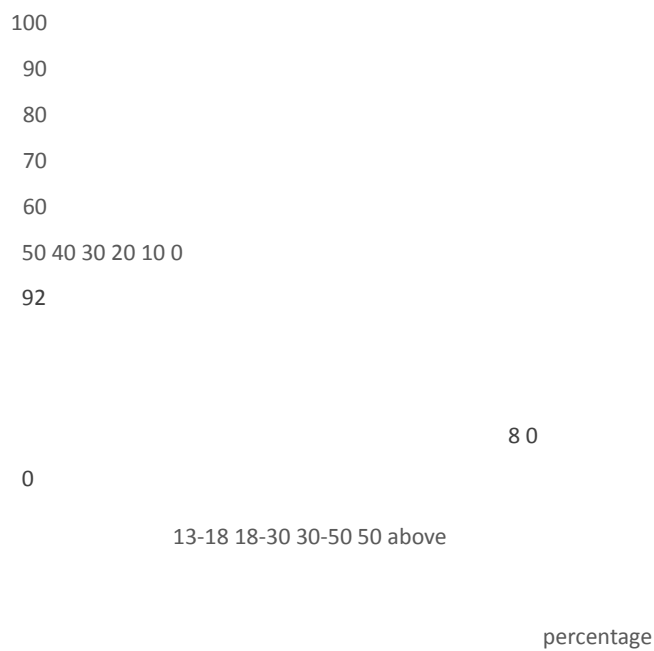
78% of the respondents are females and 22% of the respondents are males.

4.2 Table shows the age group of respondents

Age group	Number of respondents	Percentage
12-18	0	0
19-30	55	92
30-50	5	8
50 above	0	0
Total	60	100

Source: Primary data

4.2 Graph shows the age group of respondents



INTERPRETATION

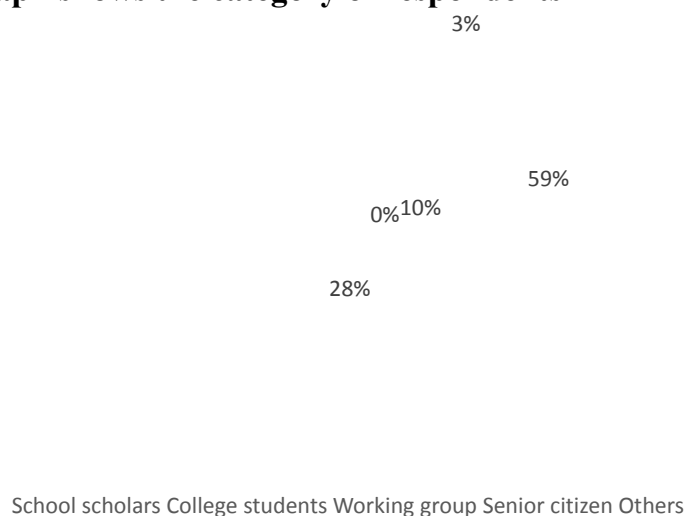
The above table shows the age group of respondents, 92% of the respondents are in the age group of 19-30, 8% of them are 30-50.

4.3 Table shows the category of respondents

Category of respondents	Number of respondents	Percentage
School scholars	2	3
College students	35	59
Working group	17	28
Senior citizen	0	0
Others	6	10
Total	60	100

Source: Primary data

4.3 Graph shows the category of respondents



INTERPRETATION

The above diagram shows the category of respondents. 59% of the respondents are college students, 28% of them are working group, 10% of them are from other categories and only 3% of them are school scholars.

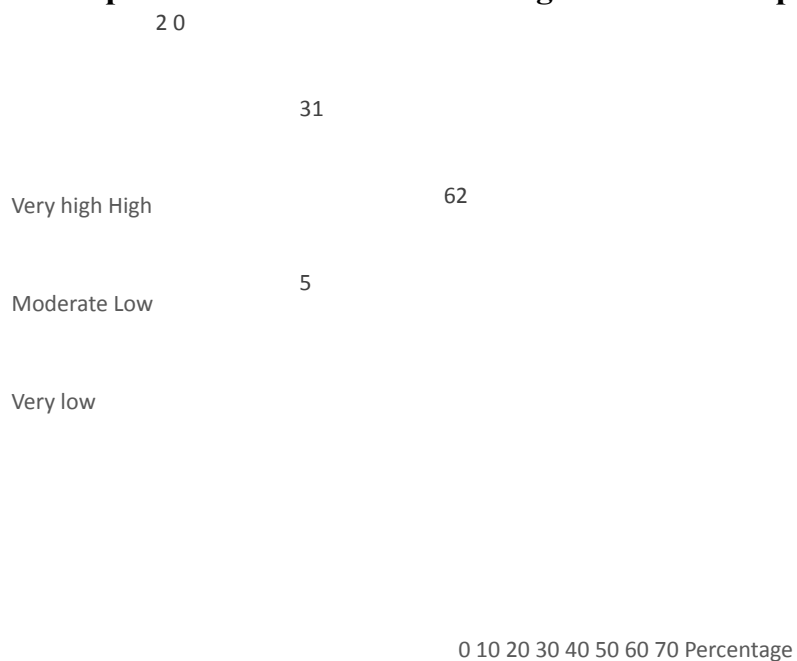
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Project report 2024*

4.4 Table shows the rate of knowledge about herbal products

Particulars	Number of respondents	Percentage
Very low	0	0
Low	3	5
Moderate	37	62
High	19	31
Very high	1	2
Total	60	100

Source: Primary data

4.4 Graph shows the rate of knowledge about herbal products



INTERPRETATION

The above diagram shows 62% of respondents have moderate knowledge about herbal products, 31% of them have high level of knowledge, 5% of them have low level of knowledge and only 2% of them have very high level of knowledge.

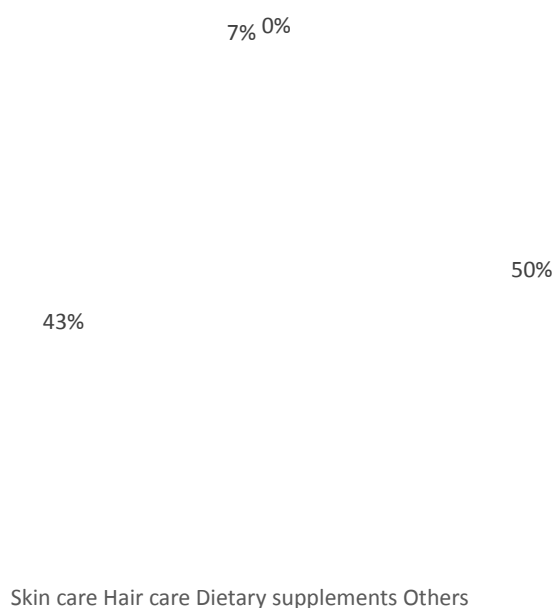
*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
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4.5 Table shows the type of herbal products used

Particulars	Number of respondents	Percentage
Skin care	30	50
Hair care	26	43
Dietary supplements	4	7
Others	0	0
Total	60	100

Source: Primary data

4.5 Graph shows the type of herbal products used



INTERPRETATION

The above table shows the type of herbal products used. 50% of the respondents are used skin care products, 43% of them are used hair care products and 7% of them are used dietary supplements.

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4.6 Table shows the herbal product usage frequency

Particulars	Number of respondents	Percentage
Daily	32	53
Weekly	14	23
Monthly	8	14
Rarely	6	10
Never	0	0
Total	60	100

Source: Primary data

4.6 Graph shows the herbal product usage frequency



INTERPRETATION

Table gives data about the herbal product usage frequency. The highest number 53% of the respondents use herbal products on daily basis, followed by 23% respondents used herbal products weekly and 14% respondents used herbal products monthly.. Small numbers of respondents, 10% are rarely used herbal products.

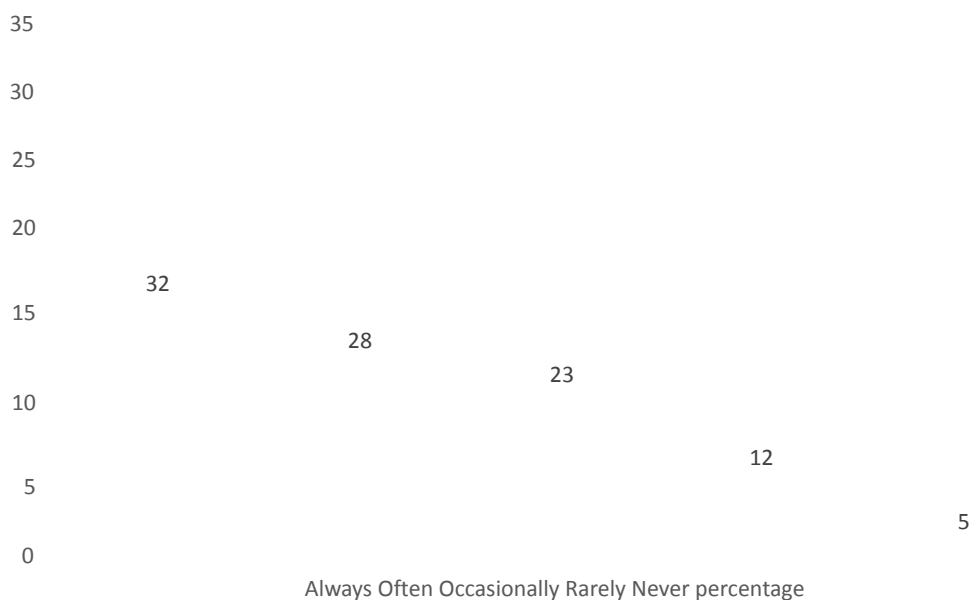
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4.7 Table shows the influence of advertisement in purchasing herbal products

Particulars	Number of respondents	Percentage
Always	19	32
Often	17	28
Occasionally	14	23
Rarely	7	12
Never	3	5
Total	60	100

Source: Primary data

4.7 Graph shows influence of advertisement in purchasing herbal products



INTERPRETATION

The above diagram shows the influence of advertisement in purchasing herbal products. 32% of the respondents are always influenced by the advertisement in purchasing herbal products, 28% of them are often influenced, 23% of them are occasionally influenced, 12% are rarely influenced and only 5% are never influenced by advertisement.

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4.8 Table shows the influence of price of herbal products in buying decision

Particulars	Number of respondents	Percentage
Very important	17	28
Important	30	50
Neutral	10	17
Not important	2	3
Not at all important	1	2
total	60	100

Source: Primary data

4.8 Graph shows the influence of price of herbal products in buying

decision 60

50

40

30

50

20

28

10

17

0

INTERPRETATION

The graph shows 50% of respondents argued that price is important in their buying decision of herbal products, 35% of them argued that price is very important, 17% of them have neutral opinion, for 3% of them are not important and for 2% of them are not at all important.

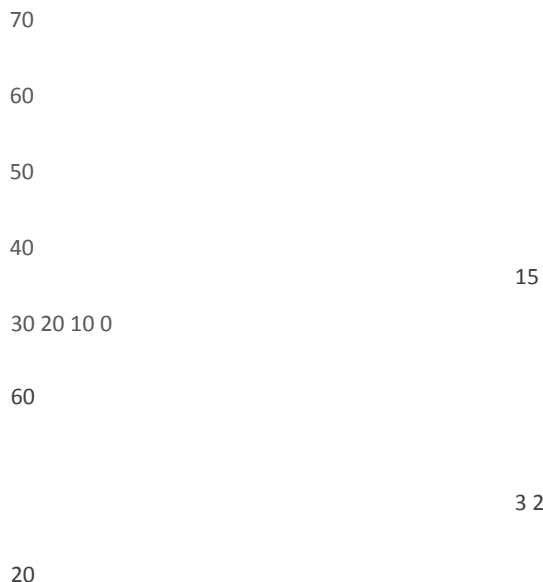
*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
Project report 2024*

4.9 Table shows the influence of family or friends to buy herbal products

Particulars	Number of respondents	Percentage
Strongly influential	9	15
Influential	36	60
Neutral	12	20
Not influential	2	3
Not at all influential	1	2
Total	60	100

Source: Primary data

4.9 Graph shows the influence of family or friends to buy herbal products



INTERPRETATION

60% of the users of herbal products are influenced by family or friends to buy herbal products. 20% of them are neutral, 15% are strongly influenced, 3% are not influenced and 2% are not at all influenced by family or friends.

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Project report 2024*

4.10 Table shows the sources of herbal product information

Particulars	Number of respondents	Percentage
Social media	43	71
Television	4	7
Family / friends	12	20
Health professionals	0	0
Others	1	2
Total	60	100

Source: Primary data

4.10 Graph shows the sources of herbal product information

80

70 60 50 40 30 20 10 0

71

Source: Primary data

INTERPRETATION

The diagram shows 71% respondents are gathered information about herbal products is from social media.20% of them have access from family or friends,7% of them are gathering information from television and 2% are from health professionals.

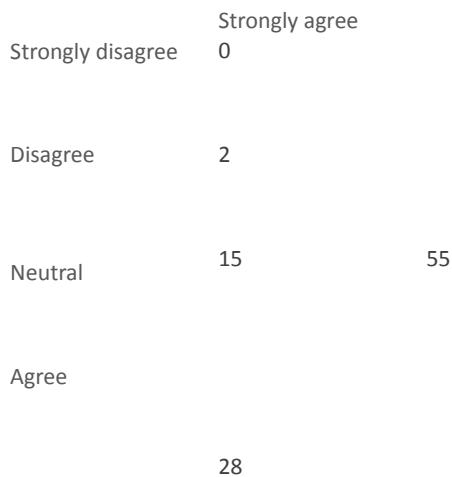
*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
Project report 2024*

4.11 Table shows the impact on environment and health in purchasing decisions

Particulars	Number of respondents	Percentage
Strongly agree	17	28
Agree	33	55
Neutral	9	15
Disagree	1	2
Strongly disagree	0	0
Total	60	100

Source: Primary data

4.11 Graph shows the impact on environment and health in purchasing decisions



INTERPRETATION

55% of respondents are agreed that environment and health impact of a product will influence the purchasing decision. 28% of respondents are strongly agreed, 15% of respondents do not have opinion and only 2% are disagreed.

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4.12 Table shows the factors preventing use of herbal products

Particulars	Number of respondents	Percentage
Lack of information	33	55
Price	15	25
Effectiveness concerns	7	12
Others	5	8
Total	60	100

Source: Primary data

4.12 Graph shows the factors preventing use of herbal products

60
50
40
30
20

55

Lack of information Price Effectiveness concerns Others percentage

INTERPRETATION

The table shows factors preventing the use of herbal products. 55% of respondents are preventing use of herbal products because of lack of information, 25% of them are preventing because of its price, 12% of them are because of effectiveness concerns and 8% of them are preventing because of other reasons.

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4.13 Table shows the importance of sustainability in personal care and health product choices

Particulars	Number of respondents	Percentage
Not important	5	8
Somewhat important	18	30
Important	35	58
Very important	2	4
Total	60	100

Source: Primary data

4.13 Graph showing the importance of sustainability in personal care and health product choices

70

60 50 40 30 20 10 0

8

58

30

INTERPRETATION

The table shows the importance of sustainability in personal care and health products. 58% of respondents have importance in sustainability in personal care and health products, 30% have somewhat importance, 8% have no importance and 4% have very importance in sustainability.

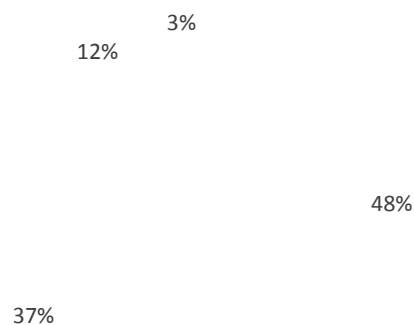
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Project report 2024*

4.14 Table shows the perception of herbal product effectiveness vs. conventional medicine

Particulars	Number of respondents	Percentage
Very effective	29	48
Somewhat effective	22	37
Not sure	7	12
Not effective	2	3
Total	60	100

Source: Primary data

4.14 Graph shows the perception of herbal product effectiveness vs. conventional medicine



Very effective Somewhat effective Not sure Not effective

INTERPRETATION

The above table shows that 48% of the respondents perceive that herbal products are very effective than conventional medicine. 37% of them are perceived that somewhat effective, 12% of them are not sure about the effectiveness and 3% of them perceived that herbal products are not effective than conventional medicine.

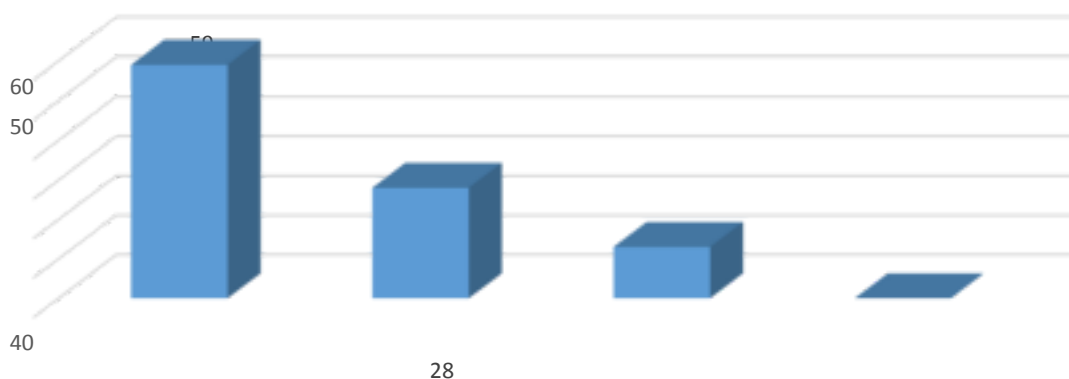
*Research & PG Department of Commerce M.E.S Asmabi College, P. Vemballur
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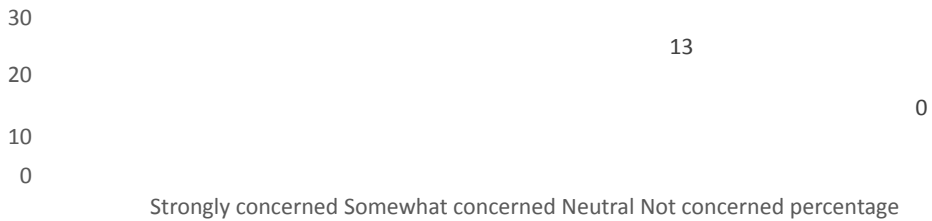
4.15 Table shows the concerns about safety of herbal products

Particulars	Number of respondents	Percentage
Strongly concerned	35	59
Somewhat concerned	17	28
Neutral	8	13
Not concerned	0	0
Total	60	100

Source: Primary data

4.15 Graph showing the concerns about safety of herbal products





INTERPRETATION

The graph shows 59% of respondents are strongly concerned about the safety of herbal products, 8% are somewhat concerned and 13% of them do not have opinion.

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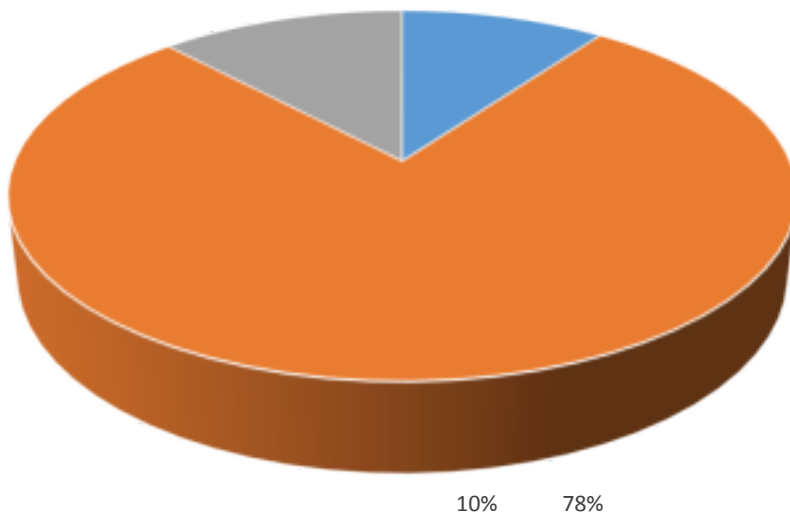
4.16 Table shows the awareness of herbal product regulations in the country

Particulars	Number of respondents	Percentage
Well informed	6	10
Partially informed	47	78
Not informed	7	12
Total	60	100

Source: Primary data

4.16 Graph showing the awareness of herbal product regulations in the country

12%



Well informed Partially informed Not informed

INTERPRETATION

The table shows that 78% of the respondents are partially informed about the regulations of herbal products in the country, 12% of them are not informed and only 10% of them are well informed.

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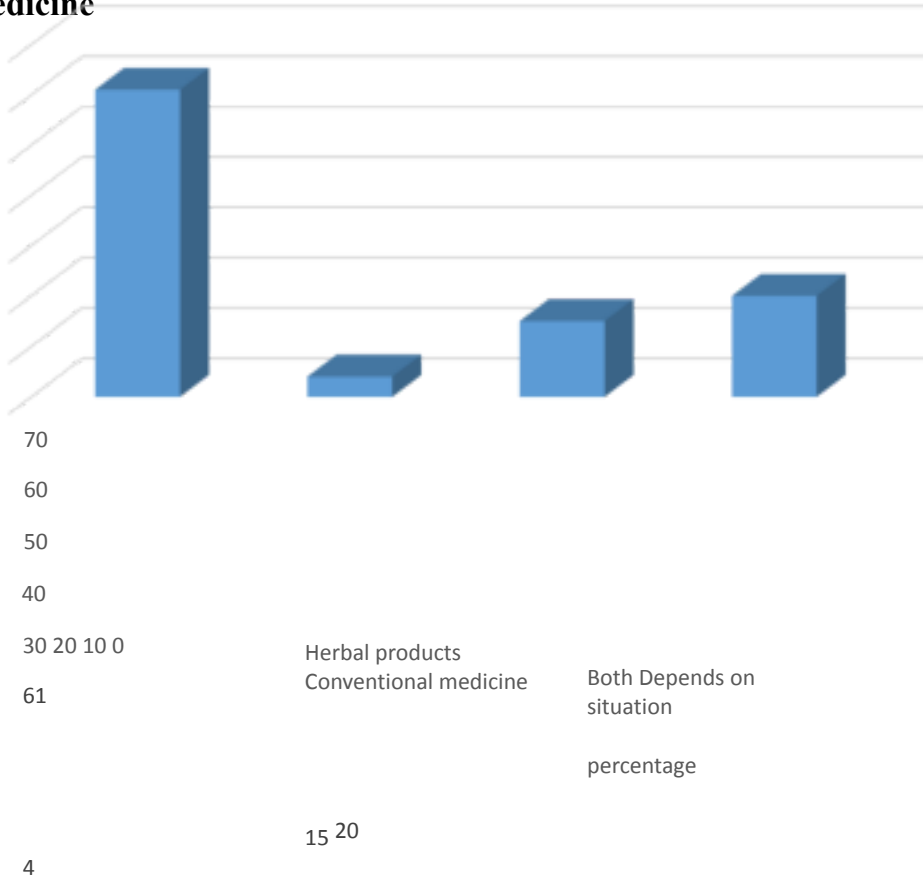
4.17 Table shows the preference between herbal products and conventional medicine

Particulars	Number of respondents	Percentage
Herbal products	37	61
Conventional medicine	2	4
Both	9	15
Depends on situation	12	20

Total	60	100
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Source: Primary data

4.17 Graph showing the preference between herbal products and conventional medicine



INTERPRETATION

The graph shows the preference between herbal products and conventional medicine. 61% of respondents will prefer herbal product compared to conventional medicine, 20% of them are choosing depends on the situation, 15% will use both and only 4% is using conventional medicine.

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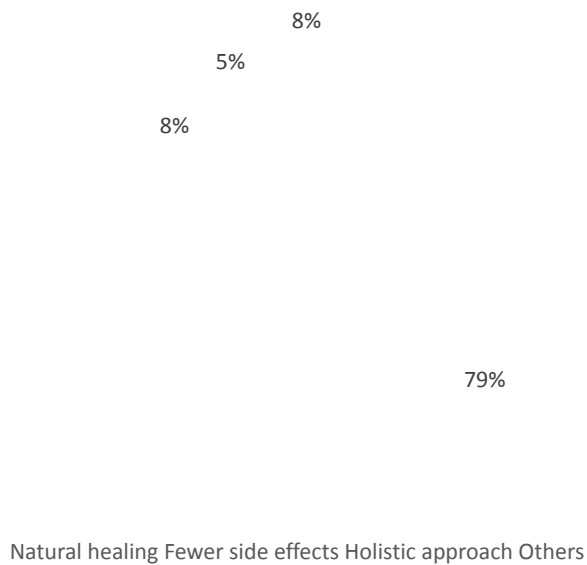
4.18 Table shows the associated benefits of herbal product use

Particulars	Number of respondents	Percentage
Natural healing	47	79
Fewer side effects	5	8

Holistic approach	3	5
Others	5	8
Total	60	100

Source: Primary data

4.18 Graph showing the associated benefits of herbal product use



INTERPRETATION

79% of the respondents are using herbal products for the benefit of natural healing, 8% of them are for the benefit of fewer side effects, 8% of them are for other benefits and 5% are for holistic approach.

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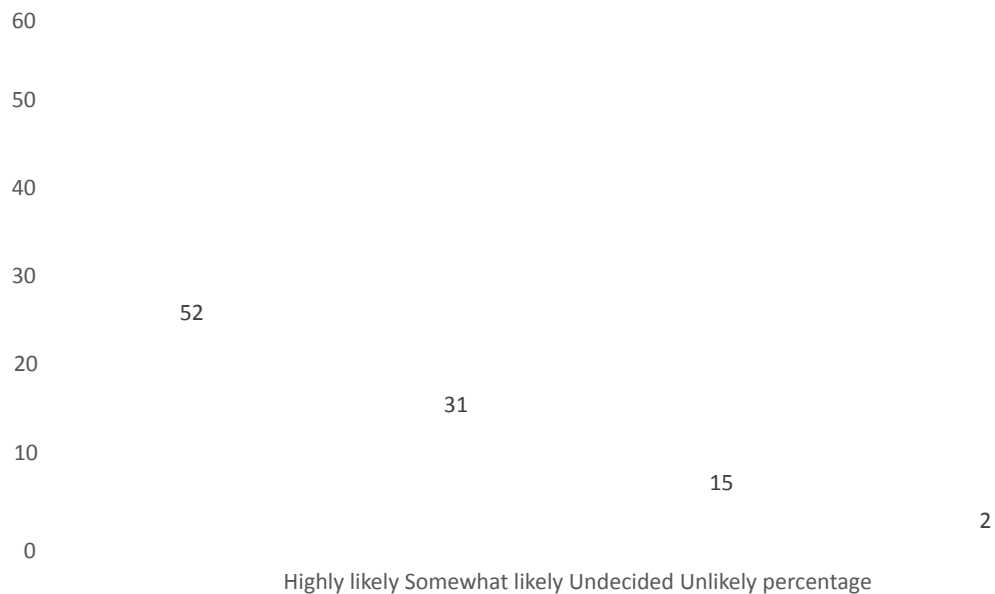
4.19 Table shows the consideration of increased use of herbal products

Particulars	Number of respondents	Percentage
Highly likely	31	52

Somewhat likely	19	31
Undecided	9	15
Unlikely	1	2
Total	60	100

Source: Primary data

4.19 Graph showing the consideration of increased use of herbal products



INTERPRETATION

The table shows 52% of respondents are highly likely to use herbal products more in the future, 31% are somewhat likely, 15% of them are undecided and 2% are unlikely to use in future.

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4.20 Table shows the factors influencing herbal product purchases

Particulars	Number of respondents	Percentage
Health benefits	26	43

Natural ingredients	26	43
Brand reputation	2	4
Recommendations from others	5	8
Availability in stores	1	2
Total	60	100

Source: Primary data

4.20 Graph showing the factors influencing herbal product purchases



INTERPRETATION

The table shows the factors influence the decision to buy herbal products. 43% of respondents are influenced by health benefits, 43% are influenced by natural ingredients, 8% are influenced by recommendation from others, 4% are influenced by brand reputation and 2% are influenced because of availability in stores.

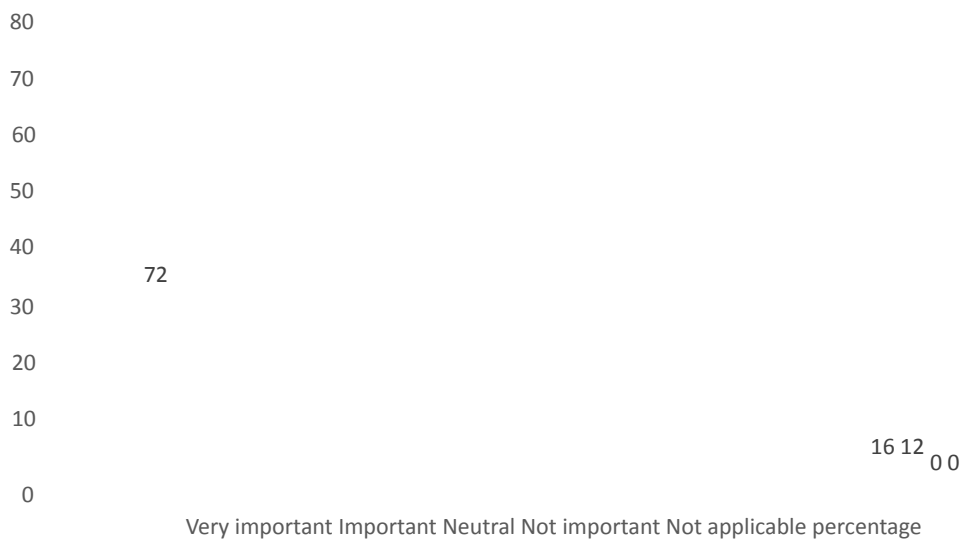
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4.21 Table shows the importance of packaging and presentation in herbal product selection

Particulars	Number of respondents	Percentage
Very important	43	72
Important	10	16
Neutral	7	12
Not important	0	0
Not applicable	0	0
Total	60	100

Source: Primary data

4.21 Graph showing the importance of packaging and presentation in herbal product selection



INTERPRETATION

The graph shows 72% of respondents gives very importance in packaging and presentation of herbal products, 16% of them gives importance and 12% do not have any opinion.

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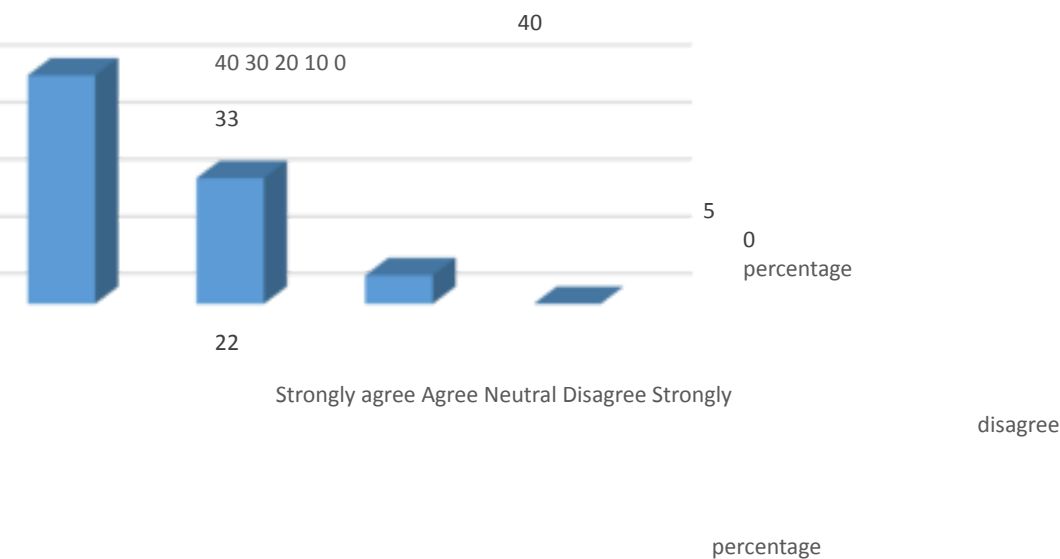
4.22 Table shows the willingness to pay extra for organically certified herbal

products

Particulars	Number of respondents	Percentage
Strongly agree	20	33
Agree	24	40
Neutral	13	22
Disagree	3	5
Strongly disagree	0	0
total	60	100

Source: Primary data

4.22 Graph showing the willingness to pay extra for organically certified herbal products



INTERPRETATION

The above diagram shows that 40% of the respondents are agreed to pay extra for organically certified herbal products, 33% of them are strongly agreed, 22% of them do not have any opinion and only 5% of them are disagreed.

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Ho: There is no significant difference in the influence of various factors on green consumption.

H1: There is a significant difference in the influence of various factors on green consumption, with at least one factor having a higher impact than others.

4.23 Table showing the mean score and one sample t-test for identifying the factor that has highest influence on green consumption.

	N	Mean	Standard deviation	Mean difference	P value
1	Eco-friendly	4.20	0.684	1.20	< .001
2	Health consciousness	4.33	0.655	1.33	< .001
3	Price	4.28	0.783	1.28	< .001
4	Perceived effectiveness	4.38	0.666	1.38	< .001

Note. $H_a \mu \neq 3$

INTERPRETATION

The results show that for all four groups, the p-values are less than 0.001, indicating strong evidence against the null hypothesis. Additionally, the mean differences (1.20, 1.33, 1.28, and 1.38) are all greater than 0, further supporting the rejection of the null hypothesis.

So, the interpretation would be that there is significant evidence to suggest that the means of all four factors (eco-friendly, health consciousness, price and perceived effectiveness) are not equal to 3. In other words, the data provides strong support for the alternative hypothesis that the means of these groups are different from 3.

Here perceived effectiveness has the highest influence on green consumption, it has

the highest mean difference (1.38), indicating that it deviates the most from the

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hypothesized population mean of 3. Therefore, perceived effectiveness has the highest influence.

CHAPTER V

FINDINGS, SUGGESTIONS AND

CONCLUSION

FINDINGS

- Most of the respondents are females and 22% of the respondents are males. □
Most of the respondents 92% are from the age group of 19-30. □ Most of the respondents 59% of them are college students, only a small number of respondents belongs to other category.
- Most of the respondents 62% of them have moderate knowledge about herbal products.
- Majority of the respondents 50% of them are using skin care type herbal products.
- Most of the respondents 53% are using herbal products on daily basis. □
Majority of the respondents 32% are always influenced by the advertisement in purchasing herbal products.
- Most of the respondents 50% argued that price is important in their buying decision of herbal products
- The most of the respondents 60% of the users of herbal products are influenced by family or friends to buy herbal products.
- The greater number of respondents 71% are gathered information about herbal products is from social media.
- Most of the respondents 55% are agreed that environment and health impact of a product will influence the purchasing decision.
- Majority of the respondents 55% of them are preventing use of herbal products because of lack of information.
- Majority of the respondents 58% of them have importance in sustainability in personal care and health products.
- Most of the respondents 48% of them perceived that herbal products are very effective than conventional medicine.
- 59% of the respondents are strongly concerned about the safety of herbal products

- Most of the respondents 78% are partially informed about the regulations of herbal products in the country.
- Most of the respondents 61% will prefer herbal product compared to conventional medicine.
- Majority of the respondents 79% are using herbal products for the benefit of natural healing.
- Most of the respondents 52% of them are highly likely to use herbal products more in the future.
- Majority of the respondents 43% are influenced by health benefits to buy herbal products.
- Most of the respondents 72% of them gives very importance in packaging and presentation of herbal products.
- Majority of the respondents 40% of them are agreed to pay extra for organically certified herbal products.

SUGGESTIONS

1. Educational Campaigns: Develop educational campaigns targeting young adults, particularly college students, to enhance awareness about the environmental and health benefits associated with herbal products. These campaigns can leverage social media platforms, which the majority of respondents rely on for information, to disseminate accurate and engaging content.

2. Targeted Marketing Strategies: Tailor marketing strategies to emphasize the environmental and health benefits of herbal products, as these factors significantly influence consumers' purchasing decisions. Highlighting the natural healing properties and sustainability aspects of herbal products can resonate with environmentally-conscious consumers.

3. Consumer Education Initiatives: Implement consumer education initiatives to address the perceived lack of information about herbal products, which prevents some individuals from using them. Providing accessible and comprehensive information about the efficacy, safety, and regulations surrounding herbal products can empower consumers to make informed choices.

4. Promotion of Sustainability Practices: Encourage the adoption of sustainable practices in the production and packaging of herbal products to align with consumers' preferences. Emphasize the importance of environmentally friendly packaging and organic certification, as a significant portion of respondents value these aspects and are willing to pay extra for them.

5. Regulatory Awareness: Enhance awareness about regulations governing herbal products among consumers, as a majority are only partially informed about these regulations. Collaboration between regulatory bodies, industry stakeholders, and consumer advocacy groups can facilitate the dissemination of accurate and up-to-date information.

6. Peer Influence Campaigns: Leverage the influence of family and friends in promoting the use of herbal products. Implement peer influence campaigns that encourage individuals to share their positive experiences with herbal products on social media platforms, thereby fostering a supportive community of users.

7. Product Diversification: Diversify the range of herbal products available to cater to different consumer preferences and needs. Given the popularity of skincare herbal products among respondents, investing in research and development to innovate new products in this category may yield favorable results.

8. Long-term Usage Promotion: Encourage long-term usage of herbal products by highlighting their efficacy, safety, and natural healing benefits. Emphasize the advantages of incorporating herbal products into daily routines for holistic wellness and prevention of health issues.

By incorporating these suggestions into the study, researchers can provide actionable insights to industry stakeholders, policymakers, and healthcare professionals to promote sustainable consumption practices and enhance consumer engagement with herbal products.

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CONCLUSION

This study focuses on how people are changing their shopping habits to be more eco friendly, especially by choosing herbal products. These products are thought to be better for both health and the environment compared to regular ones. By looking at what people know about herbal products, what influences their choices, and how they use these products, we can understand what consumers prefer and care about. We found that some people know a lot about herbal products, while others need more information, especially about their environmental benefits. People choose herbal products based on what they like, what they think is good for them, and what's good for the environment. More and more people are using herbal products in their daily lives, which is a good sign. Businesses can take advantage of this by offering more herbal options and making them affordable for everyone. It's also important for governments to support eco-friendly initiatives and encourage businesses to be more

sustainable. By working together and doing more research, we can all help make the world a better place.

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Project report 2024*

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APPENDIX

QUESTIONNAIRE

EXPLORING PURCHASING PATTERNS FOR HERBAL PRODUCTS: AN INVESTIGATION INTO GREEN CONSUMER BEHAVIOUR

1. Gender

- Male
- Female
- Others

2. Age group

- 12 - 18
- 19 – 30
- 30 – 50
- 50 above

3. Category of respondents

- School scholars
- College students
- Working group
- Senior citizen
- Others

4. How would you rate your knowledge about herbal products?

- Very Low
- Low
- Moderate
- High
- Very High

5. Select the type of herbal products you use.

- Skincare
- Hair care
- Dietary supplements
- Other

6. How frequently do you use herbal products?

- Daily
- Weekly
- Monthly
- Rarely
- Never

7. How often do advertisements influence your decision to purchase herbal products?

- Always
- Often
- Occasionally
- Rarely
- Never

8. How does the price of herbal products influence your buying decision?

- Very Important
- Important
- Neutral
- Not Important
- Not at all Important

9. How much does the recommendation from friends or family influence your decision to buy herbal products?

- Strongly Influential
- Influential
- Neutral
- Not Influential
- Not at all Influential

10. Where do you usually get information about herbal products?

- Social media
- Television
- Family/Friends
- Health professionals
- Other (please specify)

11. Does the environmental and health impact of a product influence your purchasing decisions?
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
12. What factors prevent you from using herbal products, if you don't use them already?
- Lack of information
 - Price
 - Effectiveness concerns
 - Other (please specify)
13. How important is sustainability in your choice of personal care or health products?
- Not Important
 - Somewhat Important
 - Important
 - Very Important
14. How effective do you perceive herbal products to be compared to conventional medicine?
- Very effective
 - Somewhat effective
 - Not sure
 - Not effective
15. Are you concerned about the safety of herbal products?
- Strongly concerned
 - Somewhat concerned
 - Neutral
 - Not concerned

16. Are you aware of regulations governing the sale and use of herbal products in your country?
- Well-informed
 - Partially informed
 - Not informed
17. In general, do you prefer using herbal products or conventional medicine?
- Herbal products
 - Conventional medicine
 - Both
 - Depends on the situation
18. What benefits do you associate with the use of herbal products?
- Natural healing
 - Fewer side effects
 - Holistic approach
 - Other
19. Would you consider using herbal products more in the future?
- Highly likely
 - Somewhat likely
 - Undecided
 - Unlikely
20. What factors influence your decision to buy herbal products? (Select all that apply)
- Health benefits
 - Natural ingredients
 - Brand reputation
 - Recommendations from others
 - Availability in stores
21. How important is product packaging and presentation when choosing herbal products?

- Very important
- Important

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Project report 2024*

- Neutral
- Not important
- Not applicable

22. Are you willing to spend more money on herbal products that have obtained organic certification?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

23. Factors influencing green consumption

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The eco-friendliness of a product influences my decision to purchase herbal products.					
I prioritize purchasing herbal products because they are good for health.					
Price is a significant factor in my decision to choose herbal products over					

conventional ones.					
I tend to choose herbal products because I believe in their effectiveness and natural properties					

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