



## Consumer Satisfaction Towards Ayurvedic Oral and Personal Care Products With Special Reference to Coimbatore City

MR. J. PRASATH

ASSISTANT PROFESSOR DEPARTMENT OF COMMERCE PSG COLLEGE OF  
ARTS AND SCIENCE COIMBATORE 641 014

**ABSTRACT**

*In India ayurvedic herbs are used as medicines, our culture has taught us how to use ayurvedic herbs in oral and personal products for the factors like natural, economical and user friendly. Oral and personal care industry has responded to the consumers expectations with wide variety of products. Our country is witnessing increased changes in desires and lifestyle, which resulted in increase in demand for Oral and Personal care products. This research work aims to analyse Consumer Satisfaction towards ayurvedic oral and personal care products among consumers from Coimbatore city. The sample of 200 respondents selected were based on convenience sampling. The study revealed that majority of consumers use Oral and Personal care products to improve their personal appearance and health. Thus, it is suggested that understanding consumer satisfaction towards oral and personal care products is a key to the success of oral and personal care products manufacturers.*

**KEYWORDS : CONSUMER SATISFACTION, ORAL AND  
PERSONAL CARE PRODUCTS, CHANGES IN LIFESTYLE**

**INTRODUCTION**

In India herbs are used as medicines for a long time and also as important ingredients in few consumer products including oral and personal care products. There are various types of herbs that grow naturally in our country. Indian culture has taught its people how to use herbals for oral care, personal care and for other purposes. Thus, it can be rightly said that usage of herbs as oral and personal care products was very popular among ancient people, who were using a variety of ayurvedic products both as curative purpose as well as for enhancing life. Following ancient customs, culture, taboos and traditions, present generation also use herbals more in oral and personal care products for several reasons like it is natural, economical and eco-friendly. Oral and personal care industry has responded to the consumers' expectations by feeding the market with a diversity of products which are natural and eco - friendly.

**STATEMENT OF THE PROBLEM**

The growth of oral and personal care products markets have surged significantly as consumers are increasingly becoming aware about choice of personal care products in specific.

The urban population in coimbatore is witnessing rapidly changing aspirations and lifestyles, which have resulted in increase in demand for personal and oral care items. The present study will be helpful to the ayurvedic oral and personal care manufacturer and marketers in understanding the consumer satisfaction, buying behavior and attitude of the people residing in coimbatore city.

**OBJECTIVES OF THE STUDY**

- To check the memory of the consumers and their awareness towards the brands of Ayurvedic Products.
- To study the consumers preference towards the Ayurvedic Products.
- To assess the level of consumer satisfaction towards Ayurvedic Products.
- To offer suggestions on the basis of findings of the study.

**RESEARCH METHODOLOGY**

The methodology includes area of the study, sources of data, sample size and statistical tools. This study uses primary data which have been collected from 200 respondents using ayurvedic oral and personal care products of Coimbatore city through questionnaires by using convenient sampling technique. The collected data was analyzed by using simple percentage analysis and rank analysis.

**Table – 1 PERCENTAGE ANALYSIS:**

1. REASONS FOR USING AYURVEDIC ORAL AND PERSONAL CARE PRODUCTS

S. NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	TRUST	50	25
2	AVAILABILITY	60	30
3	PRICE	55	27.5
4	NO/ LESS SIDE EFFECTS	35	17.5
	TOTAL	200	100

**2. PERCEPTIONS TOWARDS AYURVEDIC ORAL AND PERSONAL CARE PRODUCTS**

S. NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	LUXURY	25	12.5
2	ECO FRIENDLY	55	27.5
3	NECESSITY	45	22.5
4	PERSONAL BENEFITS	75	37.5
	TOTAL	200	100

**3. FREQUENCY OF PURCHASING AYURVEDIC ORAL AND PERSONAL CARE PRODUCTS**

S. NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	ONCE A MONTH	65	32.5
2	TWICE A MONTH	35	17.5
3	ONCE IN 2 MONTHS	55	27.5
4	OCCASIONALLY	45	22.5
	TOTAL	200	100

**Table – 2 RANK ANALYSIS:**

CONSUMER SATISFACTION TOWARDS AYURVEDIC  
ORAL AND PERSONAL CARE PRODUCTS

OPTIONS	NO OF RESPONDENTS					SCORE	RANKING
	1	2	3	4	5		
TRUST IN AYURVEDIC PRODUCTS	62	45	34	30	29	0.545667	1
QUALITY	44	65	34	34	23	0.504667	2
CHANGE IN LIFE STYLE	48	32	67	30	23	0.492167	3
PRICE	20	39	35	61	45	0.377083	4
NATURAL INGREDIENTS	26	19	30	45	80	0.36375	5
TOTAL	200	200	200	200	200		

**Primary Data**

**Findings and Suggestions**

The study revealed that majority of respondents use ayurvedic personal and oral care products to improve their personality, health, family status and influenced by changes in the life style. Thus, it is suggested that understanding satisfaction of consumers is a key to the success of manufacturers. These manufactures should constantly analyze the factors like awareness, preference, future buying behavior, satisfaction and purchase decisions to predict the future trends. Over the last few years, growth in the market for Personal and Oral Care products has been driven by products that use natural or herbal components. The market share of natural based products has been increasing gradually. Personal and Oral Care manufacturers are increasingly feeling stressed to lay emphasis on sustainability and try to reduce environmental issues caused by the usage of non organic products.

**Conclusion**

The market for ayurvedic oral and personal care products in India is expected to grow at a rapid pace over the coming decades. Ayurvedic Herbal manufacturers are investing in research, constantly coming up with new and innovative technologies, research and development and products are resulting in more effective ayurvedic oral and personal care products. Ayurvedic oral and personal care products are now competing with Non Organic products and they need to strive to ensure quality that is similar to Non Organic brands.

**REFERENCES**

Olsen, Svein Ottar (2002), "Comparative Evaluation and the Relationship between Quality, Satisfaction, and Repurchase Loyalty," *Journal of the Academy of Marketing Science*, 30 (2), 240-249. | [2] Reinartz, Werner J. and V. Kumar (2003), "The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration," *Journal of Marketing*, 67 (1), 77-99. | [3] Shankar, Venkatesh, Amy K. Smith, and Arvind Rangaswamy (2003), "Customer Satisfaction and Loyalty in Online and Offline Environments," *International Journal of Research in Marketing*, 20, 153-175. | [4] Verhoef, Peter C. (2003), "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development," *Journal of Marketing*, 67 (Oct.), 30-45. | [5] Thomas, Jacquelyn, Werner Reinartz, and V. Kumar (2004), "Getting the Most Out of All Your Customers," *Harvard Business Review*, 82 (7/8), 116-123. | [6] Reinartz, Werner, Jacquelyn Thomas, and V. Kumar (2005), "Balancing Acquisition and Retention Resources to Maximize Customer Profitability," *Journal of Marketing*, 69 (1), 63-79. | [7] Seiders, Kathleen, Glenn B. Voss, Dhruv Grewal and Andrea L. Godfrey (2005), "Do Satisfied Customers Buy More? Examining Moderating Influences in a Retailing Context," *Journal of Marketing*, 69 (Oct.), 26-43. |