



ORIGINAL RESEARCH PAPER

Marketing

“A STUDY ON CONSUMER AWARENESS AND ACCEPTANCE OF KHADI NATURAL PRODUCTS WITH SPECIAL REFERENCE TO MADURAI DISTRICT”

KEY WORDS: Khadi Cosmetics, Herbal product, Awareness, Green product Awareness.

Dr. D. Anbugeetha

Assistant Professor, Department of Business Administration, Thiagarajar College, Madurai-625009

Ms. K. Indu Rani

Assistant Professor, Department of Management Studies, Boston institute of Mangement, Pasingapuram, Madurai – 625501

ABSTRACT

India has a huge market for natural products. A large portion of natural product produced in India and it focused on export. People are now tending to seeking natural products on cosmetics from chemical products, due to health and skin concerns. Cosmetics are not just the domain of women more body sprays, perfumes and other cosmetics are rising demand for men. Nowadays, the Indian market is getting enlarged and many players are entering with cosmetic products especially skin care products for women and men. This gives me an opportunity to work on with endeavor focusing on the consumer perception, acceptance, and awareness of cosmetics with special reference to Khadi natural Products. The primary objective of this study is to understand the consumer awareness and satisfaction of Khadi natural product. The paper has studied the level of awareness about various aspects of Khadi natural products in the study area. The research design used here is descriptive and the data was collected through a well-structured questionnaire. The researchers applied simple percentage, T-Test, ANOVA as statistical tools. The result found was,

INTRODUCTION

Awareness is an element that is the human automation process which involves consciousness or unconsciousness of something. Consumers may or may not aware of the product they are going to purchase or consume. The level of awareness depends upon the knowledge of the consumer. The aim of this study is to find out the factor influencing while choosing a Khadi product, and the level of satisfaction they posses over the products. The concept of Khadi is not new to India, as its existence dates to the time when India was struggling for its independence. As more and more new brands are entering the market, the place for Khadi is getting smaller which requires awareness and promotional campaign for Khadi. Some designers work privately for promoting and creating awareness through fashion shows. Government is also trying to promote the product by giving mini samples to various departments like railway, government hospitals, airlines etc, despite this, not many people are aware about the Khadi. Self-beautification i.e. the art of maintaining beauty is playing a vital role in nowadays. It was a daily routine in ancient times before beauty became a business. With homegrown practices and the science of Ayurveda, people were completely reliant on nature for both their skincare routine and glam up. i.e. the switch from chemical-based to natural products. Beauty practices are subject to change. From home remedies to celebrities influenced products, DIY methods, to now 100% natural, vegan, cruelty-free, organic products, the cosmetic industry is like a sea-wave that keeps changing. Thus, this study focuses on the awareness and acceptance of Khadi natural products with special reference to Madurai district.

Natural Products

India is known to be the land of home remedies. From ancient time Indians follow homemade beauty recipes to maintain the glow on their skin as natural product is always safe for skin. They habituated to homemade beauty routines life applying kitchen ingredients such as curd, turmeric, honey, etc., face pack for skin, and castor oil for hair, but in today's hectic lifestyle, not everyone gets time to prepare and try beauty recipes. Many brands are now available with natural cosmetic products containing the same old natural ingredients as their key ingredients in order to attract the Indian customers fall for. Secondly, this generation is getting smarter every day with increasing literacy, access to the internet, easy information access, and urbanization of the country's population, the awareness of the bad effects of chemicals and synthetic ingredients such as parabens, phthalates, propylene glycol

and formaldehyde that are used expansively in personal care and cosmetic products on human health and environment are spiraling upwards like never before. Thus, ignoring the chemical-based products, many are opting for natural and organic products that are cruelty-free, vegan, contain non-toxic natural ingredients and have an environment friendly manufacturing process. The surprising reason that is booming the need for natural cosmetic products is the growing interest of men in them. Cosmetic products were always highly demanded by women, but nowadays men are equally beauty conscious and have grace over natural cosmetics. Indian men have started taking care of their skin seriously and are spending a lot on men's beauty products that include skincare, makeup, fragrances, haircare, and oral care which is the reason why the Indian cosmetic market is experiencing the limelight in India. Revenue in the natural cosmetics segment amounts to US\$0.86 billion in 2022. The market is expected to grow annually by 3.93% (CAGR 2022 – 2027). In global comparison most revenue is generated in China (US\$2462 million in 2022).

KHADI PRODUCTS

Khadi products are peculiar and unique in nature. These products are unique in the aspects of material used, manufacturing methods and places. Khadi Natural exports all around the world with above 50 authorized seller and distributors. They also act as the supplier for many manufacturing companies that produces the natural and authentic products covering 18 States and 35 authorized distributors all over the country. Khadi Natural products are manufactured under the supervision of competent Ayurvedic Doctors and the products are made up of Herbal elements which are articulated from organically grown pure plant extracts. Khadi Natural products are of WHO, GMP and ISO standards and they inculcate the ideologies of preservative formulae for everyday uses. Their mission is to help every individual with herbal remedial solutions for all their healthcare related problems so that they can enrich a healthy life and for that they are available with a wide range of high-quality products which are accumulated from pure herbal ingredients. Their commitment to customers and consumers is to always provide them with the highest degree of pure, standardized and quality-oriented products. They always engaged with exclusive range of Natural beauty Products. These are available for direct contacts to the consumer through shops as well as through online application. Moreover, they certify that they were stringently test their assortments on numerous parameters of quality like

Eminence for purity, verified against harmful reactants, no animal testing. The following are the reasons why people choose Khadi products, they are, wide assortment of choices, handmade products, authentic & natural. They sold products in both online and offline. They have separate app called Khadi Natural, people can purchase over it. They aim at processing and dispatching orders as quickly as possible. It only took 3 working days for deliveries in Delhi, 5 to 6 working days in rest of India and 5 to 14 working days in rest of the world, unless they were exceptionally out of stock and they will let know the consumers about the same in advance. In this context, purchases of various Khadi products are influenced by various factors. The factors such as, price of the products, quality of products, intend to encouraging village and small industries, love on Gandhian thoughts, freedom fighters in the family, political attachments in the family etc. Among them Khadi shops are playing a pivotal role in marketing Khadi products in India. Textiles, ayurvedic products, natural cosmetic products, handicrafts, leather products, selected food products and selected grocery products are the major products marketed by Khadi shops in Madurai district. Every type of product has its own features and uniqueness. The present study is to identify the level of awareness and the factors that affect the consumer's behavior towards purchasing Khadi cosmetic products so that it could help the industry to maintain a better place in the market by improving their marketing strategies to increase their sales level. In this way, they could retain their existing customers and can even increase their customers.

Review Of Literature

Kumudha A and Rizwana M (2013) in their study found that consumers were not very much aware about the handloom products. Hence sufficient measures had to be taken place in order to increase the awareness of handloom products. Ranjith Paul and Horen Goowalla (2018) found that majority of the cosmetic products, customers were getting awareness on handloom products through advertisement, trade fairs/exhibitions followed by sales personnel, friends, and relatives. Sundari and Murugan (2011) stated that the factors influencing purchase decision of personal care products are "primary benefit" and "secondary benefit". Price, quality, and quantity were included in the primary benefit. However, the "secondary benefit" includes ingredients of the product, its purpose, innovative features, brand, and certification of the product. According to the study conducted by Ashok Yakkaldevi (2013) on the consumer behavior towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian consumer behavior which is quite unique. According to the study conducted by Vinith Kumar Nair and Prakash Pillai R (2007) male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor which is influencing the purchase decision of male consumers. They tend to buy cosmetic items from a shop of their convenience. It is also observed that male consumers buy all their cosmetic items from same shop. Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Ting (2010) have observed that there is a positive relationship between male consumers concern towards self-image and their consumption of grooming products. A study on factors influencing consumer buying behavior in cosmetic products by A.H Hemanth Kumar, S. Franklin John, S. Senith. (2007) aimed at finding how consumer behavior factors influence the purchasing of cosmetics and to find out the influence of income level on the behavior of consumers. The results showed that statistically significant differences were found in income level among the factors of consumer behavior, i.e, social and cultural while no statistically significant difference was found among the personal and psychological factors. Consumer buying behavior towards cosmetic products by Nilesh Anute, Anand Deshmukh, De Armol Khandagale (2009) was carried out to study the demographic profile, factors affecting the decision, most widely used cosmetic product,

buying pattern and brand preference of the respondents but find out that the brand and quality was the most preferred factor among the consumers while buying a product. A study on consumer attitude towards cosmetic products by Vidhya Jawahar J and Tamizhjothi. D.K. (2018) was conducted to examine the influence of attitude and to find the major factors that determine the buying behavior of a consumer. The study demonstrated that age, occupation and marital status have positive impact while salary has no critical effect on the buyers' attitude towards such items. Consumer purchase decision behavior towards cosmetics marketing by Anandrajan.S and Sivagami.T (2015) the study was done to find out the influence of various media in motivating the consumers on a particular brand of cosmetics and to know how the marketing strategy influences the buying behavior of the consumers. But they have identified that the consumers are aware about the cosmetic products and are slowly shifting towards organic/ ayurvedic based cosmetics. A study on consumer buying behavior of cosmetic product in Thanjavur, Tamil Nadu, India by Rameshwari.P., Mathivanan.R and Jeganathan.M (2018) this study aimed at investigating the various factors that have impact on buying decisions of consumers but the results showed that marketers were required to look for buying habits, preferences, tastes of consumers and then the policies should be made. Lastly, the consumers were found to be more quality conscious and brand loyal. Consumers brand preference and buying behavior of cosmetic products at Coimbatore city by Nagananthi.T and Mahalakshmi.M (2016). The study aimed at building a relationship between the demographic factors with the brand preference of respondents towards branded cosmetic products. The results showed that consumers prefer purely herbal or non-chemical make-up and care cosmetics. And the study concluded that there is no relationship between income and spending on cosmetic per month by consumers. Pallabi Mishra (2014) identified that generation Y was the most valuable customers for Khadi because they did not have price conscious but they had brand conscious of Khadi.

Based on the literature review, it was identified that there are lots of studies related to consumer buying behavior of cosmetic products. However, studies related to awareness and acceptance of Khadi natural products was scarce in Tamil Nadu. Hence, the researcher identified the gap "To identify acceptance and awareness of Khadi natural products" was formulated. Based on the identified problem, objectives were listed, with special reference to Madurai district.

RESEARCH METHODOLOGY

The type of research design used in the project is Descriptive research. Descriptive research studies are those studies which are concerned with describing the features of a particular individual or a group. In descriptive studies, the researcher must be able to define clearly what he wants to measure and find adequate methods for measuring it along with a clear-cut definition of the population he wants to study. The following are the objectives of the study,

- ❖ To study the level of awareness of the customers towards Khadi natural products in Madurai district.
- ❖ To study whether there exists any significant difference between the demographic profile of the respondents and their acceptance of Khadi natural products.
- ❖ To study whether there exists any significant difference between the demographic profile of the respondents and their satisfaction towards Khadi natural products.
- ❖ To identify whether there exists any significant relationship between consumer acceptance and consumer satisfaction.

Both primary and secondary data was used for the study. The primary data was collected mainly through the distribution of questionnaires. Correlation, T-Test, ANOVA and Percentage analysis Method were the statistical tools used to analyze the data. The following are the hypothesis of the study.

- ❖ H01: There exists no significant different between the respondents belonging to different demographic profile and their scores on consumer acceptance
- ❖ H02: There exists no significant different between the respondents belonging to different demographic profile and their scores on consumer satisfaction.
- ❖ H03: There exists no significant relationship between consumer acceptance and consumer satisfaction towards Khadi natural product

However, the study is based on primary data. The researcher has to depend upon the information given by the respondents

Instrumentation

Questionnaire was the Instrument of data collection for the present study. The questionnaire consists of four parts. Part one elicits demographic information. Part two is subjective. It consists of 14 items relating to Product awareness, factors influencing to purchase Khadi products. Part three consists of questions related to the acceptance of products by the consumers and the last part elicits the level of consumer satisfaction.

Sampling Technique

Sampling method used here is multi stage Sampling, a non-probability sampling method. In multi stage sampling the first stage is to select a large primary sampling unit such as a state, then district, then town and finally certain families within towns.

Analysis of Data

Simple percentage analysis, T-Test and ANOVA were the statistical tools used to analyze the data.

Table 4.1.1 Showing Difference Between The Age Of The Respondents And Their Scores On Consumer Acceptance

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	232.527	3	77.509	2.698	.049
Within Groups	3275.176	114	28.730		
Total	3507.703	117			

INTERPRETATION

From table 4.1.1 it can be inferred that $F(2) = 2.698$, $Sig = 0.049$, and since the significance level of <0.05 , the null hypothesis is rejected. Hence, it can conclude that there is a significant difference between age of the respondents and their score on consumer acceptance of Khadi natural products.

Table 4.1.2 Showing Difference Between The Dwelling Area Of The Respondents And Their Scores On Consumer Acceptance

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	259.904	2	129.952	4.601	.012
Within Groups	3247.799	115	28.242		
Total	3507.703	117			

Interpretation

From table 4.1.2. it can be inferred that $F(4) = 4.061$, $Sig = 0.012$, and since the significance level of <0.05 , the null hypothesis is rejected. Hence, it can conclude that there is a significant difference between dwelling area of the respondents and their score on consumer acceptance of Khadi natural products.

Table 4.1.3. Showing Difference Between The Age Of The Respondents And Their Scores On Consumer Satisfaction

CONSUMER SATISFACTION					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	230.383	3	78.794	3.008	.041
Within Groups	3471.990	114	30.456		

Total	3702.373	117			
-------	----------	-----	--	--	--

Interpretation

From table 4.1.3. It can be inferred that $F(3) = 3.008$, $Sig = 0.041$ and since the significance level of <0.05 , the null hypothesis is rejected. Hence, it can conclude that there is a significant difference between age of the respondents and their score on consumer satisfaction of Khadi natural products.

Table 4.1.4 showing difference between the occupation of the respondents and their scores on consumer acceptance

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	459.088	6	76.515	2.786	.015
Within Groups	3048.615	111	27.465		
Total	3507.703	117			

Interpretation

From table 4.1.4 it can be inferred that $F(2) = 2.786$, $Sig = 0.015$, and since the significance level of <0.05 , the null hypothesis is rejected. Hence, it can conclude that there is a significant difference between occupation of the respondents and their score on consumer acceptance of Khadi natural products.

FINDINGS

Findings based on simple percentage method on demographic profile of the respondents

- ❖ 41.5% of the respondents are between the age group of 21-30 years old are most preferring Khadi natural product
- ❖ 55.1% of the respondents are belongs to women are most preferring Khadi natural product than the male respondents
- ❖ 45.8% of the respondents are belongs to educational qualification as U.G of the respondents than the 30.5% of the respondents are P.G.level
- ❖ 73.7% of the respondents are belongs to married are using Khadi natural product
- ❖ 33.9% of the respondents are depends on salaried people are getting awareness of Khadi natural product than the 18.9% are belongs to professionals
- ❖ 39% of the respondents are belongs to 10000 to 20000 of their monthly income
- ❖ 63.6% of the respondents are belongs to nuclear family of the respondents
- ❖ 63.6% of the respondents are belongs to 2 to 4 members of their family.
- ❖ 39% of the respondents are depends on urban area than the 35.6% of the respondents are in rural
- ❖ 72% of the respondents accept they have proximity of the Khadi natural product in their area

Findings based on simple percentage method on consumer awareness of the respondents about Khadi natural product

- ❖ 43.2% of the respondents are denoted family factors influencing to use Khadi natural product 19.5% of the respondents are friends and advertisements
- ❖ 47.5% of the respondents are using Khadi natural product below 1 year
- ❖ 51.7% of the respondents are using soap-as Khadi natural product and 16.9% of the respondents are using shampoo than the other Khadi natural product.
- ❖ 43.2% of the respondents are choosing the Khadi natural product as for their best quality
- ❖ 86.4% of the respondents are buying Khadi natural product on monthly basis
- ❖ 51.7% of the respondents are spent Rs.500 to 1000 for Khadi natural product
- ❖ 61.9% of the respondents are looking at features of Khadi natural product than the offers and package etc
- ❖ 45.8% of the respondents are continuously collect the information before buying the Khadi natural product
- ❖ 51.7% of the respondents are buying online mode than the others

- ❖ 44.9% of the respondents most associate to their quality of the product
- ❖ 54.2% of the respondents are perceive natural by using the Khadi natural products
- ❖ 36.4% of the respondents belong to purchase Khadi natural product due to trend and organic ingredients of the product
- ❖ 65.3% of the respondents are very rare to substitute the Khadi natural product

Findings based on T-Test and ANOVA test on significant difference between consumer awareness and satisfaction of the respondents

- ❖ That there is a significant difference between age of the respondents and their score on consumer acceptance of Khadi natural products
- ❖ There is a significant difference between dwelling area of the respondents and their score on consumer acceptance of Khadi natural products.
- ❖ That there is a significant difference between age of the respondents and their score on consumer satisfaction of Khadi natural products.
- ❖ That there is a significant difference between occupation of the respondents and their scores on consumer acceptance of Khadi natural product.

SUGGESTIONS

- ❖ Cooperatives societies should take initiative to creating awareness about Khadi products.
- ❖ More awareness campaigns are required so it has to be conducted to increase the reach of Khadi products
- ❖ Advertisements can also help to promote the products
- ❖ As most of the respondents use the product below 1 year, Khadi shop should adopt some strategies in order to sustain their existing customer.
- ❖ The study reveals that next to individual need, customer prefer to buy during festivals hence it is suggested to offer more promotions like special offers, rebates, free gifts, etc. during festival times.

CONCLUSION

Customers feel that Khadi have wide variety of products with high quality feature which is accumulated from nature that makes them more convenient and satisfied. This is due to the proper facility that is available in Khadi where people can purchase it through online as well as offline mode. Their commitment towards providing customers with the highest degree of pure, standardized and quality-oriented products helps them to increase the level of satisfaction of the consumers. Thus, this study evidenced that the people in Madurai district have awareness about Khadi products and have high level of satisfaction towards the products.

REFERENCES

1. Anandrajan, S., Sivagami, T., (2016) Consumer Purchase Decision Behavior towards Cosmetics Marketing. Vol. I. Asia Pacific Journal of Research.
2. Anbugeetha, D & Nandhini, B, Vincent. A (2020), "A Study on Customer Preference about Fish and fish products with special reference to Neithal fish retail outlet, Kalavasal, Madurai", Paripex - Indian Journal of Research, Vol-9, Issue-3
3. Anbugeetha, D & Sangeetha, S., (2020) "A Study on Awareness and Acceptance of Adult Diapers in Madurai City with Special Reference to Kamal Health Care Products (P) Ltd, Tuticorin" Paripex - Indian Journal of Research, Vol-9, Issue-6
4. Ashok Yakkaldevi "Consumer behavior among women with special reference to cosmetics" vol. 1(1) August 2013 pp.1-5
5. Fan Shean Cheng, Cheng Soon Ooi, and Ding Hooi Ting, International Review of Business Research Papers, Vol.6 (1) February 2010, Pp.574 - 590
6. Hemanth Kumar, A.H Franklin John, S. S. Senith. (2014). A study on Factors Influencing Consumer Buying Behaviour in Cosmetic Products. International journal of Scientific and Research Publication. 04 (09). 1-6
7. Kumudha A and Rizwana M (2013), A Study on Consumer Awareness about Handloom Products with Special Reference to Erode District, Journal of Marketing and Consumer Research, Vol.1, pp.17-21.
8. Nagananthi, T., Mahalaxmi, M., (2016) Consumers' Preference and Buying Behavior of Cosmetic Products at Coimbatore City. Vol 04 Issue 01. Inter-continental Journal of Marketing Research Review.
9. Nilesh Anute, Anand Deshmukh, Amol Khandagale (July, 2015), "Consumer Buying Behavior towards Cosmetic Products". IJMSS Vol.03 Issue-07, (July, 2015) ISSN:2321-1784.
10. Pallabi Mishra (2014), Khadi-Sustaining the Change in Generation Gap, Asian

- Journal of Marketing, Vol.8, No.2, pp.86-97.
11. Rameshwari, P., Mathivanan, R., Jeganathan, M., (2016) A study on Consumer Buying Behavior of Cosmetic Products in Thanjavur, Tamilnadu, India. Vol 02 Issue 03, Page No.598-602. Indo-Asian Journal of Multidisciplinary Research
12. Ranjith Paul and HorenGoowalla (2018), A Study on Consumer Awareness of Handloom Products with Special Reference to Dimapur District-Nagaland, International Journal of Management Studies, Vol.5, No.2(3), pp.1-8.
13. Sundari, R & Murugan, MS 2011, „Brand Loyalty s Influence on Women s Buying Behavior with Special Reference to Personal Care Products , International Journal of Commerce, IT and Management". Vol. 1(2), pp.56-62
14. Vidhya Jawahar and Tamizhijyothi, K (June 2013), "Consumer Attitude towards Cosmetic Products". IJEMR - June 2013 - Vol 3 Issue 6 - Online - ISSN 2249-2585 - Print - ISSN 2249-8672
15. Vinith Kumar Nair and Prakash Pillai R, International Marketing Conference on "Marketing & Society", 8-10 April, 2007, IIMK