

An Empirical study on Satisfaction towards Selected Herbal Medicines

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Abstract

Due to different working style, eating habit it affects the people health and their life. In order to protect them against various health issues, herbal house hold products plays a major role. The study aims to identify the satisfaction of the customers towards herbal products. Every person has their own expectation. The study was based on structural questionnaire with a sample of 150 respondents. The analytical and descriptive design was conducted and analyzed using cross sectional, simple percentage analysis and chi-square test using SPSS 20. Findings reveal that age, and educational qualification have significant association with customer's level of satisfaction towards herbal products.

Keywords: Herbal Products, Customers Satisfaction & Health.

Introduction

Today we are in modern life. Majority of the people purchasing ready- made food and consume on daily basis. Due to different working style, eating habit it affects the people health and their life. House hold herbal products it is easy to use at any time. In order to protect them against various health issues, herbal house hold products plays a major role. The study aims to identify the satisfaction of

the customers towards herbal products. Every person has their own expectation. Many people use herbal products in the house and use for cooking purpose.

Review of Literature

Banu Rekha et al (2015), mentioned that the customer attitude towards Herbal Cosmetic Products are not under luxury category. They

collected the data in area wise, gender, age, income, etc, The majority of the customers feels that the herbal products have no side effects.

Senet al (2015) Ayurveda and other traditional herbal medicines are very useful and Processing of herbal products is a complex process.

Analysis

Table 1. Cross Tabulation between Gender and Level of Satisfaction

Crosstab		Satisfaction					Total
		Highly Satisfied	Satisfied	N	Dissatisfied	Highly Dissatisfied	
Gender	Male	19	34	2	4	3	62
	Female	25	44	12	3	4	88
Total		44	78	14	7	7	150

Source: Primary Data

Interpretation

From the above table.1 inferred that out of 150 respondents, 62 of the respondents are male and 88 of the respondents are female , out of both buyers 78 of the respondents are satisfied.

Research Methodology

This research design was adapted to study the analytical and descriptive nature. Researcher using non-probability convenience sampling technique is employed for selection of 150 samples. The collected data is analyzed and interpreted properly .Statistical tools used for analyze the data like simple percentage, Cross tabulation and chi-square test with help of the IBM SPSS 20.

Hypothesis

- H0: There is no significant association between gender and satisfaction.
- H1: There is a significant association between gender and satisfaction.

Table 2. Association between Gender and Level of Satisfaction

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.178 ^a	4	.270
Likelihood Ratio	5.788	4	.216
Linear-by-Linear Association	.118	1	.732
N of Valid Cases	150		

Source: Computed Data

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.89.

Interpretation

From the above table.2 shows that chi- square test at 5% level of significance p-value is

more than the 0.05. So, null hypothesis is accepted. Hence, there is no significant difference between Genders of the respondents with respect to the consumer level of satisfaction.

Table 3. Cross Tabulation between Age and Level of Satisfaction

Crosstab		Satisfaction					Total
		Highly Satisfied	Satisfied	N	Dissatisfied	Highly Dissatisfied	
Age	Upto 20	2	5	4	3	6	20
	21 to 40	14	1	0	0	0	15
	41 to 60	17	14	2	0	0	33
	61 and above	11	58	8	4	1	82
Total		44	78	14	7	7	150

Source: Primary Data

Interpretation

From the above table.3 clear that out of 150 of the respondents, 20 of the respondents are below 20 years of the age group, 15 of the respondents are 21 – 30 years of the age group, 33 of the respondents are 41 – 60 years of the age group, 82 of the respondents are

above 61 years of the age group buyer using herbal products in their house. Hence, the majority of the respondents are satisfied with the age group of above 61 years.

Hypothesis

- H0: There is no significant association between age and satisfaction.

➤ H2: There is a significant association between age and satisfaction.

Table 4. Association between Age and Level of Satisfaction

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	93.849 ^a	12	.000
Likelihood Ratio	80.680	12	.000
Linear-by-Linear Association	5.553	1	.018
N of Valid Cases	150		

Source: Computed Data

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .70.

From the above table.4 shows that chi- square test at 5% level of significance p-value is less

than the 0.05. So, null hypothesis is rejected. Hence, there is significant difference between age of the respondents with respect to the consumer level of satisfaction towards herbal products.

Table 5. Cross Tabulation between Qualification and Level of Satisfaction

Crosstab		Satisfaction					
		Highly Satisfied	Satisfied	N	Dissatisfied	Highly Dissatisfied	Total
Qualification	Less Than 10 Std	2	5	2	3	4	16
	HSC	15	4	2	0	2	23
	UG	1	22	4	3	0	30
	PG	22	28	6	0	0	56
	Professional	4	19	0	1	1	25
Total		44	78	14	7	7	150

Source: Primary Data

Interpretation

From the above table.5 clear that out of 150 of the respondents, 16 of the respondents is less than HSC qualification. 30 respondents are having UG qualifications, 56 respondents

are having PG qualifications, 25 respondents are having professional qualifications. Hence, the majority of the respondents are satisfied by using herbal products are having PG qualification.

Hypothesis

- H0: There is no significant association between qualification and satisfaction
- H3: There is a significant association between qualification and satisfaction

Table 6. Association between Qualification and Level of Satisfaction

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.518 ^a	16	.000
Likelihood Ratio	71.322	16	.000
Linear-by-Linear Association	8.864	1	.003
N of Valid Cases	150		

Source: Computed Data

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .75.

test at 5% level of significance p-value is less than the 0.05. So, null hypothesis is rejected.

Interpretation

From the above table.6 shows that chi- square

Hence, there is significant difference between qualifications of the respondents with respect to the level of satisfaction.

Table 7. Sources of Information

Source of Information	Number of Respondents	Percent
Own	39	26.0
Friends	67	44.7
Media	44	29.3
Total	150	100.0

Source: Primary Data

Interpretation: Majority of the respondents 44.7 percent got the information from friends.

Table 8. Factor influencing to use herbal plants

Sl. No	Variable	Reason Used for	N
1	Neem	To kill the worms, to reduce the heat	143
2	Tulasi	Fewer and Cold	141
3	Mint	Purifying the water	139
4	Murunga/drum strict	Anemic	134

5	Banana Stem	Remove Kidney Stone	137
6	Banana Flower	Remove Kidney Stone	138
7	Ginger	Avoid cold/reduce cholesterol	149
8	Garlic	Gastric	146
9	Cloves	Tooth problem	142
10	Jeera	Digestion problem	145
11	Onion	Antibiotic	146
12	Lemon	To reduce the cough, lot of benefits	136

Source: Primary Data

Interpretation

Ginger got first position followed by garlic, onion, jeera, neem, cloves, tulasi, mint, banana flower, banana steam, Lemon and drum strict

Conclusion

The study reveals that most of the respondents are satisfied towards the herbal products. The people now are now very conscious towards health and which herbal products consumption does not consist of side effects. The study found there is no association between genders of the respondents with respect to the consumer level of satisfaction towards herbal products.

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