

# Consumer Buying Motives: Special Reference to Herbal Products



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*Herbal Products Industry has seen tremendous growth throughout the globe. Amidst this promising scenario, the herbal segment has outshined in the Indian setting as well. Customers are gradually shifting from chemical-made products to natural products. The rationale behind this shift inculcates health consciousness which is creeping up among Indian consumers. Moreover, it has been observed that the market for herbal products is expected to grow multiple times in the approaching years. Therefore, this study is an attempt to explore the motives for the adoption of Herbal personal care products among Indian consumers. Furthermore, the study provides meaningful insights for marketers and practitioners with respect to branding and promotional strategies.*

**Keywords:** Herbal Products, Buying Motives, Health Consciousness, Indian Consumers

## 1. Introduction

The Indian economy is very rich in plant species and herbs. The herbal industry is growing at a fast pace nowadays. It is expected to grow at the compound annual growth rate of 9.3% by 2027 as per research reports. Despite the fact, majority of the people are aware of the benefits and usage of green products, it has become a matter of great concern for marketers to clarify the buying behaviour of customers as it keeps on varying with the changing circumstances. To cater to the needs of the target customers, companies must explore the feelings, needs, demands and intentions of their prospective customers. Additionally, the purchase intention of customers depends on various factors (Wang & Tsai, 2014). Buying intention of a person can easily be understood by the behaviour and attitude possessed by him. According to a study carried by Blackwell et. al in 2006, it was stated that Customer's purchase intention reflects upon the attitude and behaviour. Before reaching at the purchase decision, customer go through various stages of need recognition, detailed searching of information about the products, exploring its pros and cons and then finally after satisfaction reaches at the decision to buy a particular product or service.

In the present times, the Herbal industry is on the hike. Starting from infants to adults and old citizens all are in favour of using herbal care products. In their opinion, these products are green products and are free from any harmful effects and nature friendly. Many brands in the Herbal personal care category are promoting their products with the help of brand ambassadors. This marketing mix element would have a deep influence on the consumers to get inclined towards these products. Along with it, health consciousness has also played a vital role in switching consumers' preferences from the synthetic industry to the herbal industry.

Furthermore, to avoid market risk and to flourish the business, marketers must recognize the buying behaviour and motives of customers and cooperate with their needs and requirements. The current study is an effort to review the buying motives and their behaviour patterns in case of herbal personal care products.

## 2. Literature Review

Many eminent authors have carried on the study related to the Buying patterns and motives of customers regarding herbal products. Some insights from the studies carried over past time are described in the study carried over by Widyaningtyas et. al in 2022 which revealed that health awareness and attitude are necessary determinants for purchase intention regarding herbal personal care products. In addition to this study, another study was conducted by Erdawati, E. Et al. (2021) in the context of product quality aspects, prices and halal labels on the purchase decision of herbal products. However, it was revealed that product quality and price have a significant impact on the purchase intention regarding herbal products. Furthermore, the study analysed the intensive empirical survey of the various factors influencing buyer's behaviour toward consumer durables. The findings have been made through survey analysis which consisted of 200 consumers in the market. The study was conducted to identify the Branding strategy's Impact on Consumer buying behaviour in the Fast-Moving Consumer Durables industry was concerned (Suman and Mansi, 2014). A study on the buying motives of Generation Y in Bangladesh was carried over and it ended up concluding that customers prefer herbal products due to various aspects such as these products are made from natural ingredients, rich in quality, attractive packaging, no harm to the body. In addition to this, they also found that Generation Y perceives marketing mix elements as an important aspect of buying herbal products (Huda, M. M., & Sultan, P., 2013). Shimpi and Sinha (2010) investigated and evaluated the product attribute variables, which influence the buying behaviour of male consumers on cosmetics products in Pune city. The objective of the study is, to get a detailed insight into the 'product attributes' of male cosmetic concepts on the consumer buying behaviour and to understand and select the key variables of 'product

attributes' of male cosmetic concepts which affect consumer buying behaviour. It was examined in the study by Foster and Cadogan (2000), how customers' loyalty is influenced by their relationship with the firm at two distinct levels: the specific relationship customers have with their salesperson, and the overall relationship customers have with the firm. The findings highlight the importance of strong customer-salesperson relationships in the development of customers' overall evaluations of the supplier firm. Furthermore, both types of relationships were found to impact positively the probability of customers exhibiting behavioural loyalty.

### 3. Objectives

1. To explore the Buying motives of customers pertaining to Herbal Personal care products.
2. To provide meaningful insights for marketers and practitioners with respect to branding and promotional strategies.

### 4. Buying Behaviour

Consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by individuals, groups and organizations in order to satisfy their needs and wants as stated by Kotler and Keller (2011). The herbal personal care industry has been growing at a very fast pace in the past years. This industry has captured the majority of south India and now strengthening its roots in rest of the India. A large number of customers is aware of herbal products as herbs are the base of the Indian economy and everyone is well versed in its benefits. The moment this industry started to flourish in the nation, customers being wise decision-makers, switched their preferences from synthetic products to natural products made from herbs. Additionally, the present generation has become more health conscious about their health, looks and beauty and hence, prefer products which have no harmful side effects. The study revealed that Generation Y is more inclined towards herbal products as the marketing mix elements attract them towards these products Huda, M. M., & Sultan, P.,2013). As it is a well-known fact, customers are rational and take decisions wisely. Before selecting the herbal personal care segment, customers probe into each and every aspect related to these products. Previous studies have stated that customers prefer the products after considering the price of the product, packaging of the product, quality of the product, discount offers on the product, the safety of product usage, and many more factors are being considered, some of which have been extracted below.

### 5. Buying Motives of Customers

1. **Price of the Product** –Price is the prime factor that plays a vital role in influencing the purchase decision of customers regarding herbal personal care products. Being rational customers, before making purchase decisions customers always depend on the price of the product, a study stated.
2. **Quality**: Another influencing factor on the basis of which customers prefer herbal personal care products is quality. These products are purely extracted from plants and are rich in quality. Being standardised customers, good quality products are preferred. (Venkatesh, R., & Sureshkumar, V. ,2019).
3. **Health Consciousness**- It is the most essential factor that is on a hike nowadays that boosts the growing sale of herbal products. Modern youth nowadays are health conscious which attracts them to use herbal personal care products. ( Kalyani, M. S., & Khatri, M. R)
4. **Made of Natural Ingredients**: Herbal personal care products are purely made from herbs and natural ingredients which is beneficial for humans. Such products are naturally extracted from nature.
5. **No harmful effects** – Herbal personal care products are free from any side effects and have no allergic reactions on their application. Customers make their purchase decision in favour of herbal personal care products as these are free from any harm.
6. **Boosts Confidence** – One of the major reasons to buy herbal personal care products is that they boost confidence levels among customers. By usage of herbal products, the majority of people have seen positive changes in their skin, hair and body which makes them feel satisfied and boosts their confidence level.
7. **Product Packaging**- The packaging of the product is a promotional tool itself. Customers make their purchase decision when the packaging of the products attracts them.
8. **Effective results** – The usage of Herbal products provides effective results to the customers and provides them utmost satisfaction.
9. **100% safe** – The reason behind purchasing herbal personal care products is their safe nature. These products are completely safe to use and are free from any risk. Customers can freely use these products without giving them any second thought.
10. **Various Discount Offers** – Herbal personal care products are available in the market with various discount offers. This feature attracts customers towards herbal products and influences their purchase decision in favour of herbal products.
11. **Chemical free**- Being made from extracts of natural plants and herbs, no chemical substances are used in the making of these products. Therefore, these products are totally chemical-free and paraben-free. This nature influences customers to use these products more frequently.
12. **No Animal Cruelty**- Herbal products are purely nature-friendly products. It does not include any animal cruelty in its manufacturing.

## 6. Branding Strategies

Many brands are adopting several unique strategies to sell their products in the market. Brands of herbal personal care segment such as Patanjali, Himalaya Herbals, Lotus Herbals, Biotique, Jovees Naturals and many more are preferring to position their brand name in the minds of customers. They are preferring the unique strategy of advertisements of their products by famous celebrities. As it is a well-known fact, customers have a powerful impact on their minds when they watch the product promotion by their admirable celebrities. This favourably impacts the sale of herbal products. In addition to it, marketers also prefer to provide various discount offers to attract customers. They can use the strategies such as giving free samples to use the product, buy 1 get 1 free offer, or providing free gifts on a particular purchase order. The use of various marketing mix elements (Huda, M. M., & Sultan, P. 2013) seems attractive to the customers and they are inclined to make their purchase decision.

## 7. Discussion & Conclusion

Herbal Personal care products are in growing use nowadays and this industry is expected to grow at a fast pace in near future. Being a modern customer, everyone is following a trend of keeping themselves fit and healthy. The health consciousness needs of customers influence their motives for buying herbal products. There are several minor and major factors that influence the purchase intention of customers. These include the packaging of the product, priority for health, price of the product, and many more aspects. During the Covid-19 pandemic, when the health of people started deteriorating, people adopted the practice of consuming and using herb-based products which aided them to recover from the ailment and come back to normal life. Therefore, herbal products had a major contribution in improving the health of people during the epidemic. This is the major reason people are switching to natural products.

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