
A STUDY ON CONSUMER PREFERENCE TOWARDS KHADI NATURAL HERBAL PRODUCT IN THOOTHUKUDI

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ABSTRACT

This study explores consumer preferences towards Khadi Natural Herbal Products, analyzing factors influencing their purchasing decisions and satisfaction levels. The research employs various statistical techniques, including percentage analysis, Garrett's ranking method, independent sample t-tests, Likert scales, and ANOVA, to evaluate the significance of product attributes such as quality, pricing, packaging, availability, and natural ingredients. Data was collected from 120 respondents, revealing that the majority of consumers belong to the 21-30 age group and prioritize natural, chemical-free skincare and haircare solutions. Findings indicate that consumer perception is significantly influenced by eco-friendly branding, product quality, and affordability. The study provides insights into marketing strategies, product enhancements, and distribution improvements to increase consumer engagement and brand loyalty.

KEY WORDS

Natural, chemical-free, herbal ingredients, organic beauty, sustainability and natural living.

INTRODUCTION

This study focuses on understanding consumer preferences towards Khadi Natural Herbal Products. It aims to analyse customer satisfaction, purchasing behaviour, and factors influencing their buying decisions. By studying these aspects, the research seeks to provide insights that can help improve the marketing, distribution, and overall appeal of Khadi herbal products to a larger audience.

STATEMENT OF PROBLEM

- ✓ The demand for natural and herbal products has been on the rise globally, but the Khadi industry in Tuticorin has not been able to capitalize on this trend.

- ✓ Despite its rich cultural heritage and traditional knowledge, the Khadi industry in Tuticorin faces significant challenges, including low sales, revenue, and consumer awareness.
- ✓ The increasing popularity of synthetic and chemical-based products has led to a decline in demand for Khadi natural herbal products, resulting in a significant threat to the livelihood of artisans and farmers involved in the production of these products.

OBJECTIVES

- ✓ To know the level of consumer satisfaction towards khadi natural herbal products.
- ✓ To study the various kinds of khadi natural herbal products available in market.

RESEARCH METHODOLOGY

Sampling Design	Convenient sampling method
Period of Study	December 2024-April 2025
Data Used	Primary and Secondary data
Test for analysis	Percentage analysis, Likert scale technique, Garrett ranking technique, t-Test, ANOVA

LIMITATIONS OF THE STUDY

- ✓ The study is limited to Tuticorin, which may not be representative of the entire Indian market.
- ✓ The sample size is limited, which may not provide a comprehensive understanding of consumer preferences.
- ✓ The study relies on self-reported data, which may be subject to biases and inaccuracies.
- ✓ The study does not explore the cultural and social factors that may influence consumer preferences, which could provide a more nuanced understanding of the topic.
- ✓ The study's findings may not be generalizable to other natural herbal products or brands.

RESULTS AND DISCUSSIONS

USAGE OF KHADI NATURAL PRODUCTS

USAGE OF KHADI NATURAL PRODUCTS	NO OF RESPONDENTS	PERCENTAGE (%)
Skin Care	18	15
Hair Care	35	29
Health Care	33	28
Body Care	23	19
Sun Shield Range	11	9
TOTAL	120	100

Source: Primary Data

INFERENCE

The above table shows that 15 percent of the respondents are using Skin care products, 29 percent of them are using Hair care products, 28 percent of them are using Health care products, 19 percent of them are using Body care products and 9 percent of them are using Sun shield range. Thus, majority i.e. 29 percent of the respondents are using Hair care products.

THE KHADI PRODUCTS BUYING IN MONTH

KHADI PRODUCTS PURCHASE IN MONTH	NO OF RESPONDENTS	PERCENTAGE (%)
One	26	22
Two	37	31
Three	42	35
More Than Three	15	12
TOTAL	120	100

Source: Primary Data

INFERENCE

The above table shows that 22 percent of the respondents buying only one product in a month, 31 percent of them buying two product , 35 percent of them three products, and 12 percent of them buying more than three products.

Thus, majority i.e. 35 percent of the respondents buying three products in a month.

GARRETT RANKING FACTORS INFLUENCE MORE TO PREFER KHADI PRODUCTS

FACTORS	RANK				
	I	II	III	IV	V
Dry skin	31	25	27	15	17
Allergy	30	28	17	25	20
Dullness	41	36	18	15	10
Oily skin	18	26	38	13	15
Fragrance irritation	23	45	36	12	4

RANK TABLE

RANK	$100 R_{ij}-0.5/N_{ij} $	PERCENTAGE POSITION	GARRETT VALUE
1	$100 (1-0.5) 5$	10	75
2	$100 (2-0.5) 5$	30	60
3	$100 (3-0.5) 5$	50	50
4	$100 (4-0.5) 5$	70	39
5	$100 (5-0.5) 5$	90	25

FACTOR	F1	F2	F3	F4	F5
I	2325	1500	1350	585	425
II	2250	1680	850	975	500
III	3075	2160	900	585	250
IV	1350	1560	1900	507	375
V	1725	2700	1800	468	100

FACTORS	TOTAL	MEAN SCORE	RANK
Dry skin	6185	51.54	IV
Allergy	6255	52.12	III
Dullness	6970	58.08	I
Oily skin	5692	47.43	V
Fragrance irritation	6739	56.60	II

SOURCE: PRIMARY DATA

INFERENCE:

The above table reveals that the majority of the respondents have given top priority to Dullness and is ranked as first, followed by second rank fragrance irritation, third rank allergy, fourth rank dry skin, and fifth rank oily skin was given as last preference.

ANOVA

LEVEL OF SATISFACTION WITH USAGE OF KHADI NATURAL

HERBAL PRODUCTS

NULL HYPOTHESIS (H₀): There is no significant relationship with age and satisfaction on useskhadi natural herbal products.

VARIABLE		MEAN SQUARE	F	SIGNIFICATION VALUE
SATISFACTION	Below group Within group	6.859 6.075	1.129	.340

SATISFACTION/AGE	MEAN	F VALUE	SIGNIFICANCE VALUE
S1/AGE	2.021	1.289	.282
S2/AGE	.480	.446	.721
S3/AGE	.077	.067	.977
S4/AGE	.820	.673	.570
S5/AGE	3.768	2.982	.034
S6/AGE	3.323	2.770	.045

S7/AGE	2.134	1.537	.209
S8/AGE	2.135	1.636	.185
S9/AGE	1.245	.925	.431
S10/AGE	.547	.496	.686
S11/AGE	2.857	2.358	.075
S12/AGE	3.843	3.481	.018
S13/AGE	1.000	.956	.416

SOURCE: PRIMARY DATA

INFERENCE

- Satisfaction with the quality of khadi natural herbal product F-VALUE =1.289, P VALUE = .282. Since p value is greater than 0.05.Hence null hypothesis is accepted. There is no significant difference in satisfaction with the quality of khadi natural herbal products.
- Satisfaction with the reasonable price of khadi natural herbal F-VALUE =0.446, P VALUE = .721 since p value is greater than 0.05. Hence null hypothesis is accepted. There is no significant difference in satisfaction with the reasonable price of khadi natural herbal products.
- Satisfaction with the packaging of khadi natural herbal product F-VALUE =0.067, P VALUE = .977. Since p value is greater than 0.05.Hence null hypothesis is accepted. There is no significant difference in satisfaction with the packaging of khadi natural herbal products.
- Satisfaction with the availability in the market of khadi natural herbal product F-VALUE =.673, P VALUE = .571. Since p value is greater than 0.05. Hence null hypothesis is accepted. There is no significant difference in satisfaction with the availability in the market of khadi natural herbal products.
- Satisfaction with the promotions, discounts and offers encourage to buy khadi natural herbal product F-VALUE =, P VALUE = .282. Since p value is greater than 0.05.Hence null hypothesis is accepted. There is no significant difference in satisfaction with the quality of khadi natural herbal products.
- Satisfaction with natural and safe ingredients of khadi natural herbal product F-VALUE =2.770, p-value= .045. Since p value is less than 0.05. The null hypothesis is rejected. There is a significant difference in satisfaction with natural and safe ingredients of khadi natural herbal product.

- Satisfaction with recommending khadi natural herbal products to my friends F-VALUE =1.537, P-VALUE =.209. Since p value is greater than 0.05.Hence null hypothesis is accepted. There is no significant difference in satisfaction with the recommendation khadi natural herbal products to my friends.
- Satisfaction with khadi natural herbal products to my friends F-VALUE =1.636 P-VALUE =.185 since p value is greater than 0.05. Hence null hypothesis is accepted. There is no significant difference in satisfaction with the recommendation khadi natural herbal products to my friends.
- Satisfaction with available in stores or online khadi natural herbal products to my friends F-VALUE =.925 P-VALUE =.431 since p value is greater than 0.05. Hence null hypothesis is accepted. There is no significant difference in satisfaction with available in stores or online khadi natural herbal products to my friends.
- Satisfaction good value for money khadi natural herbal products to my friends F-VALUE =2.358, P-VALUE =.075 since p value is greater than 0.05. Hence null hypothesis is accepted. There is no significant difference in satisfaction good value for money natural herbal products to my friends.
- Satisfaction with positive reviews and ratings khadi natural herbal products to my friends F-VALUE =3.481, P-VALUE =.018 since p value is greater than 0.05.Hence null hypothesis is accepted. There is no significant difference in satisfaction with positive reviews and ratings khadi natural herbal products to my friends.
- Satisfaction with price of khadi natural herbal products affordable than other brands F-VALUE =.956, P-VALUE =.416 since p value is greater than 0.05. Hence null hypothesis is accepted. There is no significant difference in satisfaction with price of khadi natural herbal products affordable than other.

SUGGESTIONS

- ✚ Since most users are 21-30 years old, marketing should focus on digital platforms, influencer collaborations, and eco-friendly branding.
- ✚ Increase accessibility in local stores and enhance online shopping experiences.
- ✚ Introduce travel-friendly and eco-friendly packaging.
- ✚ Introduce discounts, combo offers, and seasonal promotions to attract repeat buyers.
- ✚ Educate customers about the benefits of herbal ingredients through social media and in-store promotions.

- ✚ Introduce budget-friendly product variants for different income groups.
- ✚ Expand the range of hair and skincare products, as these are in high demand.
- ✚ Offer loyalty programs and personalized recommendations to build long-term brand loyalty.
- ✚ Obtain certifications to boost consumer trust in natural ingredients.
- ✚ Introduce discounts during festivals and peak skincare seasons.
- ✚ Reward customers for referrals and repeat purchases.
- ✚ Increase availability in supermarkets, pharmacies, and organic stores.
- ✚ Improve website navigation, subscription models, and fast delivery.
- ✚ Strengthen partnerships with Amazon, Flipkart, and Nykaa.
- ✚ Emphasize the natural and herbal ingredients of products.
- ✚ Use eco-friendly and sustainable branding.
- ✚ Highlight the benefits of using Khadi products, such as being "free from pimples & black dots.
- ✚ Provide free consultations with doctors or dermatologists.
- ✚ Expand distribution channels to include online marketplaces.
- ✚ Use influencer marketing and partnerships with social media influencers.
- ✚ Offer free consultations and advice from experts.
- ✚ Create a strong social media presence on multiple platform.

CONCLUSION

Khadi Natural Herbal Products promote **safe, eco-friendly, and chemical-free** skincare and hair care using **herbal ingredients**. With a focus on **sustainability, quality, and traditional remedies**, the brand offers **natural and effective** solutions for healthy living. By embracing **organic beauty and cruelty-free practices**, Khadi continues to grow as a trusted choice for those seeking **natural and Ayurvedic** personal care products.

The study also emphasizes that **hair care and health-related products** are the most preferred categories, with many respondents specifically looking for **herbal and chemical-free ingredients**. This preference aligns with the global trend of shifting towards organic and sustainable beauty products. However, despite the demand, **product accessibility remains an area of improvement**. A significant number of respondents purchase from supermarkets, while others rely on online platforms.

Another key observation from the study is that **price sensitivity influences purchasing decisions**. Although Khadi products are generally well-received, affordability remains a concern for some consumers, particularly those with lower income levels. Providing **cost-effective product variants**, combo packs, and **seasonal discounts** can encourage repeat purchases and attract new customers. Additionally, the study highlights that a considerable number of consumers have switched products due to **doctor's recommendations**, indicating a need for **better consumer education** on product benefits and dermatological advantages.

WEBSITE

- ✓ <https://www.khadinatural.com/pages/about-us?srsltid=AfmBOoqtgPr5y7qgT0WE7Htc6M5BL1ryH90dP64gHiocz26eiJmZh20C>
- ✓ <https://khadiessentials.com/?srsltid=AfmBOor858ZLmC9M3yfor9PwIvy6yXK4BdPjN0YxentomqQAzvtkySI5&utm>
- ✓ https://khaddarvas.com/collections/fabric?srsltid=AfmBOopvs5HzZXEBfE8n1ahE1KG5bAyRzviQu4L0fXSRJNIWl61wnxJ3&utm_source
- ✓ <https://www.khadinatural.com/pages/our-story?srsltid=AfmBOorgC1LCAFS995bzbHPxjmKiru10Lq79YVGx-BfLzzzQly4eWJFA>
- ✓ https://www.ekhadiindia.com/?utm_source