

Study on Consumer Perception and Behaviour on Herbal Textiles

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ABSTRACT

Natural products market has seen tremendous growth in the last few years. It results in the number of proprietary herbal products with single as well as multi-component formulations. Due to increasing consumer dissatisfaction with conventional textiles and increasing environmental concerns about intensive production processes in the last few years, consumer behaviour towards organic and herbal textiles has attracted growing research attention. In response, there has been a dramatic growth in the sales of this sector across the world. Understanding behaviour of consumers towards herbal textiles is a key to success of herbal textiles business. Therefore this research work aims to study the perception and behaviour of consumers on herbal textile products and also the consumer awareness regarding this sector.

Keywords: Behaviour, Consumer, Herbal textiles, Natural, Perception



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1. INTRODUCTION

There is increasing interest in nature derived products that can be used to maintain daily lifestyle and health by consumers. This results in shifting of purchasing habit of large group of consumers from conventional textiles to herbal textiles in today world. Hence, there is a great need for study the consumer decision making process and behaviour towards herbal textiles. The present work centers on focusing at the investigation of consumer perception and behaviour on nature based herbal textiles. This study also aimed to explore the factors that contribute to form consumers buying motives of herbal textiles and to determine the relationships among demographic characteristics of consumers and their buying motives towards herbal textiles. Through this study, it has shown that mostly people are aware now-a-days about natural products and know that these are effective and best alternatives to synthetic chemical products.

1.1 Consumer Perception

Perception is how information is collected and categorized. It can vary consumer to consumer due to the varied exposure periods to a stimuli and the different ways of interpretation by individuals.

1.2 Consumer Behaviour

Consumer behaviour is the study of any individuals, group, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society [1,2].

1.3 Factors affecting Consumer Perception and Behaviour

Consumer perception and buying behaviour is greatly influenced by the various factors such as demographic factors like (age, gender, income level), social factors, cultural factors, psychological factors etc.

1.4 Overview of the Indian Consumer's Perception

With the increasing Mall culture, the Indian consumer is emerging as more trend-conscious, eco friendly and nature loving. However, it can be said that the Indian customer is changing its habits and taste. Per capita income in India have grown higher and thus spending more on vehicles, phones and eating out in restaurants, clothes and fashion.

1.5 Introduction to Herbal textiles

Textiles and clothing infused and processed with clinical herbs known as "herbal textiles" are becoming popular around the world. Herbal Textile is dyed



entirely with herbal extraction of plants, without using any chemicals. All kinds of shades such as red, yellow, brown, orange and green etc. can be prepared with the help of these herbs. The advantage of the dyes extracted from the clinical plants origin from renewable resources, limited chemical

reactions involved in their preparation, biodegradable properties, health curing properties, and harmony with nature [12,13]. Herbal textiles are often used in making such textile products that stay close to human skin such as shown in fig. below:

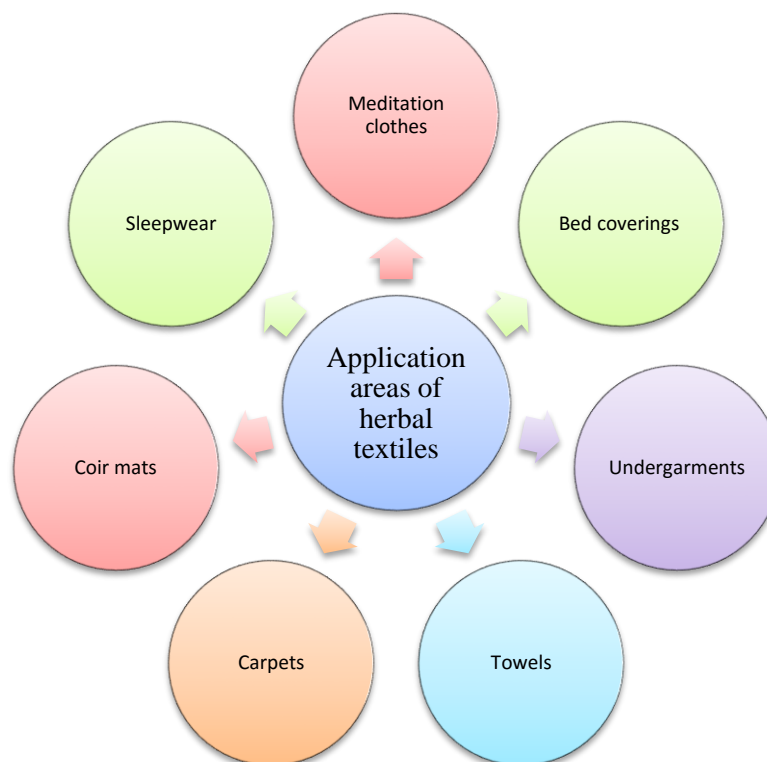


Fig.1 Uses and applications of herbal textiles

1.6 Previous Studies on Herbal textiles

Banupriya and Maheshwari 2013, revealed in their study an insect repellent using herbal plants which help to prevent and control the outbreak of insect-borne diseases such as malaria, dengue fever as a safe and trusted means of mosquito bite prevention. They applied rosemary on cotton fabric and found 92% repellency using excite chamber method [19]. Baruah and Sabita 2013 in their research, done the Comparative study of Chemically bleached and Traditionally bleached Cotton Khadi Fabric Treated with Natural Herbs. The study reported the bleaching of cotton khadi fabric and a comparison of the physical and chemical properties of chemically bleached cotton khadi fabric with those of khadi fabric bleached with

cow's urine [23]. Baruah and Balasubramanya 2013, had attempted in their study to impregnate the active ingredients present in the herbal extracts from Arjuna (*Terminalia arjuna*) which were be used by patients with known history to cotton fabric. A detailed study on physical, chemical, antibacterial and anti-allergy have been undertaken to establish the efficacy of the herbal extract on the blood pressure and significant findings have been recorded. This establishes the use of non-toxic herbal medicines on wellness[24]. Banupriya and Maheshwari revealed a study on the efficacy of herbal antimicrobial finish on cotton and organic cotton fabrics .The antimicrobial property of fabrics is considered to be more important and



inevitable finish for garments, which are in direct contact with human body. In this paper, the researcher had compared the effect of Antimicrobial finish by

2. RESEARCH OBJECTIVES

This project is concerned with a systematic study on consumer perception and behaviour on herbal textiles. The specific objectives can be defined as follows:

1. To determine the role of Consumer perception in the adoption of herbal textiles
2. To identify the relationship between demographic and other factors with consumer perception and purchasing behaviour
3. To evaluate the other factors which affect consumer perception and consumer purchasing behaviour towards herbal textiles
4. To determine the purpose of using herbal textiles by consumers
5. To determine the satisfaction level of respondents by using herbal textiles

3. RESEARCH METHODOLOGY

The primary source of data collection was questionnaire used to study consumer behaviour and perception on herbal textiles and secondary sources includes information from research work of other people, newspapers, textbooks and business journals [32]. To get a clear understanding of role of consumer perception which play important role in purchase behaviour of consumers, various factors have been studied with respect to demographic factors such as Age, Gender, Occupation, Monthly income.

3.1 Sampling Techniques

Sampling method chosen in the study was Stratified random sampling method. It is a method of sampling, which involves the division of a population into smaller groups, known as strata based on their members sharing a specific attribute or characteristic. A random sample from each stratum is taken, in a number proportional

conventional and herbal based methods and found the amazing results with safe and natural herbal finish[28].

to the stratum's size when compared to the population [33]. In the present study, the stratum's are the schools and colleges chosen in study area. The respondents have been chosen on random basis to generate a high level of representation to the study population. 60 questionnaires were distributed among the people of various age groups having different monthly income and occupation.

3.2 Questionnaire Design

The questionnaire was comprised of Closed-ended type of questions. It consists of total 26 questions with demographic characteristics of respondents and questions related to consumers awareness and purchasing behaviour of herbal clothes.

3.3 Respondents' profile

Fifty seven (57%) of respondents were females and forty three (43%) of males respondents were participated in the conducted study. In terms of age, majority of respondents (63%) were between the ages of 20-40 years. Most of the participants, 47% were business persons.

3.4 Data analysis technique

MS-Excel was used in this study for all the data assessments. The data set was screened and examined for incorrect data entry and missing values. This will further help to draw meaningful conclusion. The different tools used for data analysis are Tables, Pie charts and Bar graphs.

4. RESULTS AND DISCUSSIONS

To analyze the market trend regarding the Herbal clothes, among male and females of different age groups, students, Business persons and professionals, we conducted an extensive survey in the open market and found very amazing results. It has been observed that people are aware about the benefits of herbal clothes, as awareness is spreading and people are including herbal and organic products in their life style to



stay healthy and same is with herbal clothes. Herbal clothes are becoming now a part of the human wardrobe.

Data analysis and Interpretation

Demographic characteristics are important element for market research consumer

behaviour is associated with them and greatly affected by them. The breakdown of the respondents demographic characteristics is shown in below table 1:

Table 1: Demographic characteristics of the respondents

| Sr. No. | Characteristics | Category | Frequency | % |
|---------|-----------------|-----------------|-----------|-----|
| 1. | Gender | Male | 26 | 43% |
| | | Female | 34 | 57% |
| 2. | Age | Below 20 | 15 | 25% |
| | | 20 to 40 | 38 | 63% |
| | | More than 40 | 7 | 12% |
| 3.. | Occupation | Student | 22 | 37% |
| | | Business | 28 | 46% |
| | | Professionals | 10 | 17% |
| 4. | Monthly Income | Less than 10000 | 9 | 15% |
| | | 10000 to 30000 | 20 | 33% |
| | | 30000 to 50000 | 24 | 40% |
| | | Above 50000 | 7 | 12% |

Table 2 . Factors preferred by respondents while purchasing clothes

| PREFERENCES | RESPONDENTS (60) |
|----------------|------------------|
| Quality | 11(18%) |
| Price | 6 (10%) |
| Appearance | 23 (38%) |
| Comfort | 16 (27%) |
| Type Of Fabric | 4 (7%) |

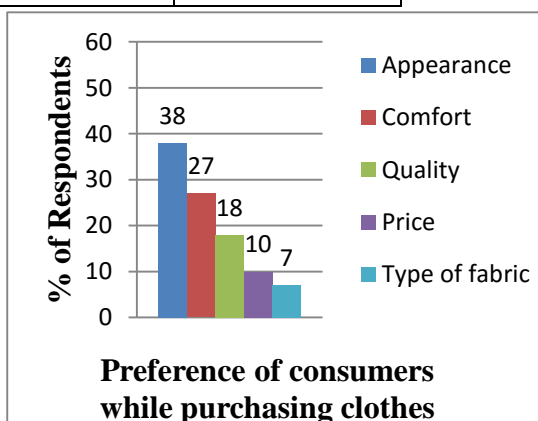


Fig.2 Factors preferred by consumers while purchasing clothes

Table 3. Source of Information for respondents about Herbal Textiles

| SOURCE OF INFORMATION | RESPONDENTS |
|-----------------------|-------------|
| Media | 1 (2%) |
| Friends | 13 (29%) |
| Family | 3 (7%) |
| Internet | 28 (62%) |

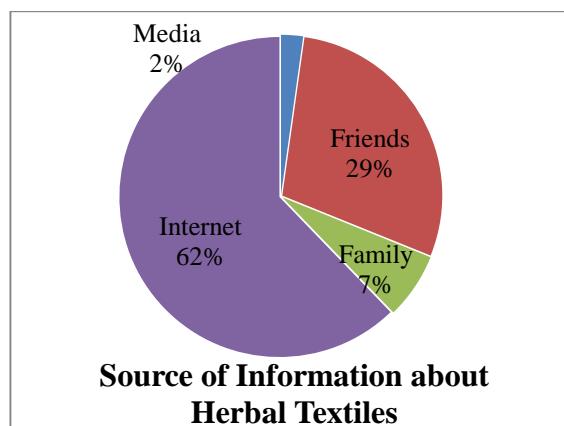


Fig.3 Source of Information for respondents about Herbal Textiles

As we know Indian market trend more or



less always is price conscious but apart from this, as in today world, also the lifestyle of people changes and shifting from basic needs of clothing to other preferences also due to their increased purchasing power, the same is affecting the market and buying behaviour of the consumers, people are now looking for quality and comfort also rather than price. From the above data (Table 2) and fig.2, it is revealed that the consumers give first preference to the appearance and outlook of the clothes. The study also concluded that there are more respondents (18%) of total who prefer the quality in comparison to respondents prefer the price only (10%) while purchasing clothes.

The above shown study data table 3. and fig.3 revealed that marketing strategies such as advertising and personal selling among others have a great significance on the perception of consumers. Due to the high information technology revolution in India, people are more inclined towards using internet in comparison to other media like newspaper, magazine, television etc. which results in more awareness among peoples towards herbal products. 62% of the total respondents said that they got aware about herbal clothes through internet. Internet also acts social

media. Various social websites are available which helps people to stay connected with friends and also with their latest updates. 29% of the respondents got aware about herbal clothes either by these social websites or by mouth conversation. Only 2% of respondents got information from media and 7% of the respondents from family regarding herbal clothes.

Table 4. Purchasing behaviour of consumers towards herbal textiles according to gender

| GENDER | BUY HERBAL | NOT BUY HERBAL |
|-------------|------------|----------------|
| Male (26) | 13(50%) | 13(50%) |
| Female (34) | 17 (50%) | 17 (50%) |

The data shown in Table 4. represents that both males and females equally purchase herbal textiles.

Table 5. Purchasing behaviour of consumers towards herbal textiles according to Age

| AGE | BUY HERBAL | NOT BUY HERBAL |
|---------------|------------|----------------|
| Below 20 (15) | 6 (40%) | 9 (60%) |
| 20 To 40 (38) | 20 (53%) | 18 (47%) |
| Above 40 (7) | 5 (69%) | 2 (31%) |

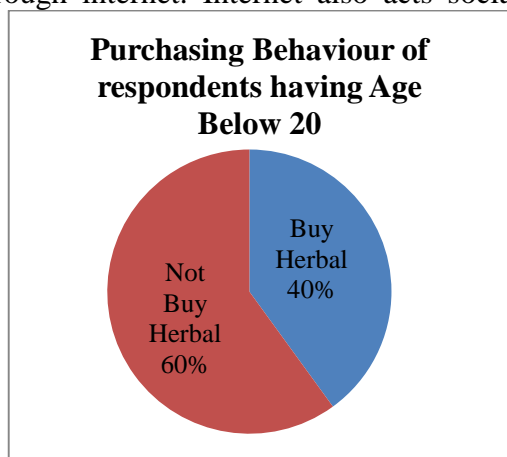


Fig.4 Purchasing Behaviour of respondents towards herbal textiles (Age Below 20)

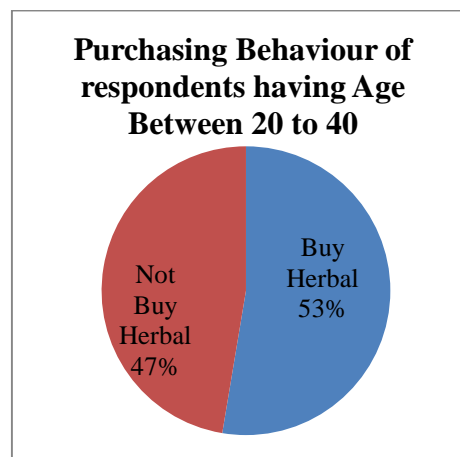


Fig.5 Purchasing Behaviour of respondents towards herbal textiles (Age 20 to 40)



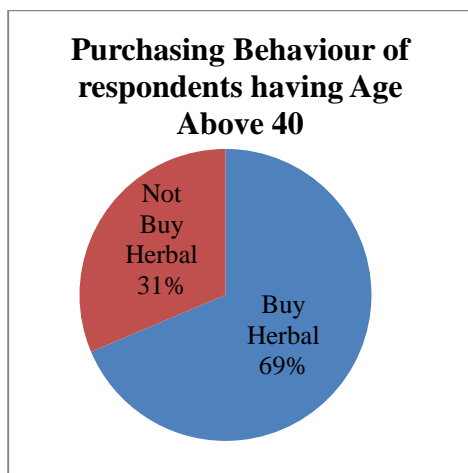


Fig.6 Purchasing Behaviour of respondents towards herbal textiles (Age Above 40)

Herbal products occupies a tremendous place in today market due to its natural and chemical free properties which have many advantages to humans. People become more aware about these products and purchase them. From the above table 5. & fig.4, 5 & 6, it can be clearly showed that with increasing age, the purchasing behaviour of people changes. There may be following reasons that are responsible for these findings:

- More purchasing power of age group between 20 to 40 and above 40 than respondents having age below 20 which are mainly students and less awareness and purchasing power in comparison to other age groups
- More access of these age groups towards media and advertisements
- Students are more inclined towards school uniform
- More consciousness of these age groups toward health

Table 6. Purchasing behaviour of consumers towards herbal textiles according to occupation

| OCCUPATION | BUY HERBAL | NOT BUY HERBAL |
|-------------------|------------|----------------|
| Student (22) | 11 (50%) | 11 (50%) |
| Business (28) | 14 (50%) | 14 (50%) |
| Professional (10) | 8 (80%) | 2 (20%) |

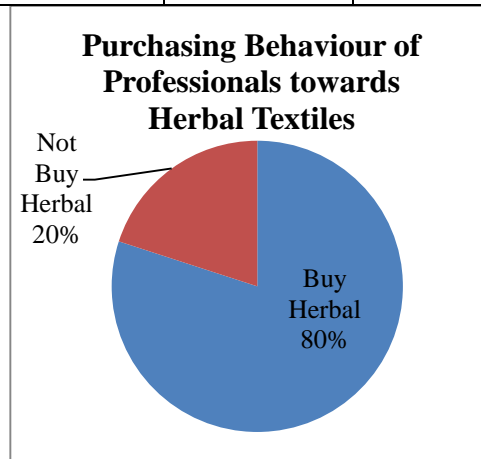


Fig.7 Purchasing behaviour of professionals towards herbal textiles

The results of the present study shown in table 6. concluded that students and business persons both equally purchase herbal textiles. From fig.7, it has shown that 80% of total respondents of professionals buy herbal textiles. From the above data (Table 5. & 6), it can be agreed that demographic factors such as age and occupation influence buying behaviour of consumers.

Table 7. Purchasing Behaviour of various Income group respondents towards Herbal Textiles

| MONTHLY INCOME | BUY HERBAL |
|---------------------|------------|
| Less than 10000 (9) | 5 (17%) |
| 10000-30000 (20) | 12 (40%) |
| 30000-50000 (24) | 7 (23%) |
| More Than 50000 (7) | 6 (20%) |



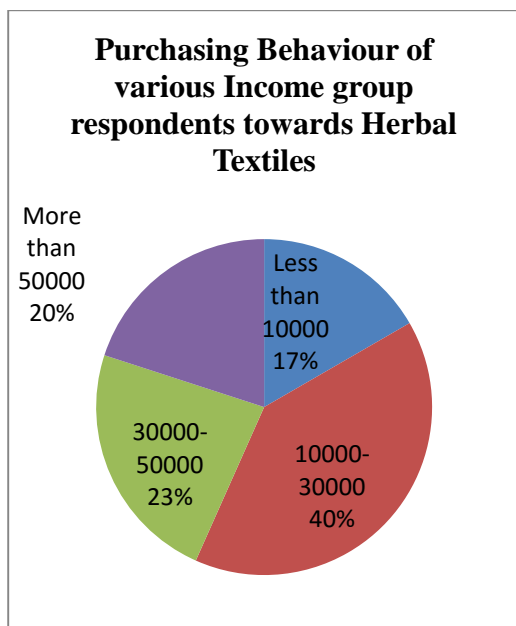


Fig.8 Purchasing Behaviour of various Income group respondents towards Herbal Textiles

It can be immediately noticed from the above fig.8 that the respondents that having monthly income between Rs 10000-30000 purchase more herbal clothes in comparison to even high monthly income group respondents. Therefore the argument of Kotler et al. 2009, that statutes and social roles influence consumer behaviour which leads that people higher in job status and earnings spend more, cannot be supported due to these findings of the study.

Table 8. Purpose of buying Herbal Textile

| PURPOSE OF BUYING HERBAL CLOTHES | RESPONDENTS |
|----------------------------------|-------------|
| To Prevent Illness | 1 (3%) |
| To Cure Illness | 3 (10%) |
| Due To Skin-Friendly Nature | 3 (10%) |
| Generally | 4 (13%) |
| All Of These | 19 (64%) |

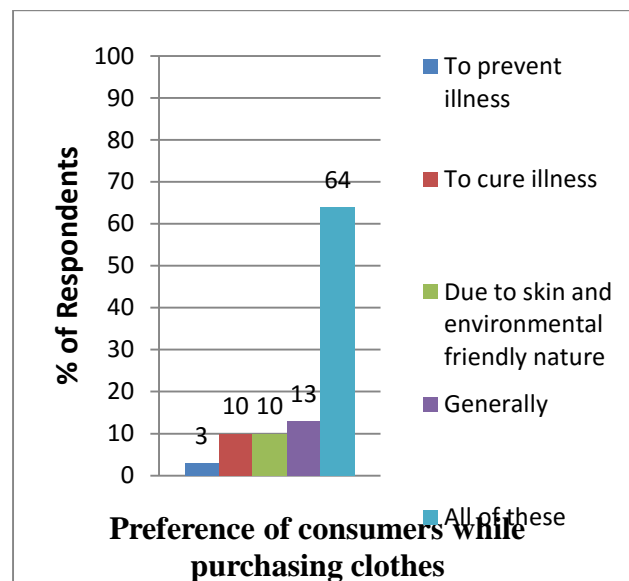


Fig.9 Preference of consumers while purchasing clothes

The above data study shown in fig.9 revealed that people are aware about the benefits of using herbal clothes and hence they buy herbal clothes for various reasons as shown in fig.9 to prevent illness, to cure illness, for its skin friendly and eco friendly nature. 64% of the total respondents use herbal clothes for all these above mentioned purposes.

Table 9. Price

| PRICE | RESPONDENTS |
|-------------|-------------|
| Cheap | 3 (10%) |
| Affordable | 9 (30%) |
| Costly | 15 (50%) |
| Very Costly | 3 (10%) |

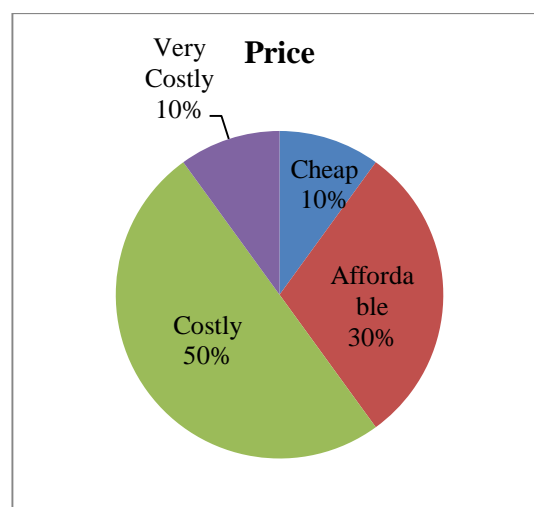


Fig.10 Price

The processing and production cost of herbal yarn and fabric is high in comparison to chemical dyed fabrics. In machine processing, there is only one time high initial set up cost involved but in herbal textiles all the work is done manually hence cost of manufactured herbal textiles is high in comparison to normal fabric. The above data shown in fig.10 represent that 50% of the respondents replied that herbal textiles are costly and 10% said that these are very costly. Only 30% of the respondents, responds these are affordable to them. It seems cheap to only 10% of the respondents.

5. CONCLUSION

From the collected and resulted data, it was unveiled and determined that perception is a important variable which greatly affect the consumer purchasing decision towards any product in market. The study also revealed that the way in which people perceive a product affect their product choice and preferences. This study shows that factors such as price and

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