

A Study on Customer Satisfaction Towards Himalaya Products in Tiruchirappalli

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Abstract

The study of customer's satisfaction about Himalaya products. To study about the customer level of satisfaction towards Himalaya products, to measure the level of awareness among customer towards the Himalaya products, to study the reason for selecting the particular brand of a Himalaya products, to ascertain the factors that influence customer on choosing the Himalaya products. A descriptive research design was adopted for this research. This study used convenient sampling technique to draw a sample size of 100 respondents. The data is collected using designed questionnaire technologically advanced. A set of descriptive statistics including pie charts and frequency table were used to present the results of the study.

Keywords: Customer satisfaction, Analysis, fast moving consumer goods

I.INTRODUCTION

Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular agency. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations. Customer satisfaction, a business period, is a measure of how products and services completely by a company meet or better customer expectation. It is seen as a key performance indicator within business. In a modest marketplace where businesses compete for customers, customer satisfaction is seen as a key discriminator and gradually has become a key element of business approach.

Himalaya herbal health care has a very wide range of products, which includes "pharmaceuticals, personal care, baby care, well-being, nutritious and animal health products". The company has more than 290 researchers that utilise Ayurvedic herbs and minerals. Himalaya neem face wash is one of their most popular and well-known products. Mother care products were launched 2016. This study is to identify the customer's preference and satisfaction towards Himalaya products and to investigate the influence of product dimensions on customer satisfaction and customer loyalty as well as to understand the Himalaya effect of the product.

Review Of Literature

T. Prabu Vengatesh (2023) this study investigates the consumer preference and satisfaction towards Himalaya herbal products. It aims to identify the factors influencing consumer's choice of Himalaya herbal products over other brands and to determine the level of satisfaction among consumers who use products. The study employs a mixed-methods research design that includes surveys and focus group discussions to collect data from the consumers who use Himalaya herbal products. The result show that consumers prefer Himalaya herbal products due to their natural ingredients, quality, and effectiveness. Moreover, consumers are generally satisfied with the performance of the Himalaya herbal products they use, and the most popular products are those for skincare, haircare, and digestive health. The findings provide valuable insights to Himalaya and other herbal product companies regarding's consumer preference and satisfaction, which can be used to improve their product offerings and increase customer loyalty.

Sarthak Saraswat, Mahendra Parihar and Shruti patil (2022) Studies the analysing buying behaviour of consumers towards personal care products. Consumer is considered as the 'KING' in the market especially in ever-changing economic scenario. Further, with an increase in competition in market and initiation of digital transformation in various segments of economy especially from information perspectives with the implementation of IT'S and ICT based technology, survival and sustainability of business become bigger challenge for many firms. Thus, in this paper an attempt is being made to identify and analyse the consumer's preference and satisfaction i.e. buying behaviour towards personal care products with an intension to investigate the influence of product dimension on customer satisfaction and customer loyalty. Moreover, given that personal care industry is one of the fastest growing consumer product sector in India with increase in per capita spent (in USD), the companies have huge scope to grow further but due do increase in competition in the segment, sustainability is a bigger challenge. However, with the strong hold of base through Meeting their expectations, one can provide a path for sustainable development of business. Hence, for the conduct of the study Himalaya personal care products are taken as case to analyse buying behaviour of consumers.

M. Fatima Rathy, S. Arockia Nancy (2021) Marketing is an art of getting things done through human beings to satisfy needs and wants. In marketing process, the element of advertisement is important. A good advertisement must stimulate the customer's wants and satisfaction. This research paper carries customer's attitude and satisfaction about Himalaya product's qualities availability and advertisement impact on Himalaya product among customers.

Dr. P. K. Muthu Kumar (2020) Studies a sociological study on customers perception to cosmetic items in Himalaya products in karur district. Consumer loyalty is a proportion of how an association's complete item acts according to a lot of client necessities. Associations have put vigorously in improving execution in regions that make a solid commitment to consumer loyalty, For example, quality and client support. An exceptionally fulfilled client for the most part remains faithful longer, purchases more as the organization presents new items and redesigns existing items. Fast moving customer goods are items that are sold rapidly and at generally ease. Himalaya items are one of the incredible contenders of FMCG items in the market.

Dr. M. Rajee, S. Kasinathan (2019) India's cosmetics and cosmeceutical market is expected to register annual growth of 25 per cent touching USD 20 billion by 2025, according to industry experts. The India cosmeceutical and cosmetics industry has an overall market of USD 6.5 billion from a global market of USD 274 billion. It is expected to grow to USD 20 billion by 2025 at a compounded rate of 25 per cent. The rising awareness of beauty products, increasing premium on personal grooming, changes in consumption patterns and lifestyles and improved purchasing power among the peoples are expected to boost the industry. Many players in the field are competing aggressively to capture more and more markets. The purpose of this article is to investigate the consumer's preferences towards Himalaya cosmetics especially in baby care products segment in Chennai region. The following six product categories are been selected for this study such as moisturizing baby soap, gentle baby shampoo, baby lotion, baby powder, baby care gift pack, baby care gift box mini(soap-powder). Questionnaires were distributed and self-administered to 500 respondents. Descriptive analysis, and Pearson chi-square were used in this study.

Dr. K. Vijaya Kumar, R. Nijanthan (2019) Studies the consumer buying behaviour towards FMCG products in karur district. This study emphasized that consumers have more importance to the quality of fast-moving consumer goods purchasing behaviours of customers on selected brands. This study identifies the level of influence of various factors on the purchase of FMCG products to the respondents to this study. The branding of FMCG had becomes an integral part of the live hood of consumers. Consumers are literally confronted hundreds of brands on a daily basis. This was carried out by identifying the main variables of branding, quality and also 4p's (Pricing, Packing, Promotion and Purity). The study revealed that the consumers that consumer purchase depend on branding and the quality of the products and all other variables have a least impact. In recent days, these products are normally consumed by all societies of peoples even though the rural consumers are also using their demandable branded products in all product categories and also considerable portion of their income spent on these goods. While minimize the risk of the consumers prefer these brands which is familiar to them or by well knows or by advertisements. This study also indicates that consumers develop their behavioural and attitudes to FMCG brands, even though they gets fails in low involvement in some products. Although it suffered from various points of criticisms, it was successfully in creating a brand value for its products in the minds of the consumers

Statement of the Problem:

Different varieties of the product are available in the market. Customer prefer the varieties of for high quality, low price and attractive cover. Most of the customer are satisfied with the quality products and some customer prefer other factors. The completion is severe and the manufactures has to consider the opinion of the customers. In the context, I am interested in studying the customer satisfaction towards Himalaya products.

Objectives of the Study:

- To study about the customer level of satisfaction towards Himalaya products.
- To measure the level of awareness among customer towards the Himalaya products.
- To study the reason for selecting the particular brand of a Himalaya products.
- To ascertain the factors that influence customer on choosing the Himalaya products.

Research Methodology

Research Design

The study is empirical research based in the survey methods which uses both primary and secondary data.

Sample Size

The sample size chosen for data collection is 100 respondents, covering in Tiruchirappalli District.

Data Collection

The data collection during the project comprises:

- Primary Data
- Secondary Data

Primary data:

The primary data are those, which are collected as fresh and for the first time and thus happen to be original in character. In this study, the primary data was collected through structured questionnaire.

Secondary data:

Besides the primary data, the secondary data was also collected for the study through company websites, journals, magazines and internet.

Data Analysis

- Chi-Square Analysis

Limitation of the study:

- The samples have been taken only from 100 respondents.
- The study was confined only to Tiruchirappalli district,so it cannot be suitable for other places.
- The consumers have been approached with the questionnaire among the huge Himalaya products.
- The results of the study will be based on the response given by sample respondents.
- **Analysis between the gender and Himalaya product You Use Frequently**

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * What are the Himalaya productyouuse Frequently	100	100%	0	0.0%	100	100.0%

Gender

Himalaya product you use frequently Cross tabulation Count

Gender	Himalaya product you use frequently				Total
	Healthcare	Skincare	Baby care	Eye care	
Male	11	20	3	1	35
Female	6	48	9	2	65
Total	17	68	12	3	100

Chi-Square Tests

	Value	df	Asymp. Sig.(2- sided)
Pearson Chi-Square	8.059 ^a	3	.045
Likelihood Ratio	7.711	3	.052
Linear-by-Linear	4.281	1	.039
Association			
Number of Valid Cases	100		

- 3cells (37.5%) have an expected count less than 5. The minimum expected count is 1.05.
- $P=8.059$
- Degrees of freedom=3
- Significance level =5%
- Chi-Square table for 3 degrees of freedom=7.815.
Since the calculated value (8.059) is greater than the table value (7.815), we reject the null hypothesis at the 5% significance level.

Suggestion

- Himalaya Company offers more products for men.
- The company could directly contact customers, which would help increase sales volume.
- The company could reduce the price of products to attract more customers from the low-income group.
- The advertisement for Himalaya products in newspapers and magazines is limited. Therefore, the company should consider increasing advertising in these media.
- Changing the packaging style may help retain customers.

II.CONCLUSION

This study is concerned with the analysis of "Customer Satisfaction towards Himalaya Products in Tiruchirappalli District." A survey was conducted among 100 sample respondents to analyze the quality, price, and quantity consumption of Himalaya products. Modern marketing is highly competitive and constantly evolving. A company must decide what it can sell and the approaches it will use to satisfy customers. Today, customers do not accept products that do not have a place in the market. Therefore, it can be said that the modern market is customer-oriented, and the success or failure of any product is determined solely by the customer.

Scope of the Study:

The study was done with the aim of understanding the perception towards Ayurvedic medicines of the Himalaya drug company. The result of the study to identify the satisfaction level of the customer and demand on benefits provided and promotional activities adopted by the company. It will be helping the company to bring out with a new plan and promotional activity will create a new customer base for the company

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