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A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYAN PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Himalayan is a worldwide pioneer in the field of scientifically validated herbal healthcare. Its reputation is for clinically studied, pure, and safe herbal healthcare products that are based on extensive scientific validation and stringent quality controls. We believe that their nurturing work environment brings out the best in their team and allows Himalaya to develop the best products.

KEY WORDS: customer satisfaction, herbal, Ayurvedic products

INTRODUCTION

Customer satisfaction is a key factor in formulation of customer's desires for future purchase. Although satisfaction has been defined as the differences between expectation and performance, but there are differences between quality and satisfaction. Ayurveda or the science of life was an ancient, holistic system for diagnosis and treatment, perhaps like the oldest system of medicine known to the humanity. At Himalaya, they have pioneered the use of modern science to rediscover and validate Ayurveda's secrets. They employ cutting edge research to create pharmaceutical-grade Ayurvedic products. Natural, effective and safe, these products have helped thousands of people live healthier, richer lives. Their focus was on wellness on helping people get healthy and stay healthy

Himalaya is the present portfolio of pharmaceuticals, personal care, baby care, well-being and animal health products; Himalaya has evolved into a 'head-to-heel' herbal wellness company. To observe how Himalaya's most important asset and investing in them is vital to Himalaya. From giving them the creative freedom to push the boundaries of research to fostering a culture of open communication and diversity, Each and every Himalaya employee is unique and contributes to the success of the organization. Pioneering research by Himalaya's Research center has converted Ayurveda's herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity. Today, worldwide, the Himalaya brand is synonymous with safe and efficacious herbal healthcare. Science and research lie at the heart of product development at Himalaya..

STATEMENT OF THE PROBLEM

A study of this kind will facilitate in understanding the consumption pattern and customer satisfaction on dairy milk chocolate. Hence, the present study entitled, "A Study on Customer satisfaction towards Himalaya with reference to Coimbatore city" was undertaken.

OBJECTIVE FOR STUDY

- To study the source of awareness about the Himalayan products.
- To study the reason for selecting the particular brand.
- To study the factor influencing the consumer to use the Himalayan products.
- To know the consumer satisfaction towards Himalayan Products.
- To study the Socio-economic factors affecting the consumer satisfaction of Himalayan products.
- To identify the problems faced by the respondents while using Himalayan products.

LIMITATIONS OF THE STUDY

- Samples size is small and might not represent the whole population.
- The study is only within the Coimbatore city.
- Data today depend upon respondent's view, which could be bias in nature.
- Some of the respondent's hesitated to answer truly and frankly.
- The attitude of the customers is bound to change for time to time, the result of this study may not be universal.

SCOPE OF THE STUDY

As learning is a human activity and is as natural, as breathing. Despite of the fact that learning is all pervasive in our lives, psychologists do not agree on how learning takes place. How individuals learn is a matter of interest to marketers. They want to teach consumers in their roles as their roles as consumers. They want consumers to learn about their products, product attributes, potential consumers benefit, how to use, maintain or even dispose of the product and new ways of behaving that will satisfy not only the consumer's needs, but the marketer's objectives. The scope of my study restricts itself to the analysis of consumer preferences, perception and consumption of Himalaya products.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The descriptive study typically concern with determining the frequency of something occurs or how two variables vary together. Descriptive research design was adopted to study the factors that influence the level of satisfaction of Himalaya product consumers.

SOURCE OF DATA

The information relevant for the study was drawn from secondary data, which alone was not sufficient. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

Primary Data:

The primary data was collected from a sample consisting of 100 Consumers selected from population through Simple Random Sampling method. Here the researcher has prepared different schedules for collecting the primary data. The data were compiled tabulated and analyzed separately.

Secondary Data:

The secondary data on production and consumption of milk were collected from various issues of Economic Survey, Ministry of Finance.

SAMPLING TECHNIQUE

In this study the researcher used convenience sampling. The sample was selected according to the convenience of the researcher.

AREA OF THE STUDY

As the population of Himalaya product consumer is infinite and very large, it is decided to take samples to represent the population which is confined within Coimbatore City.

TOOLS FOR ANALYSIS

- Percentage analysis
- Chi-square
- Rank Correlation
- Weighted Average

REVIEW OF LITERATURE

Mahaboob Basha (2020) This article highlights “A Study on Consumer Behaviour towards Fmcg Goods An Empirical Study with Special Reference to Nellore District of Andhra Pradesh. The author finds that creating awareness regarding products is essential to grab the market in the competitive world. The researcher evaluates that when customer satisfied the purchasing level of the customer would gradually increase by that the sales of the company will increase. Here in this research work researcher is trying to find out differences in the opinion of consumers on the basis of Age, educational qualification, location and gender regarding consumer behaviour towards fast moving consumer goods in Nellore District of Andhra Pradesh.

Ganesh (2019) In his article titled Consumers’ Perception towards Brand Loyalty of FMCG Products -An Analysis. The author analysed that the consumers’ perception towards +brand loyalty of the FMCG product is awareness, knowledge, attitude of the brand, risk aversion to change the brand, satisfaction and brand trust of the consumers, variables namely brand, image, product quality, product knowledge, product involvement, products attributes and brand loyalty of consumers.

Singh and Sharma (2019) analyzed the customers’ perception towards brands of cosmetic products. The study used exploratory-cum-descriptive research design. It was used judgment sampling to select female respondents from the Hisar city of the Haryana State. The study found that Majority of the customers used the major cosmetics like shampoo, powder, cream. Lakme is the top brand of cosmetic which are preferred by customers.

Vibhuti, et.al (2019) In their article titled “A study on Consumer Buying Behavior towards Selected FMCG Products” The consumer behaviour plays an important role in marketing of fast moving consumer goods. The authors highlighted that the present era of globalisation needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India’s

GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products. The study reveals examines the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision making process. The study found that consumer behaviour is largely effected by place, product, price, promotion, physiological and psychological factors. However effect of these factors also differ from product to product.

Thanigachalam (2019) In his article highlights “the consumer behaviour towards fast moving consumer goods in Puducherry.” The importance promotional offers, availability of brands are important that companies must give it sufficient consideration before they plan and implement their marketing strategies. The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of consumer and their target markets more effectively and efficiently.

Thanisorn and Byaporn (2018) investigated the factors that influence perception of Thai consumers on facial herbal cosmetic products in Thailand. They revealed that most of the interviewees were female with age between 26-30 years, casual worker, bachelor degree being the highest education and salary from 10,000 -15,000 baht (\$285-430) per month. The marketing mix (4Ps: product, price, place and promotion) were the key factors influencing Thai consumers’ perception on facial herbal cosmetic products. The result found that Thai consumers were satisfied with physical appearance of products; texture, odor, penetration characteristic and viscosity. Thai consumers trust in the safety of the Thai and imported products. The imported products have new manufacturing technologies of production compare with the Thai products but imported products are more expensive than Thai products. Thai consumers were satisfied with packaging design and pump bottle shape of imported products. The imported products had more interesting marketing promotion than the Thai products. The marketing promotions are new product premium, promotion campaign eg. Cash discount, gift premium, fortune, tarot horoscope, makes up and massage workshop.

Eze et al. (2018) examined the influence of brand image, product knowledge, product quality, and price promotion on consumers’ purchase intention for cosmetic products. They used a survey questionnaire to collect 204 responses from Generation Y female consumers in Malacca, Malaysia. Data collected were analyzed using multiple linear regression. The findings revealed that product image, product knowledge and brand image emerged with a significant influence on intention to purchase cosmetics. However, price promotion was not significant.

Sarfaraz and Pratik (2018) examined the consumer’s perception towards the private label and feeling associated with the purchase of private label brand with special focus on Anand and Vadodara region. The study aimed to uncover current consumer perceptions and attitudes towards, private label brands in the FMCG sector. The results of the study indicated that the private label brands can be positioned as premium quality products with price levels ranging from marginally below to the prices of category-leading manufacturer brands. On the other hand, retailers can position their private label brands based on pure value

for money. This equates to average quality products at very affordable prices. Unfortunately, private label brand packaging was considered, for the most part, to be unattractive and failed to convey a sense of high product quality. A key limitation of this study was the sampling frame.

DATA ANALYSIS AND INTERPRATION

SIMPLE PERCENTAGE ANALYSIS

REASON TO SELECT HIMALAYA PRODUCTS

S.No	Reason to select Himalaya products	Number of Respondents	Percentage (%)
1	Performance	29	29
2	Quality	32	32
3	Low price	20	20
4	Availability	19	19
	Total	100	100

CALCULATION:

Number of Respondents

Percentage = $\frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} * 100$

Total Number of Respondents

$= 29/100 * 100$

$= 29\%$

INTERPRETATION

The above table shows 29% of the respondents to select himalaya product was performance, 32% of the respondents to select himalaya product was quality, 20% of the respondents to select himalaya product was low price and 19% of the respondents to select himalaya product was availability.

AGE

S.no	Age	Number of respondents	Percentage (%)
1	Below 20	44	21
2	20 to 30	11	11
3	30 to 40	24	24
4	Above 40	21	44
	Total	100	100

INTERPRETATION

The above table shows 44% of the respondents age is below 20, 11% of the respondents age is 20 to 30, 24% of the respondents age is 30 to 40 and 21% of the respondents age is above 40.

FAMILY SIZE OF THE RESPONDENTS

S.No	Family size of the respondents	Number of respondents	Percentage (%)
1	Upto 3	18	18
2	4 To 6	27	27
3	6 To 8	44	44
4	Above 8	11	11
	Total	100	100

INTERPRETATION

The above table shows 18% of the respondents family size is upto 3, 27% of the respondents family size is 4 to 6, 44% of the respondents family size is 6 to 8 and 11% of the respondents family size is above 8.

CHI-SQUARE ANALYSIS

OPINION OF THE CUSTOMER ABOUT THE HIMALAYAN PRODUCT TYPES AND ITS RATING

Null Hypothesis (Ho)

There is no significant relationship between himalaya product types and its rating.

Alternative Hypothesis (Ha)

There is significant relationship between himalaya product types and its rating.

Rating \ Products	Best in class	Good	Moderate	Bad	Total
Face wash	10	2	3	0	15
Hair cream	5	2	16	0	23
Tooth paste	10	3	12	0	25
Soap	7	2	13	0	22
Baby products, medicines, herbal products	5	1	9	0	15
Total	37	10	53	0	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	10.465	12	.234

INTERPRETATION:

From the above analysis, the chi-square value is 10.465, and asymptotic significant value is above .04. Hence, there is no evidence to reject the null hypothesis. Thus we conclude that there is significant relationship between himalaya product types and its rating.

RANKING ANALYSIS

RANKING ANALYSIS OF VARIOIUS HIMALAYAN PRODUCTS ACCORDING TO CONVENIENCE

FACTORS	I	II	III	IV	V	Total Score	Mean	Rank
Soap	12 (60)	38 (152)	45 (135)	20 (40)	19 (19)	406	58.00	2
Baby products	39 (195)	41 (164)	12 (36)	43 (86)	23 (23)	504	72.00	1
Tooth Paste	16 (80)	8 (32)	17 (51)	12 (24)	30 (30)	217	31.00	4
Face wash	33 (165)	13 (52)	26 (78)	25 (50)	28 (28)	373	53.29	3

Source: Primary Data

INTERPRETATION

From the above ranking analysis Baby products ranks 1, Soap ranks 2, Face wash ranks 3 and Tooth Paste ranks 4.

WEIGHTED AVERAGE ANALYSIS

SATISFACTION LEVEL AS BEING A HIMALAYAN PRODUCT CUSTOMER

PARAMETERS	Strongly Agree	Agree	Neutral	Disagree	Mean score	Mean	Rank
Gifts	60	296	42	0	398	26.53	1
Quality	95	192	60	26	373	24.87	4
Quantity	135	180	30	36	381	25.40	3
Availability	100	40	186	16	342	22.80	5
Discounts	140	148	81	16	385	25.67	2

INTERPRETATION

The above table result it is found that Gifts ranks 1, Discounts ranks 2, Quantity ranks 3, Quality ranks 4 and Availability ranks 5.

FINDINGS

- Mostly 44% of the respondents age is below 20.
- Majority 69% of the respondents were male.
- Mostly 42% of the respondents annual income is Rs: 120000 to Rs:300000.
- Mostly 30% of the respondents educational qualification is professional.
- Majority 56% of the respondents marital status is unmarried.
- Mostly 43% of the respondents were self employee and 35% of the respondents were professional.
- Mostly 44% of the respondents family size is 6 to 8.
- Mostly 32% of the respondents to select himalaya product was quality.
- Mostly 42% of the respondents duration of the usage was below 3 years.
- Mostly 41% of the respondents satisfaction level is satisfied.
- Majority 47% of the respondents ready to recommend others.

- Mostly 29% of the respondents most dealing products is face wash.
- Mostly 33% of the respondents high selling product is face wash.
- Mostly 42% of the respondents company rating is best in class.
- Mostly 44% of the respondents rate product efficiency is good.
- Mostly 28% of the respondents say advertisements.
- Majority 53% of the respondents say no.
- Mostly 49% of the respondents says newspaper.
- Mostly 44% of the respondents says 1.
- Mostly 43% of the respondents usage are 4 and more.
- Majority of 57% of the respondents said very expensive.
- There is significant relationship between himalaya product types and its rating.
- From the above ranking result Baby products ranks 1.

SUGGESTIONS

- The price of the Himalaya Ayurvedic products may be reduced to create more demand.
- Making awareness of Himalaya Ayurvedic products is fully herbal, sample pouches can be given to the public and it may help in increasing the products popularity and it may also promote its sales.
- The company has to participate in exhibitions and trade fairs to attract more consumers yet.
- Try to cover small towns and villages to attract the new customers.
- The company has to focus on advertisement in the existing position to get more attention on consumers.
- Advertisements to be required for Himalaya products
- Most of the respondents feel the Himalaya products price is very high. So the company can reduce the price.
- Demonstration of Himalaya products may be improved.
- Some of the respondents feel door delivery is the best promotional measures. So the company can concentrate by the above factor.
- The company provides more discount for their product. This should be increasing the customer the company can provide more discount for their product.
- Quantity of the Himalaya product to be increased with the prevailing price rate.
- Retail selling is required to increasing the sales.

CONCLUSION

The study reveals that most of the respondents are aware of the Himalaya products. Now people are not considering the cosmetics as luxury hence there is a need to advertise more to create awareness and use of Himalaya products. The present study reveals that the customers have a good preference towards Himalaya product. The popularity of the brand also one of the factors urged the customer for their purchase duration. In overall the customer are satisfied with the brand, availability and price of the Himalaya products. The company must attract its consumers by providing many free gifts related to their products to maintain long run market. If the above suggestions are implemented, the company will research a highest target in the near future.

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