



# A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS HIMALAYA HERBAL PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

**Dr.T.Prabhu vengatesh, Associate professor, Department of Commerce with Banking & Insurance,  
Sri Ramakrishna College of Arts & Science, Coimbatore.**

**Ms. Swetha.V. III B.Com B&I, Department of Commerce with Banking & Insurance, Sri  
Ramakrishna College of Arts & Science, Coimbatore.**

## **ABSTRACT:**

*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 consumer preference and satisfaction, which can be used to improve their product offerings and increase customer loyalty.*

**Keywords:** *level of Satisfaction. Variety of Products, Natural ingredients.*

## **INTRODUCTION:**

This study is to identify the customers' 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. Himalayan products are part of the knowledge of indigenous cultures and marginalized societies around the world that have stood the test of time. The Essence of marketing is an exchange or a transaction, intended to satisfy human needs or wants. That is, marketing is a human activity directed at satisfying needs and wants, through an exchange process.

- A demand is a want for which the consumer is prepared to pay a price.
- A want is anything or a service the consumer desires or seeks.
- A need is anything the consumer feels to keep himself alive and healthy.
- A transaction consists of a value between two parties. A transaction differs from a transfer.

### **OBJECTIVES OF THE STUDY:**

- To study about the socio-economic background of the study.
- To ascertain the factors that influencing customer on choosing the Himalaya products.
- To study about the consumer level of satisfaction towards Himalaya products.

### **STATEMENT OF THE PROBLEM:**

Different varieties of the products are available in the market consumers prefer the variety of products for high quality, low price and attractive wrappers. Most of the consumers are satisfied with quality products and some of the consumers prefer other factors each product differs from one another in terms of price, quality, quantity, offers, advertisement etc., The competition is severe and the manufacturer has to consider the opinion of the consumers. In this context, I am interested in studying the consumer preference and satisfaction towards Himalaya products. There are various types of Himalaya products available in our country and they are playing an important role in our day to day life. The needs of the customers must be fulfilled. A study on customer preferences for the various brands of Himalaya products will certainly help for further growth and development in right direction. Customer preference in Himalaya products may depend upon numerous factors. Individual's decision on purchasing differs from one another.

### **SCOPE OF THE STUDY:**

The scope of this study aims to investigate the consumer preference and satisfaction towards Himalaya products. The study will focus on identifying the factors that influence the consumer's preference and satisfaction towards the products of Himalaya, a leading brand in the health and wellness industry. The study will also examine the impact of various marketing strategies used by the company on consumers preference and satisfaction. The study will be conducted using quantitative data collection methods. The quantitative data will be collected through online surveys. The study will target a sample size of 50 consumers who have used Himalaya products before.

### **RESEARCH METHODOLOGY:**

**Research Design:** The research was undertaken with the title of 'A study on consumer preference and satisfaction towards Himalaya products.'

**Data collection:** Source of the primary data for the present study is collected through the questionnaire and answered by the consumers of the Himalaya products. The survey was conducted through personal interviews through questionnaire where in the respondents were met in person and there was a face to face contact.

**Sample size:** The sample size chosen for collections is 50 respondents covering in a Coimbatore city.

**Tools were used:** In this study, I used chi square and percentage analysis to interpret the data.

**Area of study:** This study focuses on consumer preference and satisfaction towards Himalaya products in Coimbatore city.

### **Limitations of the study:**

- Limited geographical scope: The study was conducted in a limited geographical region, thus the results may not be applicable to consumers in other regions with different cultural and economic backgrounds.
- Limited sample size: The sample size used for this study was relatively small, which may limit its representatives of the population and may lead to biases in the results.
- Time constraints: This study was limited to a short period of time, thus may not be applicable to future consumer behaviour.

### **REVIEW OF LITERATURE:**

The literature review is a comprehensive summary of previous research on the topic. A literature review examines scientific articles, books, and other sources relates to a particular research area. The review should list, describe, summarize, objectively evaluate and explain this previous research.

**Kumar and Singh (2019)**<sup>1</sup> Their article states that “explore the role of digital marketing on consumers awareness and purchase intension towards Himalaya herbal products. The study found that digital marketing channels such as social media, online advertising and e-commerce platforms significantly influenced consumers awareness and purchase intension towards the brand”.

**Gautam and pant (2020)**<sup>2</sup> Their article states that “investigated the impact of product packaging on consumers perception and purchase intention towards Himalaya herbal products. The study found that attractive and informative packaging significantly influenced consumers perception and purchase intension towards the brand”.

**Kumari,N (2019)**<sup>3</sup> His article states that “Factors influencing consumer behaviour towards Himalaya herbal products in India”. The study found that factors such as brand awareness, product quality, and price significantly influenced consumer behaviour towards Himalaya herbal products.

### **AN OVERVIEW OF HIMALAYA HERBAL PRODUCTS:**

The Himalaya Drug Company was founded in 1930 by Mr. Manal with a clear vision to bring Ayurveda to society in a contemporary form and to unravel the mystery behind the 5000 year old system of medicine. This involved reference to ancient Ayurvedic texts, selection of original herbs and subjecting the formulations to modern pharmacological, toxicological and safety tests to create new medicines and therapies.

**HIMALAYA SAOPS:**

The antibacterial Himalaya Soap contains neem in it which protects your skin against dust, germs and pollution. It also contains lemon and turmeric which are known to improve skin tone. Moreover, it keeps you away from bacteria and makes your skin healthy and refreshed. It lathers well and a little goes a long way.

**HIMALAYA HERBAL PERSONAL CARE:**

Himalaya herbals is a range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurveda with years of dedicated research. Batch performance and complete purity and safety are ensured by the application of advanced pharmaceutical technology at every stage of production.

**HIMALAYA COMPLETE CARE TOOTHPASTE:**

Himalaya's complete care Toothpaste, with its rare selection of herbal ingredients rich in anti-oxidants, has been specially developed to make teeth and gums strong. A toothache tree found in the valley of the subtropical Himalayan valleys is excellent for bleeding gums. This lemon-scented tree has been used all over the world in home remedies to relieve toothache.

**HIMALAYA HERBAL ANTI HAIRFALL SHAMPOO:**

Himalaya herbals Anti Hair Fall Shampoo is specially formulated with botanical extracts that help to reduce hair fall and provide nourishment to hair shafts. Fortified with herbal ingredients our shampoo are effective, natural and gentle on hair.

**HIMALAYA PURIFYING NEEM FACE WASH:**

Himalaya's purifying neem face wash is a soap-free, herbal formulation that cleans impurities and helps clear pimples. A natural blend of neem and turmeric bring together their antibacterial properties to prevent the recurrence of acne overtime.

**DATA INTERPRETATION:**

This chapter presents the analyses and interpretation of 50 selected respondents from the city of Coimbatore on the topic consumer's preference and satisfaction towards Himalaya herbal products, with particular reference to the city of Coimbatore. The opinion and relevant information of respondents were collected through a questionnaire consisting of personal and learning factors. The collected data were classified and tabulated and completed according to the research objectives with the following statistical tools.

**PERCENTAGE ANALYSIS:**

Percentage analysis is mainly done to determine what percentage of respondents fall in each category. This analysis also helps to standardize the respondents view on various aspects. This analysis was performed for all questions in the questionnaire.

**Table No.1 Describes the Socio Economic background of The respondents**

<b>Demographic profile</b>	<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage</b>
<b>Age</b>	Below 20	6	12%
	21-30	35	70%
	31-40	4	8%
	Above 40	5	10%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Gender</b>	Male	28	56%
	Female	22	44%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Educational qualification</b>	SSLC	4	8%
	HSC	3	6%
	UG/PG	42	84%
	Others	1	2%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Occupation</b>	Student	12	24%
	Self-employee	7	14%
	Private employee	26	52%
	Government employee	1	2%
	Others	4	8%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Family monthly income</b>	10000-20000	14	28%
	21000-30000	16	32%
	31000-40000	11	22%
	Above 40000	9	18%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Martial status</b>	Married	20	40%
	Unmarried	30	60%
	<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretations:**

- The table shows that out of this total respondent taken to the study 12% of the respondents are Below 20 years, 70% of respondents are between 21-30 years, 8% of respondents are between 31 - 40 years and 10 % of respondents are above 40 years.
- The table shows that out of this total respondent taken for study 44% of the respondents are female and 56% of the respondents are male.
- The table shows that out of the total respondents 8% of respondents are SSLC, 8% of respondents are HSC, 84% of respondents are UG/PG, 2% of respondents are others.
- The table shows that out of the total respondents 24% of respondents are student, 14% of respondents are self-employed, 52% of respondents are private employees, 2% of respondents are government employee and 8% of respondents are others.
- The table shows that out of the total respondents 28% of respondent's family monthly income is 10000-20000, 32% of respondent's family monthly 21000-30000, 22% of respondent's family monthly income is 31000-40000, 18% of respondent's family monthly income is above 40000.
- The table shows that out of the total respondents 60% of respondents are unmarried, 40% of respondents are married.

**Table No.2 Describes the Chi-Square Test between Age and Awareness of The Respondents**

**Ho: There is a no relationship between Age and Awareness of The Respondents**

**H1: There is a relationship between Age and Awareness of The Respondents**

Particulars	Value	df	Asump.sig. (2-sided)
Pearson chi-square	.653 <sup>3</sup>	2	.721
Likelihood Ratio	.689	2	.709
N of Valid Cases	50		

4 cells (66.7%) have expected count less than 5. The minimum expected count is .88.

The above test proves the age has significant effect on the awareness of the respondents.

**FINDINGS OF THE STUDY**

- Majority 70% of respondents is 21-30 years.
- Majority (56%) of the respondents are male.
- Majority 84% of respondents are UG/PG.
- Majority 52% of respondents are private employee.
- Most 32% of respondent's family monthly income is 21000-30000
- Majority 60% of respondents are unmarried.

- The chi-square test has proven that age has significant effect on the awareness of Himalaya products.

## **SUGGESTIONS:**

### **❖ Improve packaging design:**

The study found that consumers prefer the products that have visually appealing packaging. Therefore, Himalaya should invest in improving the packaging design of their products to make them more attractive and eye-catching. This can be done by incorporating bright colors, bold fonts, and clear products descriptions on the packaging.

### **❖ Enhance the product range:**

The study revealed that consumers want a wider variety of products choose from. Himalaya should consider expanding their product range to include more options for different skin types, age groups, and specific concerns such as acne or anti-aging. This can help them attract a wider customer base and increase customer satisfaction.

### **❖ Provide more information about product ingredients:**

Consumers are becoming increasingly conscious of the ingredients in their skincare products. The study found that consumers are more likely to buy products that contain natural and organic ingredients. Himalaya should provide more detailed information about the ingredients used in their products and highlight any natural or organic ingredients.

## **CONCLUSION:**

In summary, the study on “ consumer satisfaction towards Himalaya products” highlights the importance of understanding consumer preferences and needs in the skincare market. The study reveals that consumers value natural and organic ingredients, visually appealing packaging, and a wide range of product options. Additionally, personalized recommendations and excellent customer service are important factors in building customer loyalty and satisfaction. The findings of this study suggest that Himalaya should focus on improving their packaging design, expanding their product range, providing more information about product ingredients, offering personalized recommendations, and improving their customer service. By implementing these suggestions, Himalaya can enhance their brand image, attract a wider customer base, and increase customer satisfaction and loyalty.

Overall, the study emphasizes the importance of understanding consumer preferences and needs in the skincare market and highlights the need for brands to constantly adapt and improve their products and services to meet the evolving needs of their customers.

**REFERENCE:**

- Kumar and Singh (2019): consumers awareness and purchase intention towards Himalaya herbal products.
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