



A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA NEEM FACWASH IN COIMBATORE CITY

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ABSTRACT:

Marketing in its proper perspective is an all pervasive philosophy, an attitude, an art as well as a science. Marketing is that branch of knowledge which involves a systematic, critical and action-oriented study relating to fulfilment of human aspirations. It studies and analyses the manner and method in which the phenomena of aspirations originate, evolve, form, develop, heighten, accentuate and get fulfilled. It can be construed that marketing occurs when people decide to satisfy needs and wants through exchange. Therefore, exchange is the core concept of the discipline of marketing, which incorporates a contractual, communication and value-creating process.

KEYWORDS: Himalaya Neem Face Wash, weighted average method, Chi-Square

Test.

INTRODUCTION:

Once the company has decided on its market positioning, it develops a marketing mix to support its positioning. The marketing mix is the blending of four P's - Product, Price, Place and Promotion. The company has to decide on its total marketing budget, and make allocations to the major marketing mix elements appropriate to the strategies adopted. To carry out this marketing task, marketing programmes have to be developed based on the marketing information system and overall marketing plan.

Finally establishing control over marketing activities and outcomes becomes necessary. A control system capable of monitoring the actual results of the marketing strategy and measuring them against the desired objectives is essential for effective marketing, management. Such control mechanism focuses on the problem areas and helps formulate alternative plans that are more likely to achieve the organisation's objectives. In short, the marketer is to orchestrate these functions and their output in a way that achieves the two-way link with the customer and gets the right service to the right markets at the right price by the right means at the right time.

OBJECTIVES OF THE STUDY

- To Study the Customer Satisfaction Towards Himalaya Neem Face Wash.
- To determine factors influencing customer loyalty.
- To identify problem faced by Himalaya neem face wash

STATEMENT OF THE PROBLEM

The basic problem of marketing management is to make effective adjustments between the forces that are within and outside its control. The forces that are within the control of Himalaya comprise production capacity and facilities for production, financial and human resources, suppliers of raw materials, research and development capacity, their managerial and organisational abilities effectively supported by strategies. The forces that are outside their control comprise competition, technology, the market condition, political and legal forces.

These uncontrollable make up the environment in which these societies must operate. Thus, dynamic marketing management in Himalayas implies the continual adjustment and adoption of their controllable with appropriate strategies in relation to their uncontrollable.

SCOPE OF THE STUDY

A marketing plan for a herbal industry company sets forth a specific market strategy that identifies marketing goals and objectives with time-specific actions for achieving them. Giant companies often maintain a good relationship with international market leaders for achieving better technological advancement and communication skill. It is quite helpful for the giant companies to get more knowledge about potential market opportunities and threats. Information works as an encouragement to formulate better marketing strategies. Due to lack of resource and knowledge about current and potential market small and medium companies often face difficulties related to formulate new strategies to attract new market for the globally competitive market. Therefore, the consequence of this study could be an important outline for Himalaya products company in order to formulate and execute effective marketing strategies.

REVIEW OF LITERATURE

Mukherjee, Et Al, (2017)¹ A Study Under The Title ‘A CUSTOMER’S PREFERENCE FOR HIMALAYA PRODUCTS IN CHENNAI.’ Ashtanga Ayurveda is the name given to the Ayurvedic philosophy in therapeutic practice. Ayurveda evolved into a complete healthcare system as human civilization progressed. Chemo-profiling is necessary to access the high grade of Ayurvedic medicines. For ayurvedic products to be approved worldwide, they must be scientifically verified and documented. This study illustrates some key factors that must be considered while promoting and creating Ayurvedic products.

Hankey (2005)² Published a Paper Title ‘Marketing Strategies Of Ayurveda Foundation of Himalaya’ Over the last two decades, Ayurveda has grown in popularity. Many trained medical practitioners in western biomedicine are now using Tridosha, a simple but profound system of understanding health and disease. Ayurveda's foundation is the concept of Tridosha. It will aid in the scientific validation of every complementary medicine, including traditional medicine, that makes sense in biology and physical science if the concept of combining experimental work and developing a theory is extended to CAM (Complementary and Alternative Medicine) other than Ayurveda. The future of science will be determined by the CAM discipline's theories. Its effects can be more extensive.

Tachjian, Et Al, (2010)³ conducted a Study Title ‘Marketing Strategies Of Herbal Products’ In Eastern and Western countries herbal supplements are gaining more and more importance. Multiple factors are responsible for consuming herbal products, especially vitamins and weight loss products. The general phenomena of good health, wellness, disease prevention, the high cost of medicines, and the traditional belief that CAM (Complementary and Alternative Medicines) is more effective and safer than other prescribed drugs increased the use of herbal products. The consumption of herbal products is rising in the US. The herbal products' efficacy, safety, and purity are in question. Even the ingredients listed on the label could not be present in the final product. Manufacturers must register with the FDA and show proof of good manufacturing techniques to address this issue. Through health education, early diagnosis and management of herbal

toxicities, a scientific inspection of their usage, and research on the safety and efficacy of herbal products, there is a need for the general public and physicians to comprehend herbal products.

RESEARCH METHODOLOGY

Research design

The research design is descriptive studies. Descriptive studies are well structured, they tend to be rigid and its approach cannot be changed every now.

Type of research

The present type of research belongs to the category of 'Descriptive study'. Descriptive study are undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behaviour, making projections or for determining the relationship between 2 or more variables.

- **Sources of data**

The research should keep in mind two types of data while collecting data via primary data and secondary data.

- **Primary data**

Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. A questionnaire was prepared and with the help of which the primary data has been collected.

- **Secondary data**

Secondary data about the current data on internet, and journals.

LIMITATION OF THE STUDY

- 1) The research due to the constraints of place, time and financial and other resources was restricted to Coimbatore City alone.
- 2) Some of the customers are not cooperative they feel, participating in this survey does not give no benefit to them.
- 3) Projection of these results to the entire population may not give the desirable significance results. Since this study only, cover the Coimbatore city.

TOOLS USED

The test is carried out using SPSS tool where the variables that are to be tested for independence is entered and results are identified. The various tests are done by using SPSS are percentage analysis.

- Weighted average
- Chi-square test

WEIGHTED AVERAGE WITH RANKING

PROMOTION STRATEGIES FOR HIMALAYA FACE WASH

Factors	5	4	3	2	1	Total	Weighted average	Rank
Understand skin care brand	10	18	25	40	27	304/120	2.53	IV
	50	72	75	80	27			
Understand competitors	15	34	14	25	32	335/120	2.79	III
	75	136	42	50	32			
Understand target market	30	26	13	23	28	367/120	3.05	II
	150	104	39	46	28			
Taking advantages of social media marketing	34	20	21	15	30	373/120	3.10	I
	170	80	63	30	30			

Interpretation

It is inferred that promotion strategies for himalaya face wash **ranked first weighted average 3.10** is taking advantages of social media marketing, Understand target market ranked second with weighted average 3.05, understand competitors ranked third with weighted average 2.79 and understand skin care brand ranked fourth with weighted average 2.53.

GENDER OF THE RESPONDENTS * FREQUENCIES OF USING HIMALAYA PRODUCTS

Cross tabulation

Gender of the respondents	Frequencies of using himalaya products				Total
	Daily	Weekly	Monthly	Never	
Male	33	16	15	23	87
Female	11	7	4	11	33
Total	44	57	23	19	34

Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.035	3	.793
Likelihood Ratio	1.045	3	.790
Linear-by-Linear Association	.273	1	.601
N of Valid Cases	120		

- Level of Significant =5%
- Degree of freedom-(R-1) (C-1)

$$(2-1) (4-1) = 3$$

INTERPRETATION

Since the calculated value is 1.045 which is lesser than table value 1.035 at 3 degrees of freedom and 5% level of significance, **we accept the alternate hypothesis**. Hence there is no significant association between gender of the respondents and frequencies of using Himalaya products.

To find the significant difference between type of business and promote product to customer face to face

Hypothesis

- H0 = There is no significant difference between type of business and promote product to customer face to face
- H1 = There is significant difference between type of business and promote product to customer face to face

FINDINGS

WEIGHTED AVERAGE METHOD

- Promotion strategies for himalaya face wash ranked first weighted average 3.10 is taking advantages of social media marketing, Understand target market ranked second with weighted average 3.05

CHI-SQUARE TEST ANALYSIS

- There is no significant association between gender of the respondents and frequencies of using Himalaya products.

CONCLUSION

Consumption to meet the various requirements of people is the ultimate goal of all production. The media, information technology, and increased awareness have all contributed to changes in consumer behavior in recent years. The research concluded that quality is the major factor that influences customers to use Himalayan neem face wash. The users are satisfied with the price offered by the company. The customer feels that reddened skin disease is the major problem when using Himalayan Neem face wash.

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