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A STUDY ON CONSUMER SATISFACTION TOWARDS FEMALE BEAUTY CREAMS IN HIMALAYA PRODUCTS (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT

Today people are more beauty conscious. Face cream plays an important role in the life of people. Face cream is usually applied to the external skin. Face creams are formulated not as medicine by simply to smooth, rehydrate and soften the skin.The companies use to distinguish their product from others in the market by symbol, mark, logo, name, word, sentence or a combination of these items. It has been found out that most of the customers buy face cream products based on brand factors. For

INTRODUCTION

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. Wants become demands when backed by purchasing power. A need is anything the consu9mer feels to keep himself alive and healthy.. A transfer may receive nothing in return. The aim of marketing is to make sales in order to earn reasonable profit for the producer. Himalaya product has its wealth of knowledge and research, in natural herbal remedies, to formulate a range of personal care products that cater to our daily health needs. The global world we are living in sets of stereotypes that become models. This desire and trends are growing and seen as a gold mine for the beauty care market. Beauty care products imply psychologically that customers are taking care of their hygiene, beauty and healthiness by using some products items to support. Today people are more beauty. Most people would like to be beautiful, healthy and good looking. The global world we are living in sets of stereotypes that become models. This desire and trends are growing and seen as a gold mine for the beauty care market.Today people are more beauty conscious. Face cream plays an important role in the life of people. Face cream is usually applied to the external skin. Face creams are formulated not as medicine by simply to smooth, rehydrate and soften the skin.The companies use to distinguish their product from others in the market by symbol, mark, logo, name, word, sentence or a combination of these items.

STATEMENT OF THE PROBLEM

Different varieties of the beauty cream products are available in the market female customers in coimbatore 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 female customers prefer other factors each product differs from one to another in terms of price, quality, quantity, offers, advertisement etc.The

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competition is severe and the manufacturer has to consider the opinion of the female customer in Himalayat has been found out that most of the customers buy face cream products based on brand factors.

OBJECTIVES OF THE STUDY

- The study on social demographic profile of the customer
- To measure the level of awareness among customer towards Himalaya beauty cream product.
- To ascertain the factors that influencing the customer on choosing of Himalaya beauty cream product.
- To analyze the customer opinion and satisfaction with specific reference to Himalaya beauty cream product.

SCOPE OF THE STUDY

- The present study will be helpful in understanding the female customer attitude of the different strata people in the Indian society especially in Coimbatore city.
- Any substitutes of fairness creams like soap or natural products will not be considered.
  It will also helpful in studing the effect of beautycream purchase of the study specifically amoung the segment under consideration

RESEARCH METHODOLOGY

For collection of primary data and secondary data. A well structured interview schedule was prepared based on the objectives of the study. The data required for the study were gathered using questionnaries. Based on the questionnaries simple percentages were worked out to study the customer satisfaction.

TYPES OF DATA

1. Primary data
2. Secondary data

Primary Data

A questionnaire is used as a tool for the systematic collection of relevant information. A well interview schedule consisting of simple questions has been prepared and directed to the respondents.

Secondary Data

Secondary data is collected from the company"s websites.

SAMPLING DESIGN

The location

The survey was conducted in Coimbatore. It is considered to be one of the major city in tamil nadu.

Determination of sample

The size of sample is 120.It was decided arbitrarily. The target group of the respondents are the consumer of the Himalaya female users. The limitation of the time, energy and research facilities compared to the limit size to 120.

TOOLS USED FOR THE STUDY

- Simple percentage method
- Linkert scale analysis
- Rank analysis

LIMITATIONS OF THE STUDY

- The samples have been take only from 120 respondents.
- This result was conducted only in particular area so this result cannot suitable to other places.
- Data collected under this technique is subjective nature therefore they may not easily lead to quantitative checks

REVIEW OF LITERATURE

Abhiji bhandari,(2000) [1] " Making loyalty pay" retention done through a loyalty programme can help building a direct marketing database. The cost of retaining a customer is just one tenth of the cost acquiring new states new states ABHIJIT Bhandari chairman of royal images direct marketing limited**.**

Bass Frank. M., (2001)[2] " A non rational buyer does not plan hia buying it is equally logical to assume that this buying the product and especially a specific brand is random or probabilitics this means that the buyer is not looking for a particular brand but picks up the brand available. This is probilistics switching behavior**.**

Deepallsingh (2001)[3] in his study enticed "entitled, consumer behaavoiur and banking retail product and analysis", stress thst the borrower sttitudes is an importants factor for the improvement of housing loan schemes.

Dr. Raja sekar.N. (2002)[4] Conduted a fairness creams a study on market trends and product preference of the study has reveled very significant finding like skin care product showed brand equity should also be developed to sustain in the market**.**

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INTRODUCTION

The Himalaya drug company was founded in 1930 by Mr.M.MANAL with a clear vision to bring Ayurvedha to society in a contemporary from and to unravel the mystery behind the 5000 year old system of medicine. This included referring to ancient ayurvedic texts,

selection in indigenous herbs and subject the formulation to modern pharmacological, toxicological and safety tests to create new drugs and therapies. The company is focused on developing safe, natural innovation remedies that will help people lead richer, healthier live today, himalaya products have been endorsed by over 2, 50,000 doctors around the globe and customers in over 90 country"s rely on himalaya for their health and personal care needs. Himalaya herbals is the range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurvedha with years of dedicated research. Batch to batch performance and complete purity and safety are assured through the application of advanced pharmaceutical technology at every stage of manufacture. So, go ahead and give us a try! We guarantee that you will be pleased.

HISTORY

Every year, 300 million Himalaya products enter the homes of customers around the world. With a range of over 300 healthcare and personal care products including brands like Liv.52, Cystone, and Bonnisan, we touch the lives of millions of customers worldwide, giving them products that help them lead healthier, enriched lives. Himalaya's story began way back in 1930. A curious young man riding through the forests of Burma saw restless elephants being fed the root of a plant, Rauwolfia serpentina, which helped pacify them. Fascinated by the plant's effect on elephants, this young man, Mr. M. Manal, the founder of Himalaya, wanted to scientifically test the herb's properties. With no money and only a pocketful of dreams, he pawned his mother's jewellery to buy a hand-operated tabulating machine. The years that followed were a time of endurance and a test of the young man's patience, strength and passion. He spent his days learning about herbs from neighbourhood healers and his nights working on the machine to make a few hundred tablets. His vision was to 'bring the traditional Indian science of Ayurveda to society in a contemporary form'. In a time when herbal products were regarded with scepticism, our founder's belief in the healing pow06er of herbs was unwavering. He felt that if people were offered safe and effective herbal medicines, they would come to accept them as part of their healthcare routine. He believed that herbal medicines could and should be evaluated on the same quality and efficacy parameters as conventional medicine. This was possible through empirical research. Once scientific research proved that herbal products worked, even doctors could be won over. This was a big dream with big challenges. But he persevered on despite the obstacles. After four years of researching the herb Rauwolfia serpentina, Serpina, the world's first natural antihypertensive drug was launched in 1934

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TABLE SHOWING AGE OF THE RESPONDENTS

S.NO	AGE	NO .OF RESPONDENTS	PERCENTAGE
1	Below 20	47	39.17
2	21-40	54	45
3	41-60	14	11.67
4	Above 60	5	4.17
	Total	**120**	**100**

(source: Primary)

INTERPERTATION

From the table show that 39.17 % of the respondents are below 20,45% of the respondents are 21-40, 11.67 of the respondents are 41-60 and 4.17% of the respondents are above 60. **Majority ,39.17% of the respondents are below 20**

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TABLE SHOWING THE FAMILY INCOME OF THE RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGES
1	Below Rs 15000	39	32.50
2	Rs 15000 – Rs 25000	47	39.17
3	Rs 25000 – Rs 40000	29	24.17
4	Above Rs 40000	5	4.17
	TOTAL	**120**	**100**

(Source: primary data)

INTERPEFTATION

Tha above table show that 32.50% of the respondents are below Rs 15000 ,39.17% of the respondents are Rs 15000- Rs 25000, 24.17% of the respondents are Rs 25000-Rs 40000, 4.17 %of the respondents are above 40000.

Majority ,39.17% of the respondents are Rs 15000- Rs 25000.

TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Married	29	24.17
2	Un married	91	75.83
	TOTAL	120	100

(*Sources: Primary data*

INTERPERTATION

The above table shows that 24.17% of the respondents are married and 75.83% of the respondents are unmarried.

Majority,75.83% of the respondents are Unmarried1

FINDINGS FROM PERCENTAGES ANALYSIS

- Majority ,39.17% of the respondents are below 20.
- Majority, 39.17% of the respondents are Rs 15000 – Rs 25000.
- Majority, 75.17% of the respondents are unmarried.
- Majority, 29.17% of the respondents are UG or PG level.
- Majority, 37.50% of the respondents are home maker.
- Majority,77.50% of the respondents are nuclear family
- Majority,64.17% of the respondents are aware in beauty cream.
- Majority,51.67% of the respondents are like to buy a beauty cream in Himalaya.
- Majority, 45% of the respondents are friends.
- Majority, 39.17% of the respondents are using super market.
- Majority, 40.83% of the respondents are monthly cream using people.
- Majority ,41.67% of the respondents are Rs 100 – Rs 150.
- Majority ,40.83% of the respondents are 3 – 4 years.
- Majority ,43.33% of the respondents are moisteration.
- Majority ,25% of the respondents are agree.
- Majority, 83.33% of the respondents are not facing any problem

FINDING FROM LINKERT SCALE ANALYSIS

- Linkert scale value is 4.37 greater than the middle value(3). So the consumer are agree in the quality
- Linkert scale value is 4.15greater than the middle value(3). So the consumer are agree in the price.

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- Linkert scale value is 3.69 greater than the middle value(3). So the consumer are agree in the brand name.
- Linkert scale value is 3.7 greater than the middle value(3). So the consumer are agree in the side effects.
- Linkert scale value is 4.15 greater than the middle value(3). So the consumer are agree in the availability.
- Linkert scale value is 3.39 greater than the middle value(3). So the consumer are agree in the Gifts.
- Linkert scale value is 2.4 greater than the middle value(3). So the consumer are agree in the discount.
- Linkert scale value is 3.2 greater than the middle value(3). So the consumer are agree in the quantity.

RANK ANALYSIS

- Product gives moister have been ranked 1st by the respondents.

SUGGESTION

- With the help of analysis and interpretation it is found that majaority of the people know about the Himalaya female beauty cream product.
- Some of the respondents feel door delivery is the best promotional measures.So the company can concentrate by the above factor.
- The result indicated that people are satisfied with the Himalaya female beauty cream product.
- Also there are lots of scope in Himalaya female beauty cream product.
- They customer need a discount or gifts for Himalaya female beauty cream.

CONCLUSION

In the present scenario Himalaya beauty cream product are one of the very essential products for all walks of people. This reasearche study was conducted to increase our current understanding of Himalaya female beauty cream care market in general ana analysis consymer decision making in particular.

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