



A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCT SPECIAL REFERENCE WITH TIRUPUR DISTRICT

Yamuna.T¹, Mr. M .R.Chandra Sekar²

¹Student, Department of Commerce Dr.NGP College of Arts and Science, Coimbatore-48.

²Assistant Professor, Department of Commerce, Dr.NGP College of Arts and Science, Coimbatore-48.

ABSTRACT

This study is to identify the customer satisfaction level and the problems faced by the respondents while using Himalaya products. The data has been collected from 135 customers in Tirupur district by applying convenient sampling technique. Statistical tools such as percentage analysis, chi-square analysis and weighted score analysis have been used to analyse the data. The study has attempted to cast light on the preference of the customers also this study has necessitated the Himalaya manufacturing company to increase the awareness about its different products which are high in quality than their competitors.

KEY WORDS: Himalaya, Customer satisfaction, Awareness, Preference

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.

Himalaya 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. 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, we believe that there nurturing work environment brings out the best in their team and allows Himalaya to develop the best

products. 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.

Although our scientists have studied more than 10,000 herbs and developed a range of over 300 products, we continue on our journey to unravel the mysteries of nature.

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 handoperated 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 power 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. After four years of researching the herb *Rauwolfia serpentina*, *Serpina*, the world's first natural antihypertensive drug was launched in 1934.

INSPIRATION

- MR. Manal got inspired when he went to a visit to Burma and found that Group of elephants were eating roots in order to pacify themselves. The plant name was *Rauwolfia serpentina*.
- He then made an extensive research on plant roots and scientifically was proved that roots had some characteristics to heal the animal. Thus by researches company come up with its AYURVEDIC PRODUCT that was anti-hypertensive drug in 1934.
- These days Himalaya is using techniques of Modern medical science to rediscover and opening of ayurvedic secrets.
- Confirmation of Himalaya's dedication towards high quality and consistency in herbal care
- Reveals as company was awarded with an ISO 9001:2000 certification in 2003.
- From the invention of the company has focused on developing safe, natural and innovative remedies that will help people lead richer, healthier lives.
- Himalaya have consumers in 67 countries, which rely upon HIMALAYA'S PRODUCTS.

STATEMENT OF THE PROBLEM

The Himalaya Company is an Indian multinational Company established by Mohammed Manal in 1930 and based in Bengaluru, Karnataka and India. Hence the statement of the problem is the

facial skin has to deal with bacteria, Viruses, Pollutants, dust dirt and dead skin cells. Thus face cleaning becomes imperative. Facial cleaning is the removal of excessive oil and other undesirable debris from your face. And for this, one of the most essential personal care products in face wash.

A few decades back, many Indians had not even heard of face washes. But today face washes have become synonymous with skin care usage of face wash is not confined to just cleaning; it has moved on and now help solve skin problems such as ache, rashes and so on. A face wash carries Several benefit and, as it has been universally accepted that soaps can be hazardous for facial skin, most of the companies dealing in face wash business are making merry.

OBJECTIVES OF THE STUDY

- To measure the level of awareness among customer towards Himalaya product.
- To ascertain the factor that influencing the customer on choosing of Himalaya product.
- To study about the customer level of satisfaction towards Himalaya product.

METHODOLOGY OF THE STUDY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods, and analysis procedure.

SAMPLE DESIGN

Convenient sampling method is adopted for the purpose of study.

DATA COLLECTION

Data was collected to both primary and secondary data source. Primary data was collected through questionnaire. The study was done in the form of direct personal interviews.

Primary data

Primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

Secondary data

Secondary data consists of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

**PERIOD OF THE STUDY**

This study is based on a primary data collection. The study was conducted for a period of three months from December 2020 to February 2021.

TOOLS USED FOR THE STUDY

The rules of statistics in research is to function as a tool in designing research, analyzing the data, drawing its conclusion from most research studies result in large volume of raw data that must be suitable reduced so that the same can be read easily and can be used for future analysis. The tools used for

- Simple percentage analysis
- Weighted average analysis
- Chi-square Test

REVIEW OF LITERATURE

M.Vijay and Dr. Suresh kumar (2019) Determinants of customer satisfaction towards herbal products in selected area of Tamil Nadu states that Ayurveda or the „Science of Life“ is an ancient, holistic for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. At Himalaya the research will begins with the raw herbs

chosen from traditional texts, both from observations and experiences of indigenous plants. The objective is to find the current herbal products scenario in India. The result of the study will help the company to identify the satisfaction level of the customers and demand of various benefits provided and promotional activities adopted by the company.

Dr. T. Malathi and R. Sangeetha (2019) Consumption pattern of cosmetic products among college female students, a study focus on environmental impact factors states that beauty care substances or cosmetic products can be made either natural substances or chemical compounds to enhance both odor and appearance of human body. Today people are more concerned about their self-personality and self-consciousness; hence the demand for cosmetic products is increasing rapidly. The objective is to identify the environmental impact factors the purchase of cosmetics among college female students. Consumers are generally ecstatic when they think they are getting a good deal and to motivate them to purchase to by providing offers like buy one get one free deals, buy one get one half deals, and a free gift with purchase option.

SIMPLE PERCENTAGE ANALYSIS:**BUYER OF THE RESPONDENTS**

S.No	FACTORS	No. OF RESPONDENTS	PERCENTAGE
1	Frequently	42	31.1%
2	Very frequently	44	32.6%
3	Rarely	36	26.7%
4	Very rarely	13	9.6%
	TOTAL	135	100%

Source: Questionnaire

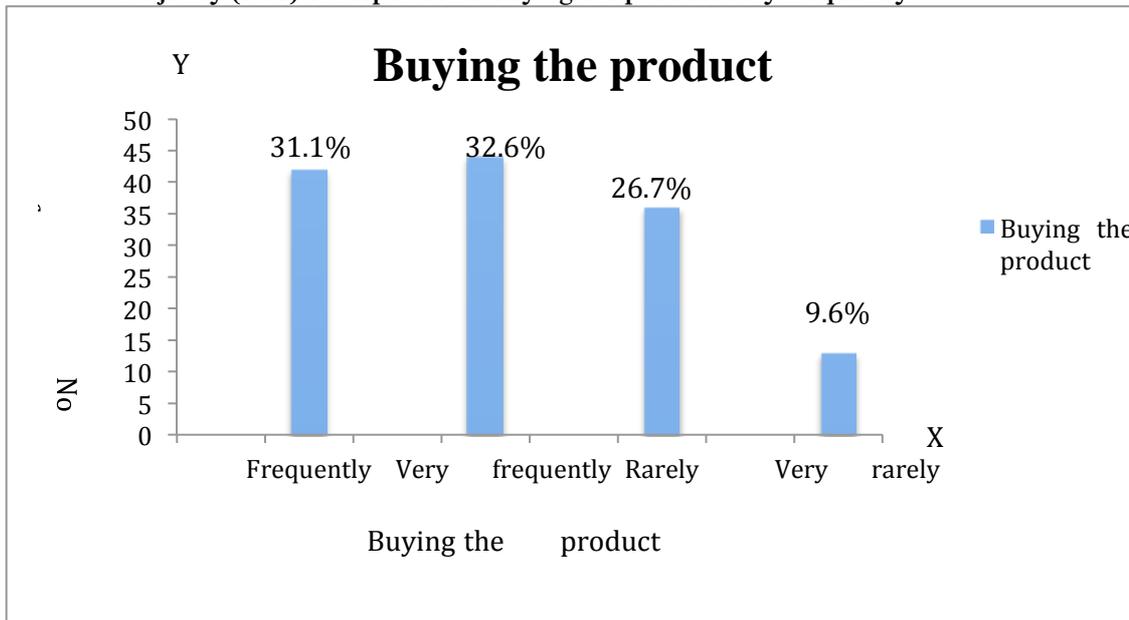
INTERPRETATION

The above table reveals that the buyer of the respondents. It is clear that 31.1% of respondents buying the product is Frequently, 32.6% of

respondents buying the product is Very frequently, 26.7% of respondents buying the product is Rarely, 9.6% of respondents buying the product is Very rarely.



Majority (32.6) of respondents buying the product very frequently



WEIGHTED AVERAGE ANALYSIS

HIMALAYA OFFERS THESE PARAMETERS

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Large variety of products	32 160	24 96	51 153	3 6	25 25	135 440	3.26
Natural Ingredients	13 65	51 204	30 90	40 80	1 1	135 440	3.26
Customer Service	16 80	39 156	64 192	15 30	1 1	135 459	3.4
Fragrance	12 60	41 164	55 165	21 42	6 6	135 437	3.24
Shopping Experience	17 85	47 188	52 156	13 52	6 6	135 485	3.59

INTERPRETATION

The above table justifies that the Himalaya offers these parameters in shopping Experience. The

highest mean score rise 3.59 for the shopping experience.

**Chi-Square Test****RELATIONSHIP BETWEEN ANNUAL INCOME OF THE RESPONDENTS
MONTHLY AMOUNT SPEND FOR THE PRODUCT**

Annual income	Monthly amount spend				Total
	100500	5001000	10001500	Above 1500	
Below 1 lakh	25	20	8	2	55
1-2 lakhs	10	16	8	5	39
2-3 lakhs	6	8	11	5	30
Above 3 lakhs	3	3	3	2	11
TOTAL	44	47	30	14	135

To find out the association between Annual income and monthly amount spend for the product level of respondents, chi-square test is used and result is given below.

HYPOTHESIS

There is no significant between Annual income of the respondents and monthly amount spend for Himalaya product.

CHI-SQUARE TEST

Factor	Calculation	Df	Table value	Remarks
Annual income	15.024 ^a	9	16.92	Accepted

INTERPRETATION

The calculated value of Chi-square is less than the table value. Hence, the hypothesis is rejected stating that there is significant relationship between the income of their respondents and their monthly amount spend for the product.

wash is high cost and less quantity. The main competitors for them are Indhulekha, Amway, Lakhme, Garnier. Hence, it is concluded that retaining of customers is a real challenging to the manufacturer.

CONCLUSION

The modern marketing is highly competitive and transitional one. A company must decide what it can sell and what the approaches to satisfy the customer are. The customers today do not accept any product which does not find a place in the market. So it can be said that modern market is customer oriented and any product success or failure is determined only by the customer.

In this study it is found that Himalaya was the first mover among the other brands available in the market. Majority of the customers are satisfied with the product. The weakness of the Himalaya face

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