



# A STUDY ON CUSTOMER ATTITUDE AND BUYING BEHAVIOUR OF HIMALAYA PRODUCTS AMONG COLLEGE STUDENT IN COIMBATORE CITY

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## ABSTRACT

The study explores the customer attitude and buying behavior of Himalaya products among college students in Coimbatore city. As the demand for natural and herbal products has surged, the Himalaya brand has established a strong presence in the personal care and wellness industry. This research investigates how various factors such as product quality, brand reputation, price sensitivity, and environmental concerns influence the purchasing decisions of college students. Using a descriptive research design, data was collected through structured questionnaires distributed to a sample of 120 students across different colleges in Coimbatore city. The findings reveal that product quality and brand trust significantly impact the attitude towards Himalaya products, with college students prioritizing natural ingredients and ethical brand practices. Price also plays a crucial role in their decision-making, but brand loyalty and positive word-of-mouth are key drivers of repeat purchases. The study provides valuable insights for marketers to develop targeted strategies for the college student demographic in urban areas. Recommendations include enhancing awareness through digital platforms and offering student-friendly pricing and promotional schemes. Among the many brands offering such products, Himalaya has emerged as a leading name in the personal care and wellness industry, known for its commitment to using herbal and natural ingredients. With a wide range of products ranging from skincare, haircare, and personal hygiene to wellness supplements, Himalaya has successfully positioned itself as a trusted brand among health-conscious consumers.

## INTRODUCTION

College students, as a significant consumer group, represent a dynamic segment in the marketplace. They are not only at the cusp of developing strong brand preferences but are also influenced by factors such as price sensitivity, peer recommendations, and the growing awareness of environmental sustainability. This demographic is particularly receptive to products that align with their lifestyle choices and values, which makes them an important target audience for brands like Himalaya. Coimbatore, a major city in Tamil Nadu, is home to a large population of college students, many of whom are exposed to a wide range of personal care products. Understanding their attitude and buying behavior toward Himalaya products provides valuable insights for marketers to tailor strategies that appeal to this segment effectively. The purpose of this study is to explore the factors that influence the buying behavior and overall attitude of college students in Coimbatore towards Himalaya products. By examining aspects such as brand perception, product quality, price sensitivity, and the influence of peer recommendations, this study aims to contribute to a deeper understanding of the consumer psyche and provide actionable recommendations for businesses targeting this young, diverse, and increasingly influential demographic. This introduction sets the context for the study, highlighting the importance of understanding consumer behavior among college students, particularly in relation to a well-established brand like Himalaya. Let me know if you'd like any adjustments or additions.

## STATEMENT OF THE PROBLEM

Different varieties of the products are available in the market consume prefer the variety of products for high quality, low prices 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 prices, quality, offers, advertisement etc., the competition is serve 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 roles in day-to-day life. The needs of the customers must be fulfilled. A study on customer preferences for the various brands of Himalaya Products may depend upon numerous factors. Individual's decision on purchasing differs from one another.

1. Market Saturation: The Himalaya care market is saturated with numerous competitors offering similar products, making it difficult for Himalaya to stand out and attract new customer.

2. Changing Consumer Preferences: Consumer preferences and trends in Himalaya care products are constantly evolving, with increasing emphasis on organic, eco-friendly, and hypoallergenic options. Himalaya must adapt its product offering to meet these changing demands.

3. Distribution challenges: Ensuring widespread availability of Himalaya products in both urban and rural areas can be logistical challenge, especially in regions with limited infrastructure.





TABLE 4.1.1 GENDER

S.NO	VARIABLES	NO OF RESPONDENTS	PERCENTAGE(%)
1	MALE	32	31.7
2	FEMALE	69	68.3
	<b>Total</b>	<b>107</b>	<b>100%</b>

**INTREPRETATION**

The above table shows that 32(61.3%) of respondents are male and 69(68.3%) are in the female.

**INFERENCE**

Majority (68.3%) Respondents are in female.

TABLE:4.1.3 MARITAL STATUS

S.NO	VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
1	Student	77	75.5
2	Married	15	14.7
3	Unmarried	13	12.7
	<b>Total</b>	<b>107</b>	<b>100%</b>

**INTREPRETATION**

The above table shows that 77(75.5%) of the respondents are students and 15(14.7%) of the Respondents are married.

**INFERENCE**

Majority of the respondents are in the marital status is student(75.5%)

**CONCLUSION**

The present study reveals that the marketing strategies adopted by the Himalaya products and the customer are interested in recommending it to other prospective customers. The starting point in evolution of market driven strategies in getting know about what, where, when and how the customers are in need of their wants. The various marketing channels are used to provide consumers with a convenient mean of obtaining the products and services they desire one.

The researcher has revealed the expectations the customers of the company. The researcher concludes the project with the hope of it, benefiting both the company and the customer. This study after an analysis of a customer prefer in Himalaya Products that have to improve to earn a competitive edge and survive in the retail business in view of the changing and emerging retail store.

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