

## A study on consumers satisfaction towards Himalaya products with special reference to Dharapuram town

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### Abstract

This study is to identify the consumer satisfaction level and the problems faced by the respondents while using Himalaya products. The data has been collected from 50 consumers in Dharapuram 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. Finding of the study reveals that there is no significant relationship between age, gender, educational qualification, monthly income, marital status and level of satisfaction of Himalaya product. The study has attempted to cast light on the preference of the consumers 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.

**Keywords:** Himalaya, Consumer satisfaction, Awareness, Preference

### 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 consumer feels to keep himself alive and healthy. A transaction consists of a value between two parties. A transaction differs from a transfer. 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. This range offers the goodness of natural solutions for daily use, with no side effects. Personal care products is one of the very essential and common use consumer products for every individual in their day to day life irrespective of rich and poor, caste & religion, etc., in order to facilitate the present study first of all it will be benefit for us to have a birds eye in view of Himalaya a herbal market in Dharapuram town.

### 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, the researcher is interested in studying the consumer preference and satisfaction towards the Himalaya products.

### Objectives of the study

- To study the socio-economic factors affecting the consumer satisfaction of Himalaya products.

- To identify the factors influencing the preference towards Himalaya products by the respondents while using Himalaya products.
- To identify the problems faced by the respondents while using Himalaya products.

### Review of Literature

Abhiji Bhandari, (2000) <sup>[1]</sup> "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) <sup>[2]</sup> "A non rational buyer does not plan his buying, it is equally logical to assume that this buying the product and especially a specific brand is random or probabilistic this means that the buyer is not looking for a particular brand but picks up the brand available. This is probabilistic switching behavior.

Deepallsingh (2001) <sup>[3]</sup> in his study's enticed "entitled, "consumer behavior and banking retail product and analysis". Stresses that the borrower's attitude is an important factor for the improvement of housing loan schemes.

Dr. Raja sekar N. (2002) <sup>[4]</sup> conducted a fairness creams a study on market trend and product preference of the study has revealed very significant finding like a skin care product showed brand equity should also be developed to sustain in the market.

### Methodology

The data has been collected from 50 Consumers in Dharapuram by applying convenient sampling technique. Secondary data for the study have been collected from various publications in journals, magazines, website and books. Statistical tool Such as Percentage analysis, Chi-square analysis and Weighted score analysis have been used to analyse the data.

### Results and Discussions

#### Analysis and Interpretation

Table 1 shows the classification of the respondents based on their Age, Gender, Educational Qualification, Occupation,

Family Monthly Income, Marital status, Nature of Family and Residential Area.

**Table 1:** Personal profile of customer

Particulars		No. of respondents	Per cent
Age	Up to 20 years	15	30
	21 - 30 years	28	56
	31 – 40 years	6	12
	Above 40 years	1	2
Gender	Male	16	32
	Female	34	68
Educational Qualification	Illiterate	2	4
	School level	7	14
	College level	29	58
Occupational	Professional	12	24
	House wife	5	10
	Employed	8	16
	Business	12	24
Family monthly Income	Professional	25	50
	Up to Rs.5000	3	6
	Rs.5000- Rs.10000	11	22
	Rs.10001- Rs.15000	8	16
Marital Status	Above Rs.15000	28	56
	Married	18	36
Nature of Family	Unmarried	32	64
	Joint family	24	48
Total	Nuclear family	26	52
		350	100

Source: Computed

It is inferred from above table that 56 percent of the respondent are in the age group of below 21 to 30 years, 68 percent of the respondents are female, 58 percent of the respondents are in college level, 50 percent of the respondents are professionals, 56 percent of the respondents are belong to the income group of above Rs.15000, 64 percent of the respondents are unmarried and 52 percent of the respondents are in nuclear family.

**Chi-square**

**Table 2:** Personal factors VS Level of Satisfaction

Personal factors	Calculated value	DF	Table value	Hypothesis
Age	1.21	2	5.99	Accepted
Gender	0.91	2	5.99	Accepted
Educational qualification	8.95	6	12.6	Accepted
Monthly income	7.85	6	12.6	Accepted
Marital status	0.89	2	5.99	Accepted

Source: Computed

Since the calculated value of chi-square is less than table value. So the hypothesis is accepted. There is no significant relationship between age, gender, educational qualification, monthly income, marital status and level of satisfaction of Himalaya product.

**Weighted score ranking analysis**

**Table 3:** Problem facing himalaya product

S. No	Factors	Score	Rank
1	High price	810	V
2	Inadequate advertisement	920	II
3	No offers are given	1060	I
4	Less varieties	885	III
5	Lack of distributors	845	IV
6	Less awareness	730	VI

Source: Computed

From the above table “No offers are given” has been ranked first with the score of 1060 points, “Inadequate advertisement” has been ranked second with the score of 920 points, “Less varieties” has been ranked third with the score of 885 points, “Lack of distributors” has been ranked fourth with the score of 845 points, “High price” has been ranked fifth with the score of 810 points, “Less awareness” has been ranked six with the score of 730 points.

**Suggestions**

- Advertisements to be required for Himalaya products
- Most of the respondents feel the Himalaya products price is very high. So the company can reduce the price.
- Demonstration of Himalaya products may be improved
- Some of the respondents feel door delivery is the best promotional measures. So the company can concentrate by the above factor
- The company provides more discount for their product. This should be increasing the customer the company can provide more discount for their product
- Quantity of the Himalaya product to be increased with the prevailing price rate
- Retail selling is required to increasing the sales.

**Conclusion**

In the present scenario Himalaya products are one of the very essential products for all walks of people. This research study was conducted to increase our current understanding of Himalaya personal care market in general and analyse consumer decision making in particular.

The study has attempted to cast light on the preference of the consumers also this study has necessitated the Himalaya manufacturing company to increase the awareness about its different products which are high in quality then their competitors. The company must attract its consumers by providing many free gifts related to their products to maintain a long run market. If the above suggestions are implemented, the company will research a highest target in the near future.

**References**

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