



## A study on female customer satisfaction on hair oil and beauty cream with special reference to Himalaya products in Theni

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### Abstract

Customer satisfaction is a measure of how an organization's total product performs in relation to a set of customer requirements. Organizations have invested heavily in improving performance in areas that make a strong contribution to customer satisfaction, such as quality and customer service. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new products and upgrades existing products. Fast-Moving Consumer Goods (FMCG) is products that are sold quickly and at relatively low cost. Marketing concepts that encompass a customer's impression, awareness and consciousness about company offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Himalaya products are one of the great competitors of FMCG products in the market. Customer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. The primary objective of this study is to understand the customer perception and satisfaction studying the awareness of the products within the customers and the number of customers who consumes the cosmetics.

**Keywords:** Himalaya products, customer behavior, customer behaviors of women customer satisfaction

### Introduction

The Himalaya drug company was founded in 1930 by Mr. M. Manal with a clear vision to bring Ayurveda to society in a contemporary form 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 are the range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurveda 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.

### Items of the products

#### HAIR Items

- Anti-Dandruff Hair Cream
- Anti-Dandruff Shampoo
- Anti-Dandruff Conditioner
- Anti-Hair Fall Cream
- Anti-Hair Fall Hair Oil
- Anti-Hair Fall Shampoo
- Anti-Hair Fall Conditioner
- Damage Repair Protein Conditioner
- Damage Repair Protein Shampoo
- Dryness Defense Protein Shampoo
- Dryness Defense Detangler & Conditioner

### Beauty Items

- BE Anti-Wrinkle Cream. Helps fight wrinkles, naturally
- Clear Complexion Whitening Day Cream
- Lightens and evens skin tone
- Clear Complexion Whitening Face Scrub
- Deep Cleansing Apricot Face Wash
- Fairness Kesar Face Pack
- Fairness Kesar Face Wash
- Gentle Exfoliating Apricot Scrub

### Customer Behavior

The field of customer behavior tells us that how individuals, groups and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding customer behavior is never simple, because customers may say one thing but do another. They change their minds at the last minute. Companies can use it as a strategic tool for making profit by understanding that how and why customers buy.

### Customer behavior of women

Women are most powerful customers in the world as they control almost 80 percent of the household spending. And no longer can the women's spending powers and influence be neglected. The role of women in the society and their effects has changed. Most of the marketers know that "women are different", but we actually need a deep rooted understanding of how and why they are different. Not all female are women, some are girls; not all women are moms; not all moms are women; they may or may not be "forever young". What is important to analyze are the multiple roles that a female plays in her everyday life. A marketer cannot ignore her role as a mom and talk to her as a girl or women, and similarly a girl cannot be approached like a woman. Purchases are emotionally significant and communication is important

throughout the buying decision.

### Buying behavior of women

Once women identify the need of a value, their first step towards buying is information search. They want a product that meets their demands and is easy and reliable. Women would try to get benefit from others' experience by asking the people around them. They prefer doing a front end research. Women would want detailed information from the staff and other people and attributes like opinion of her mates, the reputation of a company, environment of the store, price of a product/service would matter more. Women usually start with a generalized sense of their need and then continue to evaluate alternatives. Customer satisfaction is a measurement used to quantify the degree to which a customer is happy with a product, service, or experience. Customer satisfaction is a critical concept for customer success professionals to understand and live by, and it's actually about more than a money-back guarantee. In this study, to discussing customer satisfaction: what it is, and why it's important for business to start measuring. When it comes down to it, customer satisfaction is a reflection of how a customer feels about interacting with brand. And businesses and brands quantify this positive or negative feeling primarily using surveys.

### Review of literature

Anumesh Kariappa, (2016) <sup>[1]</sup>, this study to know the customer satisfaction of Indulekha products in Kasarkode market. This study assists to identify the opinion of the customers of Indulekha products. To assess the customer awareness about Indulekha brand. For the purposes of the study data collected are analyzed and arrived on some conclusions. The research is conducted with the help of well formed questionnaire to make this study in a better way and collected data from each sides of the kasarkode district and over 100 respondents are interviewed from the different parts of the District. It is concluded that customer satisfaction is the important thing in the marketing concept. Because without satisfying customers a company which cannot sustain in the market forever, not only that customers mind is a changing one

M. Banu Rekha and K. Gokila, (2015), the study has been understand the customer attitude of the different strata people in the Indian society especially in Coimbatore city, Tamil Nadu towards Herbal Cosmetic Products. The classification of the different strata of the people in area wise, gender wise, age wise, income wise, etc., The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to understand clearly what the researcher wants and provides distinct information to measure the data. The data has been collected from the users of herbal cosmetics products. A sample of 50 respondents was taken into account for finding their uses for the herbal cosmetic products.

### Research Methodology

Research in simple terms, refers to a search for knowledge. It is also known as a scientific and systematic search for information on particular topic or issue. It is also known as the art of scientific investigation. Several social scientists have defined research in different ways In the Encyclopedia of Social Sciences, D. Slesinger and M. Stephenson (1930) defined research as "the manipulation of things, concept or

symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in practice of an art".

### Research Design

The most important problem after defining the research problem is preparing the design of the research project, which is popularly known as the „research design“. A research design helps to decide upon issues like what, when, where, how much, by what means, etc., with regard to an enquiry or a research study. "A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structures within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data" (Selltiz, et.al. 1962). Thus, research design provides an outline of what the researcher is going to do in terms of framing the hypothesis, its operational implications, and the final data analysis.

### Objectives of the study

- To measure the level of awareness among customers towards the Himalaya Products.
- To ascertain the factors that influencing the customer on choosing of Himalaya Products.
- To study about the customer level of satisfaction towards Himalaya products.
- To offer suitable suggestion based on the study.
- Suggestion and conclusion towards Himalaya products.

### Statement of the Problem

Different varieties of the products are available in the market customers 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 customers 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 customers. In this context, the researcher is interested in studying the customer preference and satisfaction towards the Himalaya products.

### Scope of the study

- The present study will be helpful in understanding the customer attitude of the different strata people in the Indian society especially in Coimbatore city, Tamil Nadu towards Herbal Cosmetic Products.
- The classification of the different strata of the people in area wise, gender wise, age wise, income wise, etc.,
- The study will also be helpful in analyzing the customer attitude towards the different factors identified after the focus group discussions for the future studies by the researchers and academicians.
- It will also help in studying the effect of cosmetics purchase of the study specifically among the segment under consideration.

### Limitations of study

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

**Age Group of the Respondents**

**Table 1**

Age	Frequency	Percentage
18-22	135	27.0
23-27	229	45.8
27-37	62	11.8
38-42	74	14.1
Total	500	100

**Interpretation:** From the above table reveals that 45.8% of than belong to the age group between 23-27 years, 2% of the respondents belong to the age group 18-22 years, 14.1% of the respondents belong to the age group between 38-42 years, 11.8% of the respondents belong to the age group of 27-37 years in category.

**Inference:** Majority. 45.8% of than belong to the age group between 23-27 year.

**Gender of the Respondents**

**Table 2**

Gender	Frequency	Percentage
Male	231	49.9
Female	257	50.0
Total	500	100

**Interpretation:** From the above table reveals that 49.9% of the respondents in male and 50% of the respondents in female.

**Inference:** Majority 49.9% of the respondents in male

**Buying of Cosmetic Product of the Respondents**

**Table 3**

Buy of cosmetic product	Frequency	Percentage
Rarely	141	26.9
Frequently	131	30.0
Very frequently	153	29.2
Do not shop	75	14.3
Total	500	100

**Interpretation:** From the above table reveals that 26.9% of than belong to the rarely, 30.0% of the respondents belong to the frequently, 29.2% of the respondents belong to the Very Frequently, 14.3% of the respondents belong to the Do not Shop in category.

**Inference:** Majority 30% of the respondents belong to the frequently.

**Findings**

1. There exist of perfect positive correlation between the two factors. I.e. family income per month of the respondents and spend for herbal cosmetics product per month of the respondents.
2. Majority of respondents, ranked first to quality of the product.
3. There is a significant relationship between age and period of using the products
4. There no relationship between Educational Qualification and level of satisfaction about herbal cosmetics products.

**Suggestions**

1. The price of the herbal cosmetics product can be reduced which would attract more customers.
2. The manufacturers could reduce the chemical combination in the herbal cosmetics products.
3. The manufacturers can conduct a survey for knowing the customer need.
4. Window display is also an attractive method for attracting the minds of the people, especially the housewives.

**Conclusion**

The study reveals that most of the respondents are aware of the herbal cosmetics. The people now are not considering the cosmetics as luxury, most of the customers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. The cosmetic manufacturing company after realizing the need of the customer started providing herbal based cosmetics. Many respondents feel that there is more chemical combinations in the herbal cosmetics, which can be reduce by the manufacturers, so that it would increase its usage by the customers. This study enables the manufactures to know the need and preference of the customers which can be implemented by them to improve their products.

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