



A study on customer satisfaction towards Himalaya Product: With special reference to Coimbatore city

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Abstract

To study identify the customer's preference and satisfaction identify the customer's towards Himalaya products and to investigate the influence of product dimension on customer satisfaction and customer loyalty as well as to understand the Himalaya effect of the product. Himalaya products are part of the knowledge of indigenous cultures and marginal societies across the globe which has stood the test of time.

The study has attempted on the preference of the consumer of Himalaya product to increase the awareness about the different product in an quality of their competitors. The Study is to know the consumer perception of the Himalaya products.

Keywords: Himalaya product, customer satisfaction, consumer preference, awareness

1. 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. After extensive research, serpina, the world's first anti-hypertensive drug, was launched in 1934.

Cutting edge technology is employed to create pharmaceutical-grade ayurvedic products. Himalaya is dedicated in providing highest quality and consistency in herbal care, the company was awarded on ISO 9001:2000 certification in 2003.

The company has focused on developing safe, natural and innovation remedies that will help people to lead richer, healthier live today, Himalaya products have been enclosed by over 4,00,000 doctors around global and consumer in 92 countries using Himalaya for their health and personal care needs.

Objective of study

- To study the consumer awareness and the source of awareness about Himalaya product.
- To study the reason for selecting the particular brand of an Himalaya product.
- To know the satisfaction level of consumers towards price and quality of the product.

Statement of problem

Now a day people all over the world have started using Himalaya products. Customer preferences have a great significance in the market. In today's life Himalaya is treated as an important product by customer. So the study on customer satisfaction towards Himalaya product may offer great potential to market.

Limitations of the study

- Time is a major limitation, extensive study was not possible mainly due to time constrain.
- The study is confined to Coimbatore city only.
- Only the customers point of view it has been analysis.

- The sample size taken for the study limited only to 120 respondents

Scope of the study

The study was done with the aim of understanding the perception towards ayurvedic medicines of the Himalaya drug company. The result of the study to identify the satisfaction level of the customer and demand on benefits provided and promotional activities adopted by the company. It will be help the company to bring out with a new plan and promotional activity will create a new customer base for the company.

Research methodology

The study is an empirical research based on the survey method. Primary data and secondary data has been collected for the study. Primary data are collected from the customer of Himalaya product.

Primary data

The primary data are those data which are collected as a fresh for first time and they happen to be A original in character. To analyze study, the first hand information collected through questionnaires, which contains multiple choices.

Secondary data

The primary data was supplemented by secondary data. The secondary data pertaining to the study was gathered from the records of himalaya product, secondary data was collected from leading journals such as industrial researcher and economic survey report, the Indian journal of marketing.

• Sampling

The sample of 120 has been chosen randomly from different parts and different age range.

• Sample Size

The sample size has been selected 120 randomly. The study

is adopting to convenience sampling techniques. The sample has been undertaking with organic farm products.

Tools

Data analyzing tools are simple percentages and chi-square test

Review of literature

Kittler (2006) The study discussed that antecedents and consequences of customer satisfaction but seldom has any paper integrated Kano’s model and the customer satisfaction model to create more meaningful variety of products.

Shrimp (2008) The goal of the supplier to recommend the

possible purchaser of the products for sale, the quality, utility, efficiency, availability, cost and every supplementary feature of information that could negatively impact the purchaser decision is buying himalaya product constitutie.

Voss and parasuraman (2014) [4] Himalaya fairness cream claims to contains aloe vera and other herbs to lighten and whiten the skin tone up the face with regular usage.though it doesn’t bleach your skin tone with the usage of regular.

Thompson Elaine (2015) [5] Himalaya herbs is one of the best herbal brand available in India. It isa well known brand that sells quality products at affordable prices. It is a favorite part of morning ritual. skin feels so lovable and smell is perfect for liven up mood.

Socio- economic demographic

Table 1

	Demographic	NO. Of Respondents	Percentage
1	Gender	Male	57 47 (%)
		Female	63 53 (%)
2	Age	upto20 years	10 8 (%)
		21-40 years	32 26(%)
		41-60 years	70 58(%)
		Above61 years	8 7(%)
3	Education qualification	School level	11 9(%)
		Diploma	25 20(%)
		Under graduate	43 35(%)
		Post graduate	34 30(%)
		Others	7 6(%)
4	Occupation	Student	4 3(%)
		Business	20 16(%)
		Home maker	42 35(%)
		Salaried	52 43(%)
		Others	2 3(%)
5	Monthly income	Up to 10,000	33 27(%)
		10,001-20,000	62 51(%)
		20,001-30,000	15 13(%)
		30,001-40,000	10 9(%)
		Above 40,000	
6	Marital status	Married	90 75(%)
		Unmarried	30 25(%)

Source: primary data

Table: It is clearly observed from the above table58% of the respondents belong to the age group of 41-60 years .It reveals that female is higher than the male respondents in Himalaya products.51% of the respondents monthly income below 10,001-20,000 and majority of the respondents are married.

Table 2: Showing buying behaviour of Himalaya product

purchase facility	HS	S	N	DS	HDS
Online purchase	20	83	17	NIL	NIL
Retail purchase	79	22	21	NIL	NIL
Wholesale purchase	31	61	28	NIL	NIL

Source: primary data

83% of the respondents are getting satisfied through online purchase.

79% of the respondents are getting highly satisfied through

retail purchase.

61% of the respondents are getting satisfied through wholesale purchase.

Chi-square

Null hypothesis

There is no significant relationship between gender and comfort to use Himalaya product.

Chi-square value = 15.03

Table value = 7.81

Significant level = 5%

Result: Thus the X² value is less than table value hence we accept the hypothesis. Therefore there is no significant relationship between satisfaction level and comfort to use Himalaya product.

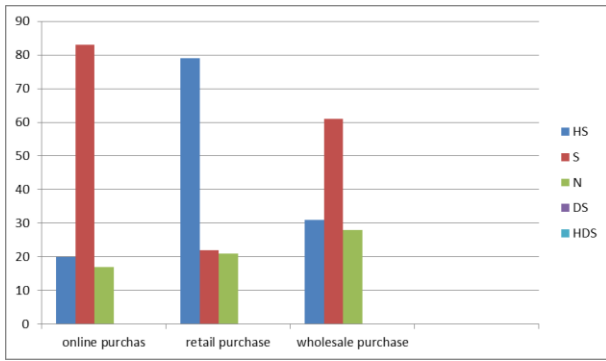


Fig 1

Table 3: Showing level of satisfaction

Purchase facility	HS	S	N	DS	HDS
Price	4	113	1	2	
Quality	78	20	22		
Availability	18	56	46		
Offers	15	64	40	1	
Packing	9	42	65	4	
Customer care	1	5	48	64	2

Source: Primary data

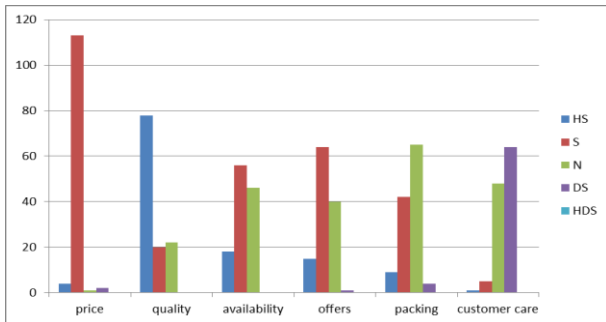


Fig 2

Findings

- 94% of the respondents are satisfied with price.
- 65% of the respondents are satisfied with quality.
- 46% of the respondents are satisfied with availability.
- 53% of the respondents are satisfied with offers.
- 54% of the respondents are normal with packing.
- 53% of the respondents are dissatisfied with customer.

Suggestions

- Advertisements to be required for Himalaya product.
- Most of respondents feel the Himalaya products price is very high. so the company can reduce the price.
- Demonstration of the Himalaya products may be improved.
- Some of the respondents feel door delivery is the best promotional measures. So the company can concentrate about the factor.
- The company provides more discounts for their product. This should be increasing the customer the company can provide more discount for their product.

Conclusion

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

The study has accepted cast light on the preference of the consumers also this study necessitated the Himalaya manufacturing company to increase the awareness about its different products which are high and then their competitor.

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