

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
HIMALAYA PRODUCTS WITH SPECIAL REFERENCE TO KELAMBAKKAM**

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Abstract

This study examines the consumer's inclination and contentment with Himalaya Herbal goods. The objective is to ascertain the elements that impact consumers' preference for Himalaya Herbal goods compared to other brands, as well as to gauge the level of satisfaction among product users. The study utilises a mixed-methods research methodology, using questionnaires and focus group talks, to gather data from customers who utilise Himalaya Herbal goods. The findings indicate that consumers have a preference for Himalaya Herbal products because of their use of natural components, high quality, and effectiveness. Furthermore, users express a high level of contentment with the efficacy of the Himalaya herbal goods they utilise, with the skincare, hair care, and digestive health items being particularly favoured. The findings offer useful insights to Himalaya and other herbal product firms regarding consumer preference and satisfaction, which can be utilised to enhance their product offers and foster client loyalty. In this study, the researcher investigates the client preferences and satisfaction levels with Himalaya products, specifically focusing on the semi-urban area of Kelambakkam.

Keywords: Himalaya Herbal Products, Natural Ingredients, Quality, Preference and Satisfaction.

INTRODUCTION

Himalaya is a prominent international brand in the healthcare industry. We have launched numerous renowned items that have disseminated the commitment to "Happiness through Wellness" in countless households worldwide. India is known for its extensive range of cosmetics that are in an advanced

stage of development. The utilisation of scientific principles becomes unavoidable in nearly every sector of industry and commerce. The beauty care and health care product sector is a prominent industry in India. Additionally, it is plagued by other disadvantages. Ayurveda, also known as the Science of Life, is an ancient and comprehensive method for

diagnosing and treating medical conditions. This study aims to investigate the consumer consumption of Himalayan Products, assess their satisfaction levels, and identify the factors that influence their decision to use these products.

STATEMENT OF THE PROBLEM

Various assortments of items are readily available on the market. Consumers tend to favour products that offer superior quality, competitive pricing, and appealing packaging. The majority of consumers are content with the quality of the products, whereas a portion of consumers prioritise other considerations. Each product varies in terms of price, quality, quantity, offers, advertisement, and other factors. The competition is intense, necessitating the producer to take into account the consumers' opinions. Within this particular framework, my focus lies on examining the inclinations and contentment of consumers regarding Himalaya products. Our country offers a wide range of Himalaya items that play a significant role in our daily lives. It is imperative to satisfy the clients' requirements. Conducting a study on client preferences for different brands of Himalaya products will undoubtedly contribute to future growth and development in the correct direction. The customer's preference for Himalaya products may be influenced by a multitude of variables. Each individual's purchase decision varies from one another.

REVIEW OF LITERATURE

A literature review is a comprehensive examination of the previously published works pertaining to a specific subject. The word might encompass either a complete scholarly document or a specific portion of a scholarly work, such as a book or an article. Regardless, a literature review aims to present the researcher/author and the audience with a comprehensive overview of the current knowledge pertaining to the issue being investigated. An effective literature review can ascertain the formulation of a well-defined research question and the selection of an appropriate theoretical framework and/or research methodology. In essence, a literature review has the purpose of positioning the current study within the existing body of relevant literature and offering contextual information to the reader. Typically, in such instances, the review is placed before the methods and outcomes sections of the study.

In their study, **Kanagaraj and Pavithra (2020)** determined that Marketing necessitates the synchronisation, strategizing, and execution of campaigns, while also employing individuals with the requisite expertise to guarantee marketing triumph. It is necessary to monitor and achieve marketing objectives, goals, and targets, assess competition strategies, and surpass them. Consumers acquire goods and services for their everyday use, selecting and purchasing these items based on their need, preferences, and financial capability.

According to **Prabhu Vengatesh and Swetha (2023)**, consumers place importance on pure and organic ingredients, attractive packaging, and a diverse selection of products. In addition, customised suggestions and exceptional customer support are crucial elements in fostering client loyalty and contentment. By incorporating these recommendations, Himalaya may improve their brand reputation, appeal to a broader range of customers, and boost customer happiness and loyalty.

Murugan et al. (2024) observed that consumers adapt the market to their lifestyle and preferences in unanticipated ways by closely observing their demands in the marketplace. Today, competition has intensified significantly for every product, and the quality and pricing of a product play a crucial part in driving its demand. Consumers are fully informed about all events and hence they only utilise the product when they are completely satisfied in every aspect.

According to **Yamuna and Chandra Sekar (2023)**, Himalaya herbal skin care is currently considered a highly important product for consumers. This study examined consumer satisfaction with Himalayan natural skincare products. Due to the limited scope of the research focusing solely on Bangalore, it is challenging for us to acquire a comprehensive grasp of consumer satisfaction.

Prince Paul Antony and Priyanga (2021) emphasised the significance of customer loyalty in the industry as it directly impacts the success or failure of a product. Moreover, skin care refers to the act of improving the appearance and restoring the condition of the skin. Multiple varieties of skincare products are available in the market.

Satya Bhama (2022) noted that Marketing has a crucial impact on a country's progress. The evolution of marketing has consistently aligned with the economic expansion of the nation. Currently, contemporary marketing encounters intense competition in its endeavours.

SCOPE OF THIS STUDY

The current research aims to gather factual information regarding the performance and customer satisfaction towards Himalaya Products Services, specifically in the Kelambakkam study area. This study focuses exclusively on measuring customer satisfaction with Himalaya Products Services in the Kelambakkam area, namely among its beneficiaries. An analysis is conducted on the operational performance of Himalaya Products Services, as well as the impact of customer satisfaction on socio-economic growth. To collect primary data for this analysis, interview schedules are disseminated. This survey focuses exclusively on the perspectives of young people regarding consumer satisfaction and their views on customers.

OBJECTIVES OF THE STUDY

1. To know the Himalaya Products Services in India.
2. To study the awareness about the Himalaya Products Services in Kelambakkam Selected Respondents.
3. To identify the customer satisfaction of Himalaya Products Services in Kelambakkam Selected Respondents.
4. To offer the suggestions and conclusion.

PURPOSE OF THE STUDY

The study indicates that the majority of the participants have knowledge of the Himalaya goods. Currently, individuals no longer perceive cosmetics as a luxury. Therefore, it is necessary to increase advertising efforts in order to raise awareness and promote the use of Himalaya products. The current survey demonstrates that clients exhibit a strong inclination towards Himalaya products. The brand's popularity is one of the factors that motivated customers to make their purchase. Overall, customers express satisfaction with the brand, availability, and price of Himalaya goods.

RESEARCH METHODOLOGY

The research technique is a crucial component of the research process, as it

determines the framework and configuration of the study. Research technique encompasses several key elements, including the research's nature, data sources, data gathering tools, sample methods, and data analysis tools. Research is the systematic investigation and study of a particular subject or topic.

Nature of Research

This research study is descriptive and utilises both primary and secondary data. Methods of selecting a subset of individuals or items from a larger population for the purpose of data collection.

Sampling Techniques

A Stratified Random Sampling technique was utilised to choose respondents for the study on Customer Satisfaction towards Himalaya Products and Services, with a specific focus on Kelambakkam. Initially, 8 villages were selected from the Kelambakkam region. For the second stage, a sample size of 80 respondents (30% of the total) was selected for the study. For the third stage, a total of 10 respondents were selected from each village. The sample respondents were selected using proportionate stratified random sampling techniques.

Data Sources

The investigation necessitated the use of both primary and secondary data. The primary data was acquired using structured interview schedules, which were given to the respondents of Himalaya Products Services. Secondary data was collected from various journals.

Sampling Size

Sampling size calculator was applied to determine the sample size of the research study;

Table Number 1.1 Sample Size

S. No	Name of the Village	No. of Questionnaire Issued	No. of Questionnaire Received
1.	Padur	30	20
2.	Thaiyur	30	20
3.	Kazhipattur	30	20
4.	chenganmal	30	20
5.	Vijaya shanthi	30	20
6.	kalavakkam	30	20
7.	Koman Nagar	30	20
Grand Total		160	

Source: Primary Data

Population Size : 1,46,514
 Confidence level : 95%
 Confidence Interval: 4.36
 Sampling Size : 140

STATISTICAL TOOLS FOR ANALYSIS

The researcher employed the subsequent instruments for analysis: The data was analysed using a range of advanced statistical tools, including descriptive statistics for percentage analysis, trend percentages, chi-square test, t-test, one-way ANOVA, correlation, multiple regression analysis, factor analysis, and structural equation modelling (SEM).

Feasibility study

A preliminary study was conducted prior to the collection of data. The pilot study has a sample size of 30 respondents from the study area. The interview schedule was updated and redesigned based on the feedback from the respondents, taking into account the specific requirements and relevance of the study.

Research Location

The research area is located in Kelambakkam, which is part of the Chengalpattu district. The term 'universe' is used to refer to the scope of data collecting and processing.

LIMITATIONS OF THE STUDY

Narrow geographical scope: The study was done inside a specific geographic area, hence the findings may not be generalizable to consumers in other regions with distinct cultural and economic contexts.

Small sample size: The study employed a relatively small sample size, thus compromising its ability to accurately reflect the population and introducing potential biases in the results. Temporal limitations: This study was restricted to a brief duration, so its findings may not be generalizable to future consumer behaviour.

RESULTS AND DISCUSSION

Table Number – 1.1

Demographic Profile of the Respondents

Demographic Profile			
Demographic Profile (N = 140)	Description	Frequency	Percentage
Gender	Male	36	25.71
	Female	104	74.29
Marital Status	Single	53	37.86
	Married	87	62.14

Nature of Family	Nuclear Family	44	31.43
	Joint Family	96	68.57
Place of Living	Urban	36	25.71
	Semi-Urban	92	65.71
	Rural	12	8.57
Age of the Respondents	25-30	93	66.43
	31-36	35	25.00
	37-42	12	8.57
Educational Qualification	Under Graduate	84	60.00
	Post Graduate	56	40.00
Descriptive Statistics (Age)			
Mean	Std. Deviation	Minimum	Maximum
22.246	1.214	25	42

According to Table 1.1, the largest proportion of respondents are female (74.29%), married (62.14%), part of a joint family (68.57%), residing in metropolitan regions (65.71%), aged between 25 and 30 (66.43%), and hold an undergraduate degree (60%). The review consisted of individuals aged between 25 and 42 years, with an average age of 22.246 and a standard deviation of 1.214, as indicated by the descriptive data.

Table Number – 1.2

Significant Difference of Customer Perception towards Himalaya Products

Customer Perception Factor (CPF)	Mean	SD	t-test/ F value	P value	Inference	
Awariness Factor	Performance	23.64	2.64	3.436	0.005	S
	Quality	24.18	3.76			
	Quantity	23.42	3.42			

	Availability	21.579	3.214			
Satisfaction Factor		24.312	2.104	3.724	0.001	S
	Gifts	23.145	3.035			
	Availability	22.278	2.024			
	Price	21.432	2.016			
	Discounts					

The Customer Perception towards Himalaya Products Transactions does not show any significant variation in the awareness factor ($t=3.436$, $P= 0.005$). Therefore, based on the selected significance level of 5%, the null hypothesis has been accepted. When evaluating the Customer Perception towards Himalaya Products, basic information reveals similar viewpoints on issues related to awareness.

The Customer Perception towards Himalaya Products Transactions does not show any significant variation in the Satisfaction factor ($t=3.724$, $P= 0.001$). Therefore, based on the selected significance level of 5%, the null hypothesis has been accepted. When evaluating the Customer Perception towards Himalaya Products, basic information reveals similar viewpoints on issues related to Satisfaction.

Table Number 1.3
Customer Satisfaction towards Himalaya Products in the Multiple Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	T	P value
	B	Standard Error	Beta		
(Constant)	23.134	1.323	-	4.463	0.001
Awareness	3.762	0.034	0.046	13.74	0.00

Factor				3	0
Satisfaction Factor	6.463	0.234	0.173	8.621	0.000
Knowledge Factor	4.345	0.235	0.081	5.731	0.000
Risk Factor	2.432	0.114	0.064	1.012	0.000
Multiple R-value	0.824				
R square value	0.645				
F-value	34.763				
p-value	0.000				

Note: ** Denotes significant at 1 % level.
 * Denotes significant at 5 % level.

The R-squared coefficient of determination

R-Square, also known as the coefficient of determination is a statistical metric that quantifies the degree to which the estimated regression model accurately represents the variability seen in the dependent variables. Quantification refers to the degree to which the regression equation derived from the fitted sample can explain the observed variability.

The R square value is 0.645. The projected Standardized Risk Profile (SRP), which includes the independent variables of Awareness Factor (X1), Satisfaction Factor (X2), Knowledge Factor (X3), and Risk Factor (X4), explains over 82% of the variation in Customer Satisfaction towards Himalaya Products. The R-square value demonstrates statistical significance at a significance level of 1%. The F-value obtained from the calculation is 35.437, and it is associated with a p-value of 0.01.

The mathematical equation denoting multiple regressions can be expressed as follows: The summation of the independent variables $23.134 + 3.762X_1 + 6.463X_2 + 4.345X_3 + 2.432X_4$ yields the value of Y. The coefficient of X2, as stated, is 6.463. This value indicates the partial impact of the Satisfaction Factor, taking into consideration the influence of other independent factors. An

affirmative indication in the estimation implies a favorable observable impact. The results suggest a direct correlation between the Satisfaction Factor and Customer Satisfaction towards Himalaya Products, with a relationship coefficient of 6.463 units for every one unit increase in the Satisfaction Factor. The coefficient of value that was assessed demonstrates statistical significance at a significance level of 1%.

Figure No. 1
Structural Equation Modeling on Impact of Customer Satisfaction towards Himalaya Products

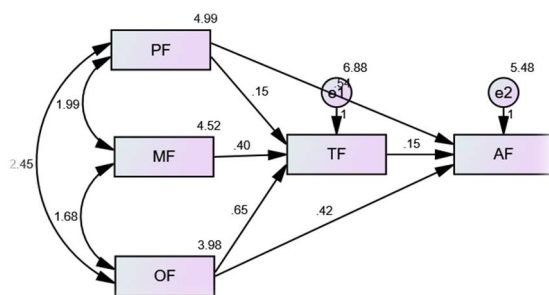


Table No: 1.4
Variables in the Structural Equation Model Analysis

Measured Variables		Latent Variable	S	US	S.	C.	P
			W	W	E.	R.	
AF	< -- -	PF	0.1 12	0.1 43	0.0 32	1.5 42	0.0 00
AF	< -- -	MF	0.2 34	0.3 94	0.0 24	3.6 89	0.0 01
AF	< -- -	OF	0.4 36	0.5 98	0.0 34	5.8 97	0.0 00
SF	< -- -	PF	0.1 34	0.4 96	0.0 24	6.7 56	0.0 01
SF	< -- -	OF	0.2 54	0.3 87	0.0 76	3.4 87	0.0 01
SF	< -- -	TF	0.4 63	0.1 27	0.0 34	5.6 78	0.0 05

Note: ** Denotes significant at 1% level.
 * Denotes significant at 5% level

The unstandardized coefficient of 0.598 represents the partial influence of performance attributes on Customer satisfaction, after controlling for performance factor, marketing factor, and offer factor. The presence of a positive sign in the computed results suggests a positive impact, indicating that a one-unit increase in Awareness Factors would result in a 0.598 gain in Impact of Customer Satisfaction towards Himalaya Products. The coefficient value demonstrates statistical significance at a significance level of 1%.

RECOMMENDATIONS

The research revealed that consumers have a preference for products with visually captivating packaging. Thus, it is advisable for Himalaya to allocate resources towards enhancing the packaging design of their products in order to enhance their visual appeal and captivate potential customers. One way to achieve this is by integrating vibrant hues, striking typefaces, and concise product descriptions on the box. Expand the assortment of products. Please furnish additional details regarding the constituents of the product. Consumers are growing more aware of the constituents in their skincare products. The research revealed that customers have a higher propensity to purchase products that incorporate natural and organic constituents. Himalaya has to supply comprehensive details on the constituents employed in their merchandise and accentuate any naturally occurring or organically sourced substances.

CONCLUSION

The study on "consumer satisfaction towards Himalaya products" emphasises the significance of comprehending consumer preferences and requirements in the skincare industry. The survey demonstrates that customers highly prioritise natural and organic components, aesthetically pleasing packaging, and a diverse selection of product choices. In addition, customised suggestions and exceptional customer support are crucial elements in fostering client loyalty and contentment. The study findings indicate that Himalaya should prioritise enhancing their container design, diversifying their product variety, providing comprehensive information about product ingredients, making tailored recommendations, and enhancing their customer service. By implementing these

recommendations, Himalaya can improve their brand reputation, appeal to a broader range of customers, and boost customer happiness and loyalty. In summary, the study underscores the significance of comprehending consumer preferences and requirements in the skincare industry and emphasises the necessity for businesses to consistently adjust and enhance their products and services to cater to the changing demands of their clientele.

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