A STUDY ON CUSTOMERS SATISFACTION TOWARDS HIMALAYA PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Marketing requires co-ordinating, planning, implementation of campaigns and employs with the approprssiate skills to ensure marketing success. Marketing objectives, goals and targets have to be monitored and met, competitor strategies analysed, anticipated and exceeded. Consumer consumes things for daily use; they also consume and buy these products according to their needs, preferences and buying power. Customer is influenced by their attitude towards the product and therefore marketers need to implement strategies and tactics frequently in order to achieve more consumers. This study highlights the satisfaction of consumers towards Himalaya products in Coimbatore city.

KEYWORDS: *Herbal product, Customer satisfaction, Ayurvedic product.*

INTRODUCTION

Customer satisfaction is a key factor in formulation of customer's desires for future purchase. Although satisfaction has been defined as the differences between expectation and performance, but there are differences between quality and satisfaction. Ayurveda or the science of life was an ancient, holistic system for diagnosis and treatment, perhaps like the oldest system of medicine known to the humanity.

At Himalaya, they have pioneered the use of modern science to rediscover and validate Ayurveda's secrets. They employ cutting edge research to create pharmaceutical-grade. Ayurvedic products. Natural, effective and safe, these products have helped thousands of people live healthier, richer lives. Their focus was on wellness on helping people get healthy and stay healthy.

STATEMENT OF THE PROBLEM

Presently different varieties of products are available in the market. Each product differs from one another in terms of price, quality quantity, offers, advertisements etc. The competition is severe and the manufacturer has to consider the opinion of the consumers. Customer satisfaction in Himalaya products may depend upon numerous factors. Individual decision differs from one person to another person. A study on customer satisfaction level for various brands of Himalaya products will certainly help for further growth and development in right direction.

OBJECTIVES OF THE STUDY

☐ To study the socio-economic factors affecting the consumer satisfaction of Himalaya products.
☐ To identify the problems faced by the respondents while using Himalaya products.

☐ To study the reasons for selecting the particular brand.

RESEARCH METHODOLOGY
SOURCE OF DATA
- Primary data
- Secondary data

AREA OF THE STUDY
The area taken for the study was Coimbatore city.

SAMPLE SIZE
The sample size used for the study was 120.

SAMPLING TECHNIQUE
The sampling technique used for the study was purposive sampling.

TOOLS FOR ANALYSIS
- Simple percentage analysis
- Likert scale analysis
- Rank analysis

LIMITATIONS
☐ The study was confined only to Coimbatore city so it cannot be suitable for other places.
☐ Getting accurate response due to their inherent problem is difficult.

REVIEW OF LITERATURE
M.Vijay and Dr. Suresh kumar (2019) Determinants of customer satisfaction towards herbal products in selected area of Tamil Nadu states that Ayurveda or the 'Science of Life' is an ancient, holistic for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. At Himalaya the research will begins with the raw herbs chosen from traditional texts, both from observations and experiences of indigenous plants. The objective is to find the current herbal products scenario in India. The result of the study will help the company to identify the satisfaction level of the customers and demand of various benefits provided and promotional activities adopted by the company.

Dr. T. Malathi and R. Sangeetha (2019) Consumption pattern of cosmetic products among college female students, a study focus on environmental impact factors states that beauty care substances or cosmetic products can be made either natural substances or chemical compounds to enhance both odor and appearance of human body. Today people are more concerned about their self-personality and self-consciousness; hence the demand for cosmetic products is increasing rapidly. The objective is to identify the environmental impact factors the purchase of cosmetics among college female students. Consumers are generally ecstatic when they think they are getting a good deal and to motivate them to purchase to by providing offers like buy one get one free deals, buy one get one half deals, and a free gift with purchase option.

Dr. A. RadhaKrishnan and Radhika.k A study on customer satisfaction towards Himalaya Products with reference to Cuddalore Town states that customer satisfaction is defined as the number of customer, or percentage of total customers, whose exported experience with a firm, its products, or its services exceeds specified satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The objective is to identify the problems face by the respondents while using Himalaya products. 45% of the respondents preferred to purchase the Ayurvedic products. It gives a good results to the users, because each of the Himalayas are researched and trailed by the research and development center of Himalaya company.

DATA ANALYSIS AND INTERPRETATION
In this chapter, the analysis and interpretation lf "a Study on customers satisfaction towards Himalaya products with special reference to Coimbatore city" based on a sample size of 150 respondents selected from Coimbatore city through a questionnaire comprising of 20 questions. The collected data are classified and tabulated and further the following statistical measures are also employed in fulfilling the objectives of the study.
☐ Simple percentage analysis
☐ Likert scale analysis
☐ Rank correlation

LIKERT SCALE ANALYSIS
TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS QUALITY OF THE PRODUCT

Particulars	No of respondents	Likert scale value	Total score
Highly satisfied	45	5	225
Satisfied	75	4	300
Neutral	26	3	78
Dissatisfied	3	2	6
Highly dissatisfied	1	1	1
Total	150		610

(Source: Primary data)

Likert scale = $\sum$ (fx) / number of respondents

= 610/150

= 4.06

INTERPRETATION : The likert scale value is higher than the mid value (4) so the respondents are highly satisfied with the quality of the product

TABLE SHOWING THE SATISFACTION LEVEL OF THE RESPONDENTS TOWARDS PRICE OF THE PRODUCT

Particulars	No of respondents	Likert scale value	Total score (fx)
Highly satisfied	17	5	85
Satisfied	68	4	272
Neutral	58	3	174
Dissatisfied	7	2	14
Highly dissatisfied	0	1	0
Total	150		545

(Source: Primary data)

Likert scale value = $\sum$ (fx) / No of respondents

= 545/150

= 3.63

INTERPRETATION : The likert scale value is 3.63 is higher than the mid value (3) so the respondents are satisfied with the price of the product.

RANK ANALYSIS

RANKINGS OF THE PRODUCT BY RESPONDENTS

Particulars	Rank	1	2	3	4	5	Total	Rank
	Score	5	4	3	2	1	score	
Face wash	Rank	24	58	37	23	8	493	4
	Score	96	232	111	46	8		
Shampoo	Rank	16	50	62	16	6	504	2
	Score	80	200	186	32	6		
Cosmetics	Rank	16	50	58	20	6	500	3
	Score	80	200	174	40	6		
Toothpaste	Rank	23	50	50	20	7	512	1
	Score	115	200	150	40	7		
Skincare	Rank	20	43	49	23	15	480	5
	Score	100	172	147	46	15		

(Source: primary data)

INTERPRETATION

The above table 1 shows that out of 150 respondents, toothpaste has the highest ranking i.e., ranking no 1, shampoo ranks 2, cosmetics ranks 3, face wash ranks 4, and skincare ranks 5.
Majority of the ranking was done for toothpaste.

FINDINGS
1. SIMPLE PERCENTAGE ANALYSIS

- It is founded that majority (45.3%) of the respondents are influenced by natural ingredients.

- It is founded that majority (53.3%) of the respondents use Himalaya products monthly once.

- It is founded that majority (47.3%) of the respondents prefer general stores to buy Himalaya products.

- It is founded that majority (38%) of the respondents use face wash.

- It is founded that majority (34%) of the respondents buy this product for the purpose of moisturizing.

- it is founded that majority (46%) of the respondents does not face problem in any of the Himalaya products.

- It is founded that majority (86.7%) of the respondents will recommend this product to others.

2. LIKERT SCALE ANALYSIS

- It is found that the likert scale value 4.06 is higher than the mid value (4) so the respondents are highly satisfied with the quality of the product.

- It is found that the likert scale value 3.63 is higher than the mid value (3) so the respondents are satisfied with the price of the product.

- It is found that the likert scale value 3.68 is higher than the mid value (3) so the respondents are satisfied with the offers of the product.

- It is found that 3.84 is higher than the mid value (3) so the respondents are satisfied with the availability of the product.

- It is found that 3.62 is higher than the mid value (3) so the respondents are satisfied with the healing of the product.

3. RANK ANALYSIS

Respondents are more satisfied with toothpaste than other products.

SUGGESTIONS

- Himalaya company should increase the availability of the products in every possible areas.

- The company should distribute magazines, house journals to the consumers to aware them about new schemes and offers.

- Himalaya company should produce products accordingly which suits all types of skin of the consumers.

- Himalaya company should focus on the price reduction of the product. Many consumers regretting this product because of high pricing.

CONCLUSION

- ☐ The Himalaya company aims to create a brand image in the mind of consumers.
- ☐ Most of the consumers generally prefer Himalaya toothpaste and shampoo.
- ☐ The company adopts mass advertising media and brand ambassador to promote their product.
- ☐ Company has introduced new facilities and services into the market.

REFERENCE

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