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## **A Study on Consumer Satisfaction on the Baby Products of Himalaya**

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### **ABSTRACT**

This study is to identify the customer satisfaction level and the problems faced by the respondents while using Himalaya products. The data has been collected from 152 customers in Coimbatore district by applying random sampling technique. Statistical tools such as percentage analysis weighted score analysis have been used to analyse the data. The study has attempted to cast light on the preference of the customers 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, Customer satisfaction, Awareness, Preference

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### **1. Introduction of the study**

Marketing is the study and management of exchange relationship. It is the business process of creating relationship with satisfying the customers, because marketing is used to attract customers, it is one of the primary components of business management and commerce. Marketers can direct product to other business or directly to customers. Marketing process includes ways in which value can be created for the customer to satisfy their requirements. In marketing process, the situation is examined to identify opportunities, the strategy is formulated for a value proposition, tactical decisions are taken plan is executed and result are monitored. Marketing requires coordination, planning, implementation of campaigns and employees with the appropriate skill to ensure marketing success. Through the effective use of marketing research an organization should be able to identify the needs and wants of the customer and try to deliver benefits that will enhance or add to the customers lifestyle, while at the same time ensuring that the satisfaction of these needs results in a healthy turnover for the organization.

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### **2. Objectives of the study**

- To know about socio economic profile of the respondents.
- To study the customer satisfaction towards baby product of Himalaya.
- To know the source of information in the purchase of Himalaya baby products.
- To determine fast moving product in Himalaya Baby Product.
- To know which product should improve in Himalaya Baby Product.

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### **3. Scope of the study**

It can be used to understand that how well the consumers get satisfied with the service provided by the Himalaya product, and also used to understand the customer awareness. This study gives the effective information about the customer satisfaction and about the services, which helps the product to develop in future. This study focuses to explore more about the customer on the sensitive factors that influencing services performance.

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### **4. Review of Literature**

- **Surya Prakash (2019)** according to the study it deals about the customer satisfaction towards the baby product and deals about the manufacturing of the product where it clearly mention about the various step in processing and also consumer preference towards the products.
- **Arun Savukar (2017)** Himalaya health care are scattered through the world with its outlets .It started the out let in vijayapur 4 years back. Presently it is increasing the promotion strategy to create rush of customer at shop. At the end of every day the conversion ratio is calculated.
- **Thompson Elaine (2015)** Himalaya herbals is one of the best herbal brand available in India it is well known brand that sell quality product at affordable price. It is the favourite part of the morning ritual. Skin feels so lovable and the smell is perfect for liven up mood.

- **Voss and Farasuraman (2014)** Himalaya fairness cream claim to contain aloe Vera and other herbs to lighten and whitens the skin tone. It brightens up the face instantly after 'application. Though it doesn't bleach lighten your skin tone, it removes tan and makes skin even tones with regular usage.
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  - Voss and Farasuraman (2014) Himalaya fairness cream claim to contain aloe Vera and other herbs to lighten and whitens the skin tone.casestudyvol4,issue6
- **Ashok Yokel Devi (2013)** According to the study conducted on the consumer behaviour towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian consumer behaviour is quite. Consumer are also associated with values of care and affection.
- **Dr. Raja sekar N. (2012)** conducted a fairness cream 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.
- **Kittler, (2012)** the study discussed that antecedents and consequences of the customer satisfaction, but seldom has any paper integrated kanoi's model and the customer satisfaction Index model to create more meaningful value.
- **Bass Frank M.(2012)** "A non-rational buyer does not plan in buying, it is equally logical to assume that this is 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 behaviour.
- **Maker (2012)** Himalaya foot scrub contains Aloe Vera, Coconut which are great for nourishment and walnut pineapple act as wonderful scrub. It leaves feet smooth and soft. Many people follow it with Himalaya foot cream.
- **Shrimp, (2011)** The goal of the supplier to recommended the possible purchaser of products for sale, the quality, utility, efficiency, availability, cost and every supplementary feature of information that could negatively impact the purchase decision in buying the Himalaya products constitute the business objectives.<sup>2</sup>
  - Ashok Yokel devi (2013)<sup>2</sup> the study conducted on the consumer behaviour towards cosmetics apart from psychology. http://2013himalaya output
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  - Kittler, (2012) the study discussed that antecedents and consequences of the customer satisfaction/kitler2012reviews.
  - Bass Frank M. (2012) customers buy specific brands2012 surveyhttp://bassfranksurvey.details.
  - Maker (2012) Himalaya foot scrub contains Aloe Vera, Coconut which are great for nourishment and walnut pineapple act as wonderful scrub.ISSN2-3145-21.
  - Shrimp, (2011) the goal of the supplier to recommended the possible purchaser of products for sale, the quality, utility, efficiency etc.

## 5. Analysis and Interpretation of Data

### 5.1 WEIGHTED AVERAGE SCORE METHOD

A weighted average score takes different scores, or grades, with assigned weights, or percentage. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

*Table showing the consumer preference towards online shopping and traditional shopping*

SATISFACTIO N LEVEL	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIE D	TOTA L	WEIGHTED AVERAGE	RANK
VARIETIES	344	123	36	7	510	3.35	1
PRICE	132	240	36	7	443	2.91	6

<b>QUALITY</b>	264	147	78	8	497	2.006	2
<b>BRAND</b>	168	204	52	16	440	2.89	7
<b>AVAILABILITY</b>	204	165	72	10	451	2.96	5
<b>FRAGRANCE</b>	181	207	60	6	454	2.98	4
<b>PACKING</b>	244	177	57	13	481	3.16	3

**Interpretation:**

Table showing reason that made respondents choose product of Himalayas it states that highest rank for Varieties , 2<sup>nd</sup> rank for Quality , 3<sup>rd</sup> rank for Packing , 4<sup>th</sup> rank for Fragrance , 5<sup>th</sup> rank for Availability 6<sup>th</sup> rank for Price , 7<sup>th</sup> rank for Brand.

**6. Findings**

The objective of the study was to know about The consumer satisfaction of Baby product of Himalayas .The study has been analyzed using techniques of percentage analysis, weighted average analysis .The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

**7. Suggestion**

The company should improve their selling strategies to attract wide range of customer, this will help to attract and retain the customers from this way the company can easily increase their sales.

- According to the table 4.1.16 the company can reduce its price level for some products like baby oil because these products are daily used products. If the price level is reduced then more customers will be added.
- According to table 4.2.1 the products can improve more natural fragrance in their products.
- The brand can introduce new products onto their baby products like baby scrubs, tooth brush etc.
- The company can provide more offers in the baby product to attract more customers.

**8. Conclusion**

The study reveals that the consumers have good preference towards Himalaya baby products. The customers are mainly motivated by the quality of the product and the service. The popularity of the Himalaya also, one of the factors urged the customer for their using decision. Overall, it can be concluded that customers are satisfied with the varieties, price and appearance of the product and comfortable.

The study taken up various aspect of the Himalaya product for the study and presented many suggestions to the company. With regard to the suggestion the company provides best quality products and aimed to satisfy their customer.

The researcher has revealed the expectations of the customers of the company. The researcher concludes the project with the hope of it, benefiting both the company and the customer.

**9. Websites**

<http://jobbuzz.timesjobs.com>

<https://www.owler.com>

<http://himalayawellness.in>

<https://himalayababy.com/products/himalaya-baby-lotion>

<https://himalayababy.com/products/himalaya-baby-shampoo>

<https://himalayababy.com/products/himalaya-baby-soap>

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<https://himalayababy.com/products/himalaya-soothing-baby-calming-massage-oil>

**WEBSITE**

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[www.google.com](http://www.google.com)

[www.wikipedia.com](http://www.wikipedia.com)

[www.encyclopedia.com](http://www.encyclopedia.com)