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Customer's Preference towards Himalaya Products in Coimbatore City

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ABSTRACT

Natural and Herbal Himalaya is known for its focus on natural and herbal ingredients in their products. Customers may perceive their products as being more gentle and safe for long-term use compared to products that contain synthetic or harsh chemicals. Himalaya has established itself as a trustworthy and reliable brand over the years. Customers value the brand's long-standing presence and reputation for producing high-quality products. The company's commitment to research and scientific validation further reinforces customer trust in the effectiveness and safety of Himalaya products. This trust plays a significant role in customer preference, as they feel confident in the brand's ability to deliver on its promises.

Keywords: consumer preference

1. Introduction of the study

The word 'Ayurveda' comes from the word 'ayur' meaning 'life' and the word 'Veda' meaning 'to know'. Ayurveda means 'the science of life', and is a medical system practiced in India, Sri Lanka and Nepal. Ayurveda's mythological origins, though, are attributed to the Indo-European Nasatya or Aswins, twin physicians of the gods of the ancient Indo-European pantheon. Four thousand years old references to the Nasatya are found in the now extinct, Hurrian and Hittite languages in Turkey, and in the Sanskrit language in India. Ayurveda is considered the upaveda or accessory Veda to the Atharva Veda. The four Vedas are the world's oldest literary documents in an Indo-European language. The Himalaya Drug Company, since 1930, has blended ayurvedic expertise with modern medical research methodology, to extend the science of ayurveda to produce scientifically verified herbal solutions

2. Statement of the problem

The problem at hand is to evaluate the performance of Himalaya products in the market. Himalaya is a well-known brand that offers a wide range of products such as skincare, hair care, baby care, and healthcare products. Now a days, people all over the world have started using Himalaya Ayurvedic products. Consumer purchase behaviour and their preference have a great significance in the market. In today's life Himalaya is treated as an important ayurvedic product by the consumer. Now a day's consumers are aware in purchasing ayurvedic products. So, the study consumer preference towards Himalaya Ayurvedic Products may offer a great potential to the market

3. Objectives of the study

- To study the source of awareness about the Himalaya products.
- To study the reason for selecting the particular brand.
- To study the factor influencing the consumer to use the Himalaya products.
- 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.

4. Scope of the study

As learning is a human activity and is as natural, as breathing. Despite of the fact that learning is all pervasive in our lives, psychologists do not agree on how learning takes place. How individuals learn is a matter of interest to marketers. They want to teach consumers in their roles as their roles as consumers. They want consumers to learn about their products, product attributes, potential consumers benefit, how to use, maintain or even dispose of the product and new ways of behaving that will satisfy not only the consumer's needs, but the marketer's objectives. The scope of my study restricts itself to the analysis of consumer preferences, perception and consumption of Himalaya products

5. Research Methodology

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools

5.1 Area of Research

The area of the study is about Coimbatore vity.

5.2 Nature of Data

Primary data ; primary data for the present study is collected through questionnaire and answered by the consumers of the Himalaya product

Secondary data ; The secondary data on production and consumption of milk were collected from various issues of Economic Survey, Ministry of Finance

5.3 Sources of Data

Source of the primary data for the present study is collected through questionnaire and answered by the consumers of the Himalaya products. The survey was conducted through personal interviews through questionnaire where in the respondents were met in person and there was a face-to-face contact

5.4 Sample Size

Information has been collected from 120 respondents of Coimbatore city comprising both male and female.

6. Review of Literature

Abhiji Bhandari (2000) "Making loyalty pay" retention done through a loyalty programme can help building a direct marketing database. The cost of retaining a customer is just one tenth of the cost acquiring new states new states ABHIJIT Bhandari chairman of royal images direct marketing limited.

Bass Frank M (2001) "A nonrational buyer does not plan his buying, it is equally logical to assume that this buying 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. **Deepallsingh (2001)** In his study's enticed "entitled, "consumer behaviour and banking retail product and analysis". Stresses that the borrower's attitude is an important factor for the improvement of housing loan schemes.

Dr. Raja sekar N (2002) conducted a fairness creams 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.

Michael Palin's 2000 mile journey along a mountain range of mystery, adventure and challenges. ' It was a great adventure, in busy, lively cities, beautiful countryside, and among magnificent peaks, glaciers, snow-fields and isolated, spectacular villages. From the highest point of the journey, just over 18000 feet to the lowest, floating out into the sunset on the Bay of Bengal, the scenery is breath-taking, but as usual, it's the people we meet along the way- who really make the journey amazing'

KIWIFI(Fiona) 2009, 'I expected brilliant cinematography and good information and was not disappointed. The bonus that really made the difference though, was the character of the presented and following him through this journey.

Many empirical studies have shown that customer satisfaction Secures future revenues (**Bolton, 1998; Formal, 1992**), Reduces future transactions costs (**Reich held and Sesser 1990**), decreases price elasticity (**Anderson, 1996**), and minimizes the likelihood of customers defecting if quality Falters (**Anderson and Sullivan, 1993**). Customer satisfaction Is regarded as customers can get more benefits than their Cost (**Liu and Yen, 2010**).

Ram and Goel, 1999 Till date there is no effective medicine for hepatic diseases which is primarily caused by xenobiotics and hepatitis viruses. Consequently, control of liver diseases has become a major goal of modern medicine. The drugs offered by modern medicine for the treatment of liver diseases are corticosteroids and immune supressants which provide only symptomatic relief mostly without influencing the disease process and their use is associated with the risk of relapse and danger of side effects In traditional systems of medicine, like Ayurveda, medicinal plants and their formulations are used to cure liver diseases. Some of these plants and herbal preparations have been evaluated for their protective actions against hepatotoxins. Some of the polyherbal preparations were proved to be antihepatotoxic in action as evidenced by clinical trials.

Bhanwra et al. (2000) studied the effect of aqueous leaf extract of *Azadirachta indica* in paracetamol-induced hepatotoxicity in rats. The liver damage due to paracetamol administration resulted in elevation in the activities of serum transaminases and gamma glutamyl transpeptidase (GGT). The extract of *A.indica* (500mg/kg) significantly reduced the elevated activities of these enzymes in serum. *A. indica* was also found to be effective in reducing paracetamol-induced liver necrosis as evidenced by histopathological studies

8. Analysis and Interpretation of Data

8.1 Simple Percentage method

Table no 1

Table showing gender classification.

S.No	gender	No of respondents	Percentage
1	Male	84	70%
2	Female	36	30%
	Total	120	100%

Interpretation:

The above table shows the information of the gender that 70% respondents belong to male and 30% belongs female.

Majority 70% of the respondents are collected from the male

Table no 2

Table showing the residential age of the respondents

age	No of respondents	Percentage
Below 20	50	41%
21 TO 30	28	23%
31 TO 40	28	23%
ABOVE 40	14	13%
TOTAL	120	100%

Interpretation:

The above shows the information on age details that 41% respondents belong to below 20 ,23% respondents belong to 21to30,23% respondents belong to 31 to 40 and 14% respondents belongs to above 40.

Majority 41% of the respondents are collected on age for below 20.

Table No: 3

Table Showing the advistment in the family.

ADVISTMENT FOR HIMALAYA PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
TV	38	31%
MAGAZINE OR NEWSPAPER	29	24%
ONLINE	30	25%
SOCIAL MEDIA	23	20%
TOTAL	120	100%

INTERPRETATION

The above table shows the information on advistment for Himalaya products that 31% respondents belong to tv, 24% respondents belongs to magazine or newspaper, 25% respondents belongs to online, 20% respondents belong to social media.Majority 31% respondents are collected onadvistments for Himalaya products from tv

Table no ; 4

Table Showing the product using

USING HIMALAYA PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
SKIN INVITATION	49	40%
HAIR FALL	34	30%
DANDRAFF	20	16%
DRYNASS	17	14%
TOTAL	120	100%

INTERPRETATION

The above table shows the information on any problems have you using Himalaya product 40% respondents belongs to skin invitation, 30% respondents belongs to hair fall ,16% respondents belongs to dandruff 14% respondents belong to dryness. Majority 40% of the respondents are collected from skin invitation of have you use any problem Himalaya product

9. Findings and Suggestions

Percentage Analysis

- Majority 70% of the respondents are collected from the male
- Majority 41% of the respondents are collected on age for below 20.
- Majority 31% respondents are collected onadvistments for Himalaya products from tv
- Majority 31% respondents are collected onadvistments for Himalaya products from tv
- Majority 37% of the respondents are collected from in a store of promotional for Himalaya products
- Majority 34% of the respondents are collected from dailydo you use Himalaya products.
- Majority 29% of the respondents are collected from price and product ingredients of influencing your decision to try Himalaya products
- Majority 36% of the respondents are collected from very important of important of brand Himalaya decision to purchase their products.
- Majority 30% of the respondents are collected from some whate betterof Himalaya products to other brands used in the past.
- Majority 33% of the respondents are collected from very important of Himalaya products in your decision continue using.
- Majority 34% of the respondents are collected from some what satisfiedof satisfied are Himalaya products use.
- Majority 35% of the respondents are collected from advistment on tvof first about Himalaya product.
- Majority 33% of the respondents are collected from fashwashof Himalaya product most use.
- Majority 26% of the respondents are collected from quality productand positive review of influencing start using Himalaya products.
- Majority 31% of the respondents are collected from quality once a week of do you use Himalaya product
- Majority 62% of the respondents are collected from yes, multiple times recommended Himalaya products other.
- Majority 64% of the respondents are collected from yes, any problems while using Himalaya product.
- Majority 40% of the respondents are collected from skin care product of have you use Himalaya product.
- Majority 40% of the respondents are collected from skin invitation of have you use any problem Himalaya product.
- Majority 32% of the respondents are collected from good of final suggestion Himalaya product.

Suggestions

- ✓ Himalaya company offers more products to men.
- ✓ The company may directly contact the customer. It will help the company to
- ✓ increase the sales volume.
- ✓ The company may reduce the price of the products to attract more customers of low income group

Conclusion

The modern marketing is highly competitive and transitional one. A company must decide that what it can sell and what the approaches to satisfy the customer are. The customer today do not accept any products which does not find a place in the market. So it can be said that modern market is customer oriented and any product success or failure is determined only by the customer.

In this study it is found that Himalaya was the first mover among the other hands available in the market. Majority of the customers are satisfied with the product. The weakness of the Himalaya products is high cost and less quantity. The main competitors for them are INDHULEKHA. Amway, Lakhme, Garnier, Hence, it is concluded that retaining of customers is a real challenging to manufactures.

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Annexure

1. Gender Details

2. Age Details

3. Occupation Details

4. Have You Ever Seen Advistment for Himalaya Products

- Tv
- Magazine Or Newspaper
- Online
- Social Media

5. Have You Ever Received Promotional for Himalaya Products

- In a store
- Online
- In the maile
- Others

6. How Frequently Do You Use Himalaya Products

- Daily
- Weekly
- Monthly
- Never

7. What Factors Influencing Your Decision to Try Himalay Products

- Price
- Products ingredients
- Brand
- Product review or rating

8. How Important Was the Brand Reputation of Himalaya Inyour Decision to Purchase Their Products

- Very important
- Somewhat important

- Not at all important
- Neutral

9. How Does Himalaya Products Compare to Other Brands You Have Used In The Past

- Somewhat better
- Much better
- Somewhat Waste
- About the same

10. How Important Is Price of Himalaya Products in Your Decision To Continue Using Then

- Very important
- Somewhat at important
- Netural
- Somewhat at unimportant

11. How Satisfied Are You with The Himalay Products You Use

- Somewhat satisfied
- Very satisfied
- Neture
- Very dis satisfied

12. How Did You First Here About Himalaya Products

- Advistment on tv
- Advistment in magazine or news paper
- Online search
- Saw it on a store

13. Which Himalaya Products Do You Use the Most

- Face wash
- Shampoo
- Body wash
- Tooth past

14. Which Factors Influenced You to Start Using Himalaya Products

- Quality of the product
- Positive review
- Brand
- Price

15. How Frequently Do You Use Himalaya Product

- Once a week
- Few times a weelk
- Daily
- Once a month

16. Have You Recommended Himalaya Products to Other

- Yes, multiple times

- Yes, once

17. Have You Ever Experienced Any Problems While Using Himalaya Product

- Yes
- No

18. Which Of The Following Himalaya Products Have You Use

- Skin care product
- Health care product
- Hair care product
- Baby care product

19. Any Problems Have You Faced While Using Himalaya Products

- Skin invitation
- Hair fall
- Dandruff
- Dryness

20. Final Suggestion