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A STUDY ON CONSUMER PREFERENCE TOWARDS HIMALAYA PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study explores consumer preferences and satisfaction with Himalaya Herbal products, aiming to uncover factors influencing their choice over other brands. Utilizing a mixed-methods approach, including surveys and focus group discussions, the research reveals that consumers favor Himalaya Herbal due to natural ingredients, quality, and effectiveness. Results indicate overall satisfaction, particularly with skincare, haircare, and digestive health products.

Keywords: Himalaya Herbal Products, Mixed-Methods Approach, Natural Ingredients, Quality, Effectiveness, Skincare, Haircare, Digestive Health.

INTRODUCTION

The research on consumer preference for Himalaya products explores influences on personal care choices. In a world favoring natural products, Himalaya's focus on herbal formulations aligns with this shift. The study examines factors such as efficacy, brand reputation, pricing, and alignment with personal values, contributing valuable insights for Himalaya and similar brands in optimizing product strategies amid diverse markets.

OBJECTIVES OF THE STUDY

- To ascertain the factors influencing the customer on choosing of Himalaya products.
- To study the availability of the product among the customer.
- To know the consumer preferences towards Himalaya products.

SCOPE OF THE STUDY

It is aimed to identify the preference level of the consumer and demand on various benefits provided and promotional activities adopted by the company. It helps to identify the area where the company should focus in order to increase their customer base and generate more prescription. To identify the specific attributes and features that consumers prioritize when choosing Himalaya products, such as ingredients, quality, packing, and pricing.

REVIEW OF LITERATURE

- **Banu Rekha and Gokila (2015):** explored the severity of choosing skin products in their research. Their study focused on the selection of Himalaya skin or herbal cosmetics products, emphasizing the potential benefits of using these products, which are known for yielding positive results without the inclusion of added chemicals. This underscores the growing interest in natural and herbal alternatives in the skincare industry. The research contributes to the ongoing discourse on the importance of product choices in

skincare routines and highlights the appeal of formulations with minimal chemical additives.

- **Dr. P. Sekar, Ms. K. Ramya (2017)** The study highlights a widespread awareness among respondents regarding Himalaya Ayurvedic products. This awareness underscores a shift in societal perception, wherein cosmetics are no longer viewed solely as luxurious indulgences but also as potential contributors to improved health. Himalaya Ayurvedic, a prominent manufacturing company, has emerged as a trailblazer in this regard, introducing premier brands renowned for their quality and innovation. The company's sterling reputation is a testament to its commitment to meeting the evolving needs and preferences of its clientele, positioning itself as a trusted provider in the competitive market landscape.
- **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.
- **S. Arockia Nancy, Dr. M. Fatima Rathy (2021)** conducted a study on customer attitude and satisfaction towards advertisement on Himalaya Products in Tirunelveli District to know the impact of advertisement of Himalaya Products among the respondents. The human being's attitude is always changing time to time and place to place and product to product, So the researcher wants to know to customers attitude going to change while they are purchasing Himalaya Products for that the researcher has fixed two objectives namely to find out consumers demographic factors of the respondent in Tirunelveli district to know what type of factors influence the respondents.
- **Mrs. Simran Kalyani, Mrs. Rita Khatri (2022)** performed a study on consumer's buying perception and behavior on herbal personal care products with reference to Mumbai city to explore the consumers' perception of herbal personal care products vs. non-herbal personal care products and to analyze the consumers' buying behavior on herbal personal care products.

STATEMENT OF PROBLEM

Himalaya products play a crucial role in our daily lives, meeting diverse customer needs. Understanding preferences for specific sub-products is vital for future growth. Modern consumers, recognizing the significance of Himalaya, make informed purchasing decisions. Factors shaping these choices are diverse, reflecting individual behaviors. As customers prioritize the quality and benefits of Himalaya, analyzing their preferences guides strategic decisions for sustained market success.

COMPANY PROFILE

The Himalaya Drug Company, now known as Himalaya Wellness, stands as a private entity deeply rooted in the realms of pharmaceuticals and consumer goods. Established in 1930 by Mohammad Manal, the company has evolved over 94 years, maintaining its headquarters in Bangalore, Karnataka, India. With a global reach, Himalaya Wellness serves diverse markets worldwide. Shailendra Malhotra, serving as the Global CEO, and Jayashree Ullal, holding the positions of CFO and COO in India, spearhead the company's leadership.

Diversifying its portfolio, Himalaya Wellness excels in various product categories. Personal care items, herbal and Ayurvedic medicines, nutraceuticals, cleaning agents, and even products catering to animal care form a comprehensive range offered by the company. This broad spectrum of offerings attests to Himalaya's commitment to holistic well-being.



In the financial domain, Himalaya Wellness has exhibited robust performance, amassing a revenue of ₹37.6 billion (equivalent to US\$470 million). This substantial financial standing underscores the company's effectiveness in meeting market demands and maintaining a competitive edge. The backbone of Himalaya Wellness is its workforce, consisting of 10,000 employees. Their collective efforts contribute to the company's success and underscore its commitment to providing quality products globally.

LIMITATION

- Data collected under this technique is subjective nature therefore they may not easily lead to quantitative checks.
- Accuracy of the study is purely based on the information given by the respondent.
- Due to short span of time, it was hardly possible for the researcher to gather information from a large size of respondents.

STATISTICAL TOOLS USED

Tools used for the study were following

- Percentage Analysis
- Ranking Analysis
- Weighted Average Source Method

PERCENTAGE ANALYSIS

Percentage analysis involves the examination and interpretation of data by expressing values as percentages of a whole. It aids in understanding the relative proportions of different components within a dataset, facilitating comparisons and identifying trends or patterns. This method is commonly used in financial analysis, market research, and various other fields to provide insights into the distribution or composition of data sets.

FORMULA:

$$\text{PERCENTAGE} = \frac{\text{NO OF RESPONDENTS}}{\text{TOTAL NO. OF RESPONDENTS}} * 100$$

Table showing the Preference of Himalaya Products

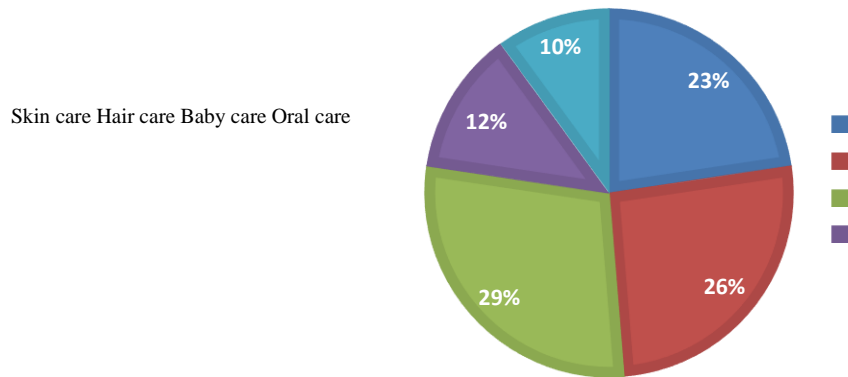
Particular	Frequency	Percentage
Skin care	34	22.6%
Hair care	39	26%
Baby care	43	28.6%
Oral care	19	12.6%
Home care	15	10%
Total	150	100%

Source: Primary data

INTERPRETATION

From the above table, 28.6% of the respondents prefer Himalaya baby care products, 26% of the respondents prefer Himalaya hair care products, 22.6% of the respondents prefer Himalaya skin care products, 12.6% of the respondents prefer oral care products and 10% of the respondents prefer Himalaya home care products.

Chart Showing the Preference of Himalaya Products



RANK ANALYSIS

A ranking is a relationship between a set of items, where each item is deemed to be "ranked higher than," "ranked lower than," or "ranked equal to" another item. In mathematical terms, this corresponds to a weak order or total preorder of objects, indicating a partial ordering where not all elements are comparable.

Table showing the rank for the satisfaction level with Himalaya products

Particular	5	4	3	2	1	Total	Rank
Quality	86	26	26	11	1	635	1
Quantity	35	69	36	7	3	576	2
Price	36	51	48	12	3	555	4
Brand Reputation	42	55	31	17	5	562	3
Promotions /Offers	33	47	34	19	17	510	5
Effective Results	39	40	31	21	19	509	6

INTERPRETATION

From the above table, Quality is rated highest, followed by quantity, brand reputation, price, promotions/offers and effective results. Consumer seem most satisfied with quality and least satisfied with effective results.

WEIGHTED AVERAGE SCORE ANALYSIS

A weighted average incorporates weights assigned to each observation in the dataset before computing the average. These weights reflect the relative significance of each observation. Essentially, weighting implies treating multiple instances of a value as if they were combined to form a single value of equivalent magnitude. In a weighted average score scenario, diverse scores or grades are accompanied by designated weights, typically represented as percentages.

FORMULA:

$$\text{WEIGHTED AVERAGE} = \frac{\text{TOTAL RANK}}{\text{TOTAL NUMBER OF RESPONDENTS}}$$

Table showing whether the requirement fulfilled by Himalaya products

Particular	Highly Preferred 5	Preferred 4	Neutral 3	Less Preferred 2	Not Preferred 1	Total	Weighted Average	Rank
Skin care	79	15	24	10	22	569	3.7	3
Hair care	37	73	25	6	9	573	3.8	2
Baby care	65	30	41	12	2	594	3.9	1
Oral care	26	49	27	24	24	479	3.1	4
Home care	34	38	23	11	44	437	2.9	5

INTERPRETATION

From the above table shows the respondents prefers for different types of Himalaya products. Baby care is the most preferred, followed by hair care and then skin care. Oral care is less favored, and home care is the least preferred.

SUGGESTIONS

- The Himalaya products can reduce its cost of the product, to even attract the consumer in low income.
- The company needs to prioritize its advertising efforts to engage a larger audience of consumers.
- It can display its products in small packs with considerable value.

CONCLUSION

The study on consumer preferences towards Himalaya products reveals a positive inclination among consumers. Respondents express a strong preference for Himalaya's natural and herbal offerings, citing trust in the brand's quality. The study highlights a significant demand for skincare and wellness products, indicating a growing awareness of natural alternatives. Pricing and effectiveness emerged as key factors influencing consumer choices. Overall, the findings underscore the brand's favorable position in the market, driven by a combination of product quality, trust, and alignment with consumer preferences for herbal solutions in healthcare and personal care.

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