



A STUDY ON CONSUMER SATIFICATION TOWARDS HIMALAYA PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT:

This study aims to assess consumer satisfaction with Himalaya products, specifically focusing on Madurai city. The Himalaya brand, renowned for its range of natural healthcare and personal care products, has gained significant popularity due to its emphasis on Ayurvedic ingredients and a commitment to quality. Consumer satisfaction is a critical factor influencing brand loyalty and repurchase intentions, and this research seeks to identify the key determinants that contribute to satisfaction among consumers in Madurai. The study uses a structured questionnaire to gather primary data from a sample of consumers who have purchased and used Himalaya products. Factors such as product quality, price, availability, effectiveness, and consumer service are evaluated to understand their influence on satisfaction levels. A quantitative analysis, including descriptive statistics and correlation, is employed to examine the relationship between these factors and overall consumer satisfaction. The findings reveal that while consumers in Madurai are largely satisfied with the quality and effectiveness of Himalaya products, challenges such as pricing and product availability remain significant concerns. Additionally, factors like brand reputation and marketing communication are found to play an important role in shaping consumer perceptions. The study concludes with recommendations for the brand to enhance customer satisfaction through improved accessibility and competitive pricing, which would further strengthen its position in the market. This research provides valuable insights for Himalaya and other similar brands aiming to improve consumer satisfaction and loyalty in regional markets.

KEYWORDS:

CONSUMER SATISFACTION, HIMALAYA PRODUCT, BRAND LOYALTY, PRICING, PRODUCT QUALITY.

1.1 INTRODUCTION:

This study aims to understand consumers' preferences and satisfaction with Himalaya products, focusing on their impact on satisfaction and loyalty. As consumers increasingly prefer natural and health-oriented products, Himalaya has positioned itself as a trusted brand in the Indian market. This research will explore key aspects such as brand awareness, product quality, pricing, customer service, product availability, and the impact of advertising and promotions on consumer satisfaction. Himalaya products are part of indigenous cultures and marginal societies worldwide, offering natural herbal remedies for personal care products. These products cater to daily health needs and are essential for everyone, regardless of caste, religion, or income. Effective marketing requires coordination, planning, and implementation of campaigns, while monitoring objectives and competitor strategies. Himalaya Herbal Healthcare stands as an emblem of trust, offering a diverse range of herbal and natural wellness products. By analyzing consumer perceptions, preferences,

and satisfaction levels, this study seeks to provide valuable insights to Himalaya's marketing team to enhance customer experience, strengthen brand loyalty, and identify opportunities for market growth in Madurai.

1.2 IMPORTANCE OF THE STUDY:

Himalaya products have gained global popularity due to their blend of natural ingredients and modern scientific research. Understanding consumer satisfaction is crucial for any brand aiming to thrive in a competitive market. With a focus on plant-based formulations and Ayurvedic principles, the brand offers safe, effective, and sustainable alternatives to synthetic chemicals in personal care and health products. Its use of herbal extracts and eco-friendly practices appeals to environmentally conscious consumers. Combining traditional Ayurvedic wisdom with contemporary science, Himalaya provides a holistic approach to wellness. The brand's broad product range, global accessibility, and affordability make it a key player

in the natural health and beauty market, meeting the needs of conscious consumers. This study on consumer satisfaction towards Himalaya products, with a special focus on Madurai City, holds significant importance for several reasons. The research will serve as a valuable resource for retailers, marketers, and stakeholders in understanding market trends and consumer behavior in Madurai.

1.3 STATEMENT OF THE PROBLEM

There are many types of Himalaya products available in our country, and they play an important role in our daily life. This study focuses on understanding consumer preferences for different Himalaya products, which can help guide the brand’s growth and development. Consumer preferences may depend on several factors, such as quality, price, packaging, and promotions. While most consumers are satisfied with the quality, some prioritize other factors. Products vary in price, quality, quantity, offers, and advertising. With strong competition in the market, it’s important for manufacturers to consider consumer opinions. Therefore, the researcher aims to study consumer preferences and satisfaction with Himalaya products.

1.4 OBJECTIVES OF THE STUDY:

- To study the consumer preference for Himalaya products.
- To identify the consumer satisfaction towards the Himalaya products.
- To analysis the factor influencing the consumer to use the Himalaya products.
- To know about the marketing strategy.

1.5 METHODOLOGY

1.5.1 PRIMARY DATA:

The primary data has been collected directly from the respondents.

1.5.2 SECONDARY DATA:

The secondary data were collected from records of journals, periodicals, research articles, magazines, reports, newspapers, encyclopedia and websites.

1.6 RESEARCH DESIGN:

The research work was conducted in Madurai city through structured questionnaire and collected from 80 respondents. The result of the study will help to know about the satisfaction level of customers towards Himalaya Products. The research had been covered by using convenient sampling method.

1.7 DATA ANALYSIS AND INTERPRETATION

TABLE 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Sl.No	Variable		No of respondents	Percentage
1.	Gender	Male	48	60
		Female	32	40

2.	Age Group	10 – 20	26	33
		20 – 30	42	53
		30 – 40	6	8
		40 & above	6	8
3.	Educational Qualification	SSLC	2	3
		HSC	8	10
		UG	52	65
		PG	12	15
		Others	6	8

Source: *Primary data*

It could be seen from the above table that out of 80 respondents, 60 percentage of the respondents were males and 40 percentage of them were females. It could be seen that majority of the respondents were males. After dividing the respondents on the basis of gender, they are further divided according to their age, in this 33 percentage of the respondents came under the age group of 10 to 20 years and only 53 per centage of the respondents were in the age group of 20 to 30, 8 percentage of the respondents were in age group of 30 to 40, 8 percentage of respondents were in age group of 40 & above. Based on their education, 65 percentage of the respondents were under graduates.

TABLE-2

FACTOR INFLUENCED TO BUY HIMALAYA PRODUCTS

Sl.No	Variables	No of Respondents	Percentage
1.	Quality	35	44
2.	Price	15	19
3.	Quantity	10	12
4.	Performance	20	25
	Total	80	100

Source: *Primary data*

It could be seen from the above table, that out of 80 respondents, 44 percentage of the respondents were choosing Quality products.

DIAGRAM -1

FACTOR INFLUENCED TO BUY HIMALAYA PRODUCTS

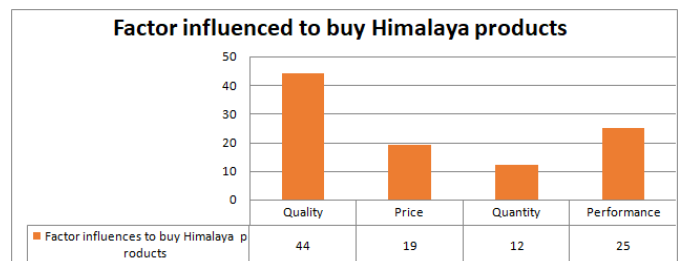


TABLE – 3

REASONS FOR CHOOSING HIMALAYA PRODUCTS

SI. NO:	Particular	No of Respondent	Percentage
1.	Easy availability	20	25
2.	Better Quality	26	33

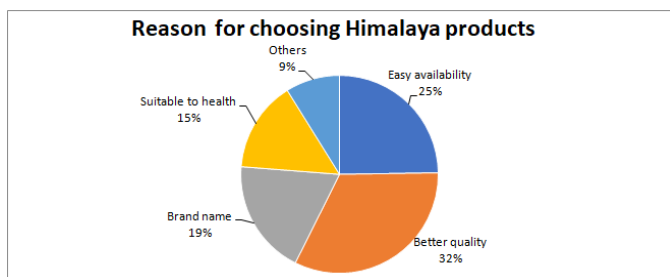
3.	Brand name	15	19
4.	Suitable to health	12	15
5.	Others	7	9
	Total	80	100

Source: Primary data

It could be seen from the above table, that out of 80 respondents, 25% of respondents chose 'Easy availability' as the reason for buying Himalaya products. The primary reason for purchase was 'Better quality' with 32% of respondents. The 'Brand name' was a buying reason for 19% of respondents. 'Suitable to health' influenced 15% of respondents, and the remaining 9% cited 'Others' reason for choosing Himalaya products.

DIAGRAM - 2

REASONS FOR CHOOSING HIMALAYA PRODUCT



1.8 FINDINGS

- Majority of the sample respondents were males.
- Most of the respondents are lying under the age group of 20 to 30 years.
- Majority of the respondents are under graduate level.
- 44 percentage of respondents focus quality as a factor in their decision to buy Himalaya product.
- Majority of the respondents prefer better quality products to buy.

1.9 SUGGESTIONS

- ❖ Target Marketing: Focus marketing efforts on male consumers aged 20-30, as they are the dominant demographic.
- ❖ Highlight Quality: Emphasize the superior quality of Himalaya products in all advertising and promotional materials.

- ❖ Ensure Availability: Maintain and improve product availability to reinforce the perception of easy access.
- ❖ Product Development: Continue to innovate and enhance product quality to meet the expectations of the core consumer base.

1.10 CONCLUSION

The study on consumer satisfaction towards Himalaya products with special reference to Madurai City reveals that consumers generally have a positive perception of the brand. Key factors contributing to satisfaction include product quality, affordability, and natural ingredients. The brand's reputation for herbal and safe products resonates well with consumers, leading to brand loyalty and repeat purchases. There is still potential for improvement in product availability, promotional activities, and addressing specific consumer needs. By maintaining quality standards and introducing tailored marketing strategies in Madurai, Himalaya can further enhance consumer satisfaction and strengthen its market presence in the region.

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