



A study on consumers' satisfaction and factors influencing the usage of Himalayan Product with special Reference to Erode Town

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ABSTRACT

India is said to be the country which can boost variety of cosmetics in their advanced stage of preparation. The application of science becomes inevitable in almost all branches of industry and business. Even though beauty care and health care product industry is a prominent industry in India. It is also suffering from various draw backs. Ayurveda or the Science of Life is an ancient holistic System for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. Fundamental to ayurveda is the use of well-balanced combination of plants and other agents in synergistic formulas. This study enables to learn about the usage of Himalayan Products by the consumer and to know their satisfaction level from its usage and also the factors influencing to use the product.

KeyWords

Consumer, Satisfaction, Factors.

INTRODUCTION AND DESIGN OF THE STUDY

Most of the products are chemical products which is injurious to health and life, in order to overcome this problem herbal products are of nature which will make human beings more energetic and healthy

This study will help to earn more knowledge about the market share for each brand and identify the factors influencing the consumer's preferences to select a particular brand available in the market and to find out the reason why the consumers are switching over to other brands.

HERBAL COSMETICS AND BEAUTY THERAPY

Many of the ancient Indian Ayurvedic texts describe various therapies aimed at retaining youthful health and beauty. Ageing leaves wrinkles on the skin. By adopting certain skin care measures set out in this text as part of daily routine, the pace of ageing and the intensity of its impact on the skin can be reduced.

STATEMENT OF THE PROBLEM

The use of natural ingredients in personal and health care products has been practiced to increase the use of herbs with accretive value. This study aims to find out the influencing factor of Herbal products with special reference to Himalaya Herbal products in Erode Town.

SCOPE OF THE STUDY

The scope of the study reveals the demand of the product in general. It is confined with Himalaya Herbal products. The vital purpose of the study has been conducted to identify the consumer and evaluate their influence with reference to the quality, taste, utility, preferences of the other herbal products available in the market.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- ❖ To study the consumer satisfaction of Himalaya Herbal Products in Erode Town.

SECONDARY OBJECTIVES

- ❖ To find out the factors influenced to buy the Himalaya Herbal Products.
- ❖ To provide the suggestion to get an improvement in the trend.

SAMPLE DESIGN

A sample design is a definite plan for obtaining sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

DATA COLLECTION

❖ Primary Data

Primary data has been the data originated by the researcher for the specific purpose of addressing the research problem.

Here primary data is collected by administering the well structured questionnaire from the respondents directly and collected the information from them in Erode Town.

Sampling Technique

Non probability convenience sampling has been adopted by the researcher in selecting the respondents for conducting the survey.

Sample size

The size of the sample selected for the study is 75 respondents in Erode Town. The samples are selected based on the convenient sampling technique and drawn from the various segments of the Town.

Area of the Study

The study is confined to Erode Town only.

LIMITATIONS OF THE STUDY

1. The study is restricted to Erode Town.
2. Marketing area is big and sample size is small.
3. Respondents may behave differently under different situations.

LITERATURE REVIEW

Johnston, s. Laurance (2015) “The Healing Power of Herbal Medicine” Years ago, a friend shared with me his herbal health regimen in which he prevented spinal-cord-injury (SCI)-related urinary-tract infections (UTIs) by taking cranberry extract. If he started to get the flu or catch a cold, he took Echinacea, and when he had the blues he consumed St. John's Wort.

At that time, my inclinations as a scientist kept me from embracing such remedies because they were based in tradition, not modern science.²²

Shujia Pan (2016) “U.S. should legitimize herbal medicine” (Daily Texan) (U-WIRE) AUSTIN, Texas -- The growing use of herbal medicine has been discussed by columnists in The Daily Texan, arguing that one medicine or another is a quack nostrum, or a cure-all, or just a place. The real problem is that the U.S. government refuses to treat the medicine as legitimate, and citizens remain uninformed of the uses and possible affects of the drugs. The United States is one of the few countries in the world whose government does not recognize herbal medicines as a special, usually over-the-counter, category of drug. A commission -- chartered a few months ago by President Clinton.²⁴

1. (Johnston, S. Laurance (2015) “The Healing Power of Herbal Medicine” Article from Paraplegia News, January 1, 2015)

2. (Shujia Pan (2016) “U.S. should legitimize herbal medicine” Article from University Wire, October 1, 2016)

PROFILE OF THE COMPANY

At Himalaya, we have pioneered the use of modern science to rediscover and validate ayurveda’s secrets. We 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.

Research begins with raw herbs chosen from traditional texts and from observations and experiences of indigenous plants. Today, the company has created a state-of-the are Research and Development facility at Bangalore, that is one of the best available, for traditional medicine anywhere in the world. Over 40 qualified doctors and scientists are constantly at work, developing and evaluation new drugs and therapies.

LEVEL OF SATISFACTION

The Satisfaction level of consumer may vary at before and after purchase, the quality of the Product, Price, Availability, Variety, Durability, Fragrance, Package and considered analyzing in satisfaction level of the respondents.

TABLE NO: 01**LEVEL OF SATISFACTION**

S.No	Factors	Highly Satisfy	Satisfied	Dissatisfied	Total
1	Quality	38	34	3	75
2	Price	10	33	32	75
3	Availability	29	21	25	75
4	Variety	32	30	13	75
5	Durability	16	48	11	75
6	Fragrance	27	38	10	75
7	Package	16	34	25	75

Source : Primary Data

INFERENCE

Based on Maximum score the interpretation is generated

The above table shows that out of total 75 respondents of the study, 38% of the respondents are highly satisfied with the quality, 33% of the respondents are satisfied with the Price, 25% of the respondents are satisfied with the availability, 22% of the respondents are highly satisfied with the Variety, 48% of the respondents are satisfied with Durability, 38% of the respondents are satisfied with the Fragrance, 34% of the respondents are dissatisfied with the package.

WEIGHTED SCORE ANALYSIS**FACTORS INFLUENCED TO PURCHASE HIMALAYA PRODUCTS**

Weighted score analysis is used for ranking the factors like price, availability, advertisement, herbal content no side effect have taken into consideration.

TABLE NO: 02**FACTORS INFLUENCING TO PURCHASE HIMALAYA PRODUCTS**

S.No	Opinion about Usage	Total score	Percentage (%)
1	Traditional	389	VII
2	Price	455	III
3	Availability	445	V
4	Packing	492	II
5	Advertisement	446	IV
6	Herbal Content	394	VI
7	No Side effects	535	I

Source : Primary Data

INFERENCE

From the above table it shows that the most influencing factor of Himalaya products is no side effects with the score of (535), Packing is the second influencing factor with the score of (493), Price is the third influencing factor with the score of (455), advertisement is the fourth influencing factor with the score of (446), Availability is the fifth influencing factor with the score of (445), Herbal content is the sixth influencing factor with the score of (394), Traditional is the seventh influencing factors with the score of (389).

SUGGESTIONS

❖ The price of Himalaya Herbal Product may be reduced to create more demand.

- ❖ Special offers and free gifts can be offered to induce the consumer to buy the product once.
- ❖ Making Awareness of Himalaya Herbal Products is fully herbal, sample pouches can be given to the public and it may help in increasing the products popularity and it may also promote its sales.
- ❖ Try to cover small towns and villages to attract the new customers.
- ❖ The company has to focus on advertisement in the existing position to get more attention of consumers.

CONCLUSION

Marketing plays a pivotal role in the development of country. The development of marketing has always kept pace with the economic growth of the country. Now the modern marketing faces the high competition in their activities. Competitions increasing order of the day. Earning profit is possible only through consumer's satisfaction.

The Study reveals that most of the respondents are aware about Himalaya Herbal products. Now-a-days people are considering the cosmetic is not a luxurious one and also consider the medicine for improving health condition. Himalaya Herbal manufacturing company is a leading company to introduce best brand. The company has got good name and fame for its quality and innovative products to satisfy the current demand for their customer.

On the basic of finding of the present study is given by the researcher some practicable suggestions have been arrived. If the Himalaya Herbal Manufacture and its marketers have executed these suggestions a desired result can be achieved in future.

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