



## A Study on Customer Satisfaction Towards Herbal Products With Special Reference to Himalaya.

### KEYWORDS

Himalaya Healthcare; Herbal products; Customer satisfaction.

**R. LAVANYA**

P.K.R ARTS COLLEGE FOR WOMEN, PARIYUR ROAD, GOBICHETTIPALAYAM, ERODE (DIST), TAMILNADU.638476.

**Dr.M. VELUMANI**

P.K.R ARTS COLLEGE FOR WOMEN, PARIYUR ROAD, GOBICHETTIPALAYAM, ERODE (DIST), TAMILNADU.638476.

**ABSTRACT** *This study is to identify the customer satisfaction towards Himalaya herbal and healthcare products and to investigate the influence of product dimensions on customer satisfaction and customer loyalty as well as to understand the herbal effect of the product. Herbal products are part of the knowledge of indigenous cultures and marginal societies across the globe which has stood the test of time. A comparative study was conducted into traditional healing and community wellness in eight different valleys of Indian Central Himalaya healthcare products. The study revealed that in remote areas where modern healthcare facilities are rare, or inadequate, the majority of the traditional communities follow cultural. Himalaya will provide the know-how and expertise to set up the plant, to commission it and will also supply raw materials for the manufacture of the herbal products.*

### INTRODUCTION

Himalaya is a worldwide pioneer in the field of scientifically validated herbal healthcare. Its reputation is for clinically studied, pure, and safe herbal healthcare products that are based on extensive scientific validation and stringent quality controls. Himalaya is the present portfolio of pharmaceuticals, personal care, baby care, well-being and animal health products; Himalaya has evolved into a 'head-to-heel' herbal wellness company. To observe how Himalaya's most important asset and investing in them is vital to Himalaya. From giving them the creative freedom to push the boundaries of research to fostering a culture of open communication and diversity, we believe that there nurturing work environment brings out the best in their team and allows Himalaya to develop the best products. Each and every Himalaya employee is unique and contributes to the success of the organization.

Pioneering research by Himalaya's Research center has converted Ayurveda's herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity. Today, worldwide, the Himalaya brand is synonymous with safe and efficacious herbal healthcare. Science and research lie at the heart of product development at Himalaya. Although our scientists have studied more than 10,000 herbs and developed a range of over 300 products, we continue on our journey to unravel the mysteries of nature.

Economists have divided all industrial and economic activities into 3 main groups primary, secondary and tertiary. Primary activities include agriculture, fishing and forestry. Secondary activities cover manufacturing and construction and tertiary activities refer to the services and distribution. Daniel Bell in his book "The coming of the post industrial society" called this period of dominance by the services sector as the post industrial society. According to him "If an industrial society is defined by the quality of goods as marketing a standard of living, the post industrial society is defined by the quality of life as measured by the services desirable and possible for everyone. There are the business and professional services such as advertising, marketing research, computer-programming legal and medical advice.

By remaining true research ethic, they built credibility for our range of herbal personal care products and gained the trust of customers

### BRAND IDENTITY:



"The promise of health, well being and a prescription for good living". The Himalaya brand has much in common with mountain range from which it draws its name. For centuries the Himalaya have been an icon of aspiration of man's quest to unlock nature's secret. They respect purity and lofty ideals. The fact that the Himalayas are the source of many of the herbs that are used in their our products makes our brand name all the more appropriate.

Our logo is a visual definition of our brand identity. The leaf that forms the crossbar of the letter H evokes our focus on herbal healthcare. The teal green reflects our closeness to nature, while the orange is evocative of warmth, vibrancy and our commitment to caring.

### COMPANY PROFILE:



The legacy of researching nature forms the foundation of Himalaya's operations. Himalaya has pioneered the use of modern science to rediscover and validate Ayurveda's secrets. Cutting edge technology is employed to create pharmaceutical-grade ayurvedic products. As a confirmation that Himalaya is dedicated to providing the highest quality and consistency in herbal care, the Company was

awarded an [ISO 9001:2000 certification in 2003.]

Since its inception, the company has focused on developing safe, natural and innovative remedies that will help people lead richer, healthier lives. Today, Himalaya products have been endorsed by 300,000 doctors around the globe and consumers in 89 countries rely on Himalaya for their health and personal care needs.

#### MISSION:

Establish Himalaya as a science-based, problem-solving, head-to-heel brand, harnessed from nature's wealth and characterized by trust and healthy lives. Develop markets worldwide with an in-depth and long-term approach, maintaining at each step the highest ethical standards.

Respect, collaborate with and utilize the talents of each member of the Himalaya family and the local communities where Himalaya products are developed and/or consumed, to drive our seed-to-shelf policy and to rigorously adopt ecofriendly practices to support the environment we inhabit. Ensure that each Himalaya employee strongly backs the Himalaya promise to exceed the expectations of the consumer, each time and every time. Nothing less is acceptable.

#### AYURVEDA AT HIMALAYA:

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 combinations of plants and other agents in synergistic formulas. At Himalaya, we have pioneered the use of modern science to rediscover and validate Ayurveda's secrets. Natural, effective and safe, these products have helped thousands of people live healthier, richer lives. At Himalaya, research begins with raw herbs chosen from traditional texts and from observations and experiences of indigenous plants. Our team of herbalists study texts, both traditional and scientific, exhaustively for relevant data.

The company today has in addition to this an unparalleled database of dedicated herb suppliers, an herbarium, an agrotech division and an nursery. The tableting of ayurvedic medicine is more arduous, with multiple granulating, processing and coating variables. Today, Himalaya's manufacturing unit has the largest coating capacity in Asia. Researching Ayurveda and capturing its benefits in formulations, has been the hallmark of Ayurveda at Himalaya. Using modern research methodology and manufacturing practice, Himalaya has made available to people all over the world, an alternate method of treatment, which has no known side effects.

#### OBJECTIVE THE RESEARCH:

- ✓ To analyze the customer satisfaction of the Himalaya products
- ✓ To increase the loyalty of current customer to purchase Himalaya products
- ✓ To find channel of distribution of Himalaya

#### SCOPE OF THE STUDY:

- 1) The result of the study will help the company to identify the satisfaction level of the customers and demand on various benefits provided and promotional activities adopted by the company.
- 2) The result of the study will help the company to identify the areas where the company should focus in order to increase their customer base and generate

more prescription

- 3) The result of the study will help the company to bring out with a new plan and promotional activity which will create a new customer base for the company

#### LITERATURE REVIEW:

Many empirical studies have shown that customer satisfaction secures future revenues (Bolton, 1998; Fornell, 1992), reduces future transactions costs (Reichheld and Sasser, 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).

The goal of the supplier to recommend the possible purchaser of products for sale, the quality, utility, efficiency, availability, cost and every supplementary feature of information that could negatively impact the purchaser decision in buying the Himalaya products constitute the business objectives (Shimp, 2008).

The study discussed that antecedents and consequences of customer satisfaction (Kotler, 2006), but seldom has any paper integrated Kano's model and the customer satisfaction index model to create more meaningful value.

#### CUSTOMER SATISFACTION:

Customer satisfaction is a key factor in formation of customer's desires for future purchase (Mittal & Kamakura, 2001). This fact, especially in the Middle Eastern cultures, where the social life has been shaped in a way that social communication with other people enhances the society, is more important (Jamal & Naser, 2002). Although satisfaction has been defined as the difference between expectation and performance, but there are differences between quality and satisfaction. For example, Parasuraman et al. (1991) say that satisfaction is a decision made after experience while quality is not the same. Expectations for goods are "would", while in service quality literature, expectations for goods are "should".

Cadotte & Turgeon (1988) have introduced another group of factors known as neutral factors. Besides, Liljander & Strandvik (1993) say that experience is not needed for evaluating service quality, and service can be evaluated on the basis of the knowledge about service provider, while satisfaction is an inner view, resulted from customer's own experience from the service. Finally, several researches have been done on the relation between service quality and satisfaction: findings of some of these researches show that satisfaction results in service quality

#### LEVEL OF DISTRIBUTION CHANNEL:

- a) Zero level distribution channels E.g. Direct marketing



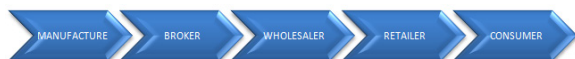
- b) First level distribution channel E.g. Retailers



- c) Second level distribution channel E.g. Wholesaler, Retailer



#### D) Third level distribution channel E.g. Broker, Wholesaler, Retailer



The company adopts third level of distribution channel. The manufacture i.e. Himalaya company send its products to the respective state, which works as broker between the manufacturer and the whole seller. The whole seller meets the demand of retailer i.e. chemist in the pharmacy segment. Then in last the chemists fulfill the demand of the end consumer based on the prescription generated by the doctors and on the basis of customers own wish.

#### CONCLUSION AND SUGGESTION:

Since the study committed towards our nation and people and nature as HIMALAYA is the natural herbal company so they try to come with this new product again to give value to the costumers and no doubt to the NATURE . Try to open the secrets of nature.

The company will try to maintain the brand loyalty of the product. But at the same time they have to face huge amount of competition, because of large number of competitors have make this marketing plan according to demand of their costumer and in future will do the same. As a marketer each and everything has been considered. Himalaya Herbals are one of the best recognized herbal health care manufacturers and distributors of ayurvedic products. The Himalaya Herbal HealthCare Company has been leading efforts to develop new treatments in conjunction with researching old principles of Himalaya ayurvedic concepts. It is the combination of modern technology and old style principles that has led to the Himalaya Herbal HealthCare Company being the world leader in the market.

Himalaya should organize campaign for general awareness of end consumers, because the consumers demand for the products based on the suggestions and on their own wisher knowledge. Himalaya should also enter in the surgical products. Because the demand of the surgical products is increasing day by day. This will create a business base and market opportunity for the Himalaya. The will surely get benefit of having a brand name

Himalaya Company deals in both Pharma and FMCG (cosmetics) both. In the available Pharma range Himalaya is the most reputed company. Although it is an Ayurvedic product its effect is slow but it is effective for long time. Most of the chemist rated it as a average selling medicine at their shop. Few medicines are recognized as a very high seller at the chemist shop, eg- Liv-52, Cystone, Rumalaya Forte, etc. Himalaya Herbals is a range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurveda with years of dedicated research.

#### REFERENCE

- Wallace LJ, Boilard SMAL, Eagle SHC, Spall JL, Shokralla S, Hajjibabaei M: DNA barcodes for everyday life: routine authentication of natural health products. *Food Res Int* 2012, 49:446-452 | 2. Gutierrez S, Ang-Lee MK, Walker DJ, Zacny JP: Assessing subjective and psychomotor effects of the herbal medication valerian in healthy volunteers. *Pharmacol Biochem Behav* 2004, 78:57-64. | 3. Kaye A, Clarke R, Sabar R, Vig S, Dhawan K, Hofbauer R, Kaye A: Herbal medicines: current trends in anesthesiology practice - a hospital survey. *J Clin Anesth* 2000, 12:468-471. | 4. Morris CA, Avorn J: Internet marketing of herbal products. *JAMA* 2003, 290:1505-1509. | 5. DE SILVA, T. Industrial utilization of medicinal plants in developing countries. In: BODEKER, G.; BHAT, K.K.S.; BURLEY, J. and VANTOMME, P. eds. *Medicinal plants for forest conservation and health care*. FAO, Non-wood Forest Products Series No. 11, FAO, Rome, 1997, p.158. | 6. World Health Organization (WHO), WHO Traditional Medicine Strategy 2002-2005 [online]. Geneva, 2002 [cited 10 October 2003]. Portable Document Format. Available from Internet: | 7. [www.himalayahealthcare.com/about/himalaya/cprofile.htm](http://www.himalayahealthcare.com/about/himalaya/cprofile.htm) | 8. [www.himalayaayurveda.com](http://www.himalayaayurveda.com) | 9. [www.himalayaherbals.com](http://www.himalayaherbals.com) | 10. [www.himalayahealthcare.com](http://www.himalayahealthcare.com) | 11. [www.aggarwaloverseas.com/himalaya-herbal-products.html](http://www.aggarwaloverseas.com/himalaya-herbal-products.html) |