



A STUDY OF CONSUMER BEHAVIOR ON HIMALAYA PRODUCTS IN COIMBATORE CITY

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(ABSTRACT) Himalayan products and to investigate the influence of product dimension on customer satisfaction and customer loyalty as well as to understand the effect of the product. Himalaya products are part of the knowledge of indigenous cultures and marginal societies across the globe which has stood the test of time. 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 straighten quality controls. Himalaya is the present portfolio of pharmaceuticals, personal care, baby care, wellbeing and animal health products.

The usage of herbal cosmetics has been increased to many persons to cover personally in personal care system and there is large scale of demand herbal cosmetics. In today's life Himalaya is treated as an important ah herbal product and now a day's consumers are aware in purchasing herbal products. So the study consumer preference towards Himalaya herbal Products may offer a great potential to the market.

KEYWORDS : Consumers preference, satisfaction, Himalayan herbal product etc.

INTRODUCTION:

The Himalaya drug company was established by **MR.M.MANAL** in **1930** by with a clear vision to bring herbal to society in a person of the same age and time. Existing at the same time, and to unravel the mystery behind the 5000 year old system of medicine. This included referring to ancient herbal texts, selection indigenous herbs and subjecting the formulation to modern pharmacological, toxicological and safety tests to create new drugs and therapies. The company has focused on developing safe, natural and innovation remedies that will help people lead richer, healthier live today, Himalaya products have been endorsed by over 250000 doctors around the globe and consumers in over 90 countries use Himalaya for their health and personal care needs.

HIMALAYA HERBAL PRODUCTS:

Although cosmetic products have undergone many changes in modern times, the basic concept of using cosmetics to enhance the features of good health. Himalaya herbals are a range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. The herbal cosmetics industry is also driving growth in the beauty business in Indian & plethora.

OBJECTIVES OF THE STUDY:

- 1) To measure the level of awareness of customer towards Himalaya product.
- 2) To ascertain the factors that influencing the customer on selecting of Himalaya product.
- 3) To study on consumer opinion towards the Himalaya products.
- 4) To identify the issues related to the Himalaya company.

LIMITATIONS OF THE STUDY:

- 1) The samples have been taken only from 105 respondents.
- 2) This study was conducted only in the Coimbatore city because of time constrain.

RESEARCH METHODOLOGY:

In research methodology there are various methods, we can any method to solve the problems in the study. The study is based on empirical research based on survey methods; the data collection for the study includes both primary data and secondary data. The primary data have been collection through the survey method by direct personal questions. The secondary data was collected from various books, websites and journals.

REVIEW OF LITERATURE:

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 breathtaking, 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. **Simon Pitman (2011)** Himalaya herbals is a range of natural, effective and safe products that use the special herbs carefully selected from nature. Combining the best herbal formulations with years of scientific research, these products effectively restore your skin natural health and vitality.

Results and Discussions:

Table-1: Gender Of The Respondents

S.NO	GENDER	FREQUENCY	PERCENTAGE
1	MALE	54	51.5%
2	FEMALE	51	48.5%
TOTAL		105	100%

Source: Primary Data

INTERPRETATION:

The survey revealed that the Himalayan products is handled by 54males out of 105 persons and the remaining 51 females are using are using the Himalayan product usually. Hoping that the new product is a popular one and healthy herbal products.

Majority of the respondents are Male 51.5%

Table-2: Occupation Of The Respondents

S.NO	OCCUPATION	FREQUENCY	PERCENTAGE
1	GOVT.JOB	29	27.6%
2	PRIVATEJOB	36	34.3%
3	SELF EMPLOYED	40	38.1%
TOTAL		105	100%

Source: Primary Data

INTERPRETATION:

The Himalayan product is being used by 29 persons on their working in government sectors side, and 36persons who are working in private sector organizations and remaining 40persons who are engaging in self employment sector side.

Majority of the respondents are self employed 38.1%

Table-3: Age Of The Respondent

S.NO	AGE	FREQUENCY	PERCENTAGE
1	25-30	85	81%
2	31-35	14	13.3%
3	36-40	6	5.7%

TOTAL	105	100%
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Source: Primary Data

INTERPRETATION:

In my herbal study product, out of 105 respondents in the age group of 25-30 persons are using this products ratio ranges upto 81% and the age group starting from 31-35 persons are using this products ratio ranges upto 13.3% and 36-40 persons are using this products ratio ranges upto 5.7%. This survey reveals that this Himalayan herbal product has got good wishes among the public.

Majority of the respondents are age 28.3%

Table-4: education Level Of The Respondents

S.NO	EDUCATION	FREQUENCY	PERCENTAGE
1	SCHOOL	4	3.8%
2	UNDER GRADUATE	16	15.2%
3	1 ST GRADUATE	85	81%
TOTAL		105	100%

Source: Primary Data

INTERPRETATION:

In my survey the students studying in schools 4 persons are using this products out of 105 respondents, and the remaining 16 persons and 85 persons belongs to under graduate students and 1st graduate students respectively out of 105.

Majority of the respondents are education level 81%

Table-5: income Level Of The Respondents

S.NO	INCOME	FREQUENCY	PERCENTAGE
1	15000-25000	36	34.3%
2	25000-35000	54	51.4%
3	35000-45000	15	14.3%
TOTAL		105	100%

Source: Primary Data

INTERPRETATION:

The people who are earning salary starting from r.s15000-r.s250000 are using the Himalayan products and this percentage ratio goes upto 34.3% and the people who are earning salary starting from r.s25000-r.s35000 are using the Himalayan products and this percentage ratio goes upto 51.4% and the people who are earning salary starting from r.s35000-r.s45000 are using the Himalayan products and this percentage ratio goes upto 14.3%

Majority of the respondents are income level 51.4%

Table-6: Suggested Of The Respondents

S.NO	SUGGESTION	VARIABLES	PERCENTAGE
1	FRIEND	57	54.3%
2	FAMILY	22	21%
3	NEIGHBOURS	26	24.7%
TOTAL		105	100%

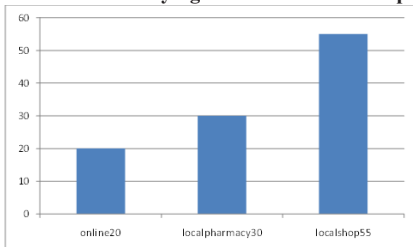
Source: Primary Data

INTERPRETATION:

The popular Himalayan products goes to public knowledge and reaches the public through their friends and by this ratio goes to 54.3%, and from family sources the ratio goes upto 21%, and by their neighbours 24.7%.

Majority of the respondents are friends 54.3%

Chart-1: Buying Behavior Of The Respondent



Source: Primary Data

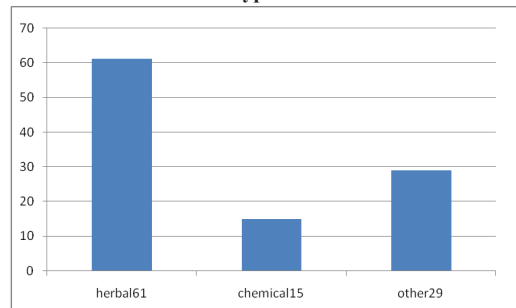
INTERPRETATION:

They Himalayan products are being purchased through online

purchased 20 persons out of 105 persons, and these commodities are being purchased through local pharmacy 30 persons, and remaining 55 persons are buying these products local shop directly.

Majority 55 persons of the respondents got the awareness through local shops.

Chart-2: Type Of Product



Source: Primary Data

INTERPRETATION:

The Himalayan products are being accepted purely as herbal by 61 persons in public, and these Himalayan products are 15 persons saying that Himalayan products are chemical contents, and others 29 persons are knowing none.

Majority of the respondents are herbal 61%.

FINDINGS OF THE STUDY:

From the analysis and interpretation of data the following findings are obtained:

- 1) Majority of the respondents are Male 51.5%
- 2) Majority of the respondents are self employed 38.1%
- 3) Majority of the respondents are age 28.3%
- 4) Majority of the respondents are education level 81%
- 5) Majority of the respondents are income level 51.4%
- 6) Majority of the respondents are friends 54.3%
- 7) Majority 55 members of the respondents got the awareness through local shops.
- 8) Majority of the respondents are herbal 61 respondents

SUGGESTIONS:

- 1) Most of the respondents suggested that advertisement regarding their new products must be improved.
- 2) Most of the respondents suggested that availability of product should be increased in rural areas.
- 3) The price of the Himalaya herbal products may be reduced to create more demand.
- 4) The company has to focus on advertisement in the existing position to get more attention on consumers.

CONCLUSION:

The study reveals that most of the respondents are aware of the Himalaya products. Now people are not considering the cosmetics as luxury Hence there is a need to advertise more to create awareness and use of Himalaya products.

The present study reveals that the customers have a good preference towards Himalaya product. The popularity of the brand also one of the factors urged the customer for their purchase duration. In overall the customer are satisfied with the brand, availability and price of the Himalaya products.

REFERENCES:

1. Michael Palin's 2000-mile journey along a mountain range of mystery, adventure and challenges.
2. KIWIPI (Fiona) 2009, I expected brilliant cinematography and good information and was not disappointed.
3. Kano's model and the customer satisfaction Index model to create more meaningful value.