

A Study On Customers' Perception Towards Himalaya Products In Cuddalore District

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ABSTRACT

The oldest known medical method used by humans is Ayurveda. The information was gathered from 200 Cuddalore customers using practical sampling methods. Himalayan goods, as well as to look into how the product's dimensions affect consumers' perceptions and loyalty, and to comprehend the product's impact. To examine the data, statistical techniques like percentage analysis has been employed. The current "head-to-heel" herbal offered by Wellness Company is Himalaya. The current line of Himalaya products includes pharmaceutical, personal care, baby care, wellness, and animal health care items. There is a widespread need for herbal cosmetics and a growing number of people are using them to address their own personal care needs. Customers' perceptions of Himalayan herbal goods are highlighted in this study, which could have a significant impact on the industry.

Key words: Himalaya products, Customers' perception, Himalayan herbal products.

INTRODUCTION

The world's oldest known medical system is Ayurveda. India's healthcare industry is changing quickly. The goal of the strategy is to offer a complete primary health package that covers geriatrics, palliative, rehabilitative, and major communicable, non-communicable, and chronic diseases. It is known for its pure, safe, and clinically tested herbal medicinal products, which are supported by rigorous quality controls and substantial scientific validation. The current "head-to-heel" herbal wellness company is

called Himalaya. The Himalaya brand is now widely associated with effective, safe herbal medicine. Himalaya and its researchers have examined over 10,000 plants and created more than 300 products. Himalaya Products have extensive experience and research in natural herbal medicines, enabling them to create a variety of personal care products that meet our demands for everyday wellness. With no negative side effects, this collection provides the goodness of natural remedies for everyday usage. One of the most important and often used consumer goods in everyone's daily life is personal care items.

REVIEW OF LITERATURE

Radhika, Radha Krishna (2018) studied on customer satisfaction with Himalaya Products in relation to Cuddalore Town. Customer satisfaction is defined as the number of customers—or percentage of all customers—whose experiences with a company, its products, or its services exceed specified satisfaction. This is seen as a key differentiator and has increasingly become a key element of business strategy. The goal is to determine the issues the respondents have with Himalayan goods. The Ayurvedic products were selected by 45% of respondents. Because each Himalaya product is investigated and followed by the study and development center of the Himalaya firm, it provides the users with good outcomes.

Naveen Prasad AG and Dr. Rajandran KVR's (2019) study examined consumer purchasing behavior with regard to Himalayan product purchases. 40 customers' samples were gathered after they purchased a Himalayan product. The research employed a simple random technique as the sample technique and statistical techniques. The instrument utilized for data analysis in this study had a variable outcome. The happy with the Himalaya products' quality and pricing, according to this study. The Himalaya product users' responses to this research are good and encouraging.

R. Lavanaya and Dr. Velumani (Dec 2014) aimed to determine the degree of customer satisfaction with Himalayan herbal and healthcare products. Additionally, the study explored the impact of product dimensions on customer satisfaction and loyalty, as well as the products' herbal effect. The study found that most traditional societies adhere to cultural norms in isolated locations

with little or no access to modern healthcare facilities. In addition to investigating the ancient foundations of Himalayan Ayurvedic notions, the Himalaya Herbal HealthCare Company has been spearheading efforts to develop innovative remedies.

Ramesh and Pavithra (2015) study on customers' preference and satisfaction towards Himalaya products with reference to Coimbatore city, India," viewed that to identify the customers' preference and satisfaction towards Himalaya products and to investigate the influence of product dimensions on customer satisfaction and customer loyalty, as well as to understand the Himalaya effect of the products. The sample was collected from 150 customers. Then a statistical tool was convenience random sampling methods, followed by percentage analysis and correlation methods. Himalayan products are part of the knowledge of indigenous cultures and marginal societies across the globe that has stood the test of time.

STATEMENT OF THE PROBLEM

The large international networks of medical, pharmaceutical, skincare, baby care, and other items are known as Himalaya Herbal Healthcare Brands. Herbal medicine is still in its infancy in India. In the context of the herbal healthcare products industry, attitudes of customer satisfaction and service quality need to be developed. The advantages of herbal medicine have been empirically studied in a rather tiny body of literature; this is particularly true when it comes to consumers' opinions about Himalaya cosmetics. In this scenario where healthcare is shifting to herbal medicine, it is critical for marketers to cultivate long-lasting relationships with clients in order to win their loyalty to the online business.

RESEARCH GAP:

The paucity of brand studies on Himalayan cosmetic items carried out in the Cuddalore district presents a substantial research gap in the examination of customers' views towards these products. Impact of marketing and sales tactics. Consumer attitudes toward Himalaya cosmetics as well as the prospects and difficulties facing the cosmetics industry. A very small amount of research has been done to determine what elements influence the customer satisfaction of Himalaya cosmetics users in semi-urban and rural locations when using the products. Then, Himalaya provides all goods related to wellness, home care, personal care, medications,

baby care, Himalaya for Moms, and animal health. Then, in order to close the research gap, the researcher is only using certain personal care and cosmetic goods.

OBJECTIVES OF THE STUDY

The present study is undertaken with the following specific objectives.

1. To measure the customers' level of awareness towards Himalaya cosmetics products.
2. To identify the major factors influence the customers to purchase the Himalaya cosmetics products.
3. To analyze the customers' satisfaction towards Himalaya products.

SCOPE OF THE STUDY

The purpose of this study is to find out how consumers view Himalayan goods. The goal of the study is to determine the variables that affect consumers' opinions on Himalaya goods, a well-known name in the health and wellness sector. The study will also look at how the company's varied marketing techniques affect consumers' perceptions. Methods for gathering quantitative data will be used in the study. Online questionnaires will be used to get the quantitative data. A sample size of 200 clients who have previously utilized Himalayan products is the focus of the study.

RESEARCH METHODOLOGY

Research Design

"A study on customers' perceptions towards Himalayan products in Cuddalore district" is title of the research project.

Type of Data

Primary and secondary data will be the foundation of the current investigation.

Data Collection

Customers of Himalaya products complete a questionnaire that serves as the major source of data for this study. A personal interview using a questionnaire was used to conduct the survey; respondents were met in person and had face-to-face communication.

Sample Size

200 respondents from a Cuddalore district make up the sample size selected for collecting.

Tools used

The convenience sampling method percentage, weighted score analysis was used to customers' perception in this investigation.

Study Area

Cuddalore customers' opinions of Himalayan goods are the main subject of this investigation.

CUSTOMER PERCEPTION

Customer perception which includes a customer's impression awareness of a business or its subscription. Customer perception is typically influenced by advertising, ratings, public relations, social media, personal experiences, and other channels. Consumer perception is the overall impression a consumer has on the value, status and meaning of a product. The customer's product is always that of a product offered by a competitor. The ever-increasing marketing scenario and intensified competition around the world has reinforced the brand's role at an unprecedented level. Everybody is at the same time a consumer of different brands. The choice and use of a particular brand by the customer over time is influenced by the quality benefits of the brand, especially when it comes to brands of food and cosmetics.

AN OVERVIEW OF HIMALAYA PRODUCT

The company was founded in 1930 by Mr. M. Manal. The success in Cayman, Himalaya launched 20 personal care products in India in 1999, under the brand 'Ayurvedic Concepts'. The increasing interest of consumers in natural and herbal personal products proved as a bright opportunity for the Himalaya range. As it had established a high credibility in the pharmaceutical segment, Himalaya secured consumer acceptance in personal care space very quickly. Developed using herbal formulations backed with extensive research, the personal care product range was perceived by customers as another dutiful promise of a 'trust-worthy' brand. Then, Himalaya provides all goods related to wellness, home care, personal care, medications, baby care, Himalaya for Moms, and animal health.

Hair Care Products

Himalaya's line of hair care products includes hair oil, cream, detangler, and conditioner. It also contains anti-dandruff, anti-fall, and anti-hair loss shampoos and conditioners, damage repair protein conditioners, and protein hair cream.

Skin Care Products

The strength of their medicinal product research served as the foundation for Himalaya's personal care line. The company offers solution-based products that address 24-hour personal care needs by adding the legitimacy of pharmaceutical research to its personal care portfolio. With no negative side effects, the range provides the goodness of natural remedies for regular usage. The product line offers skin care items made from safe and mild botanicals.

Himalaya herbal personal care

Himalaya herbals are natural, safe products and no side effects with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurveda with years of dedicated research. Batch performances and complete purity and safety are ensured by the application of advanced pharmaceutical technology at every stage of production.

LIMITATION

1. The samples have been taken only from 200 respondents.
2. This study was conducted only in the Cuddalore district because of time constrain.
3. The respondents' views and opinions may hold good for the time being and may vary future.

DATA INTERPRETATION

This chapter presents the analysis and interpretations of 200 selected respondents from the District of Cuddalore on the topic of customers' perceptions towards Himalayan products in the Cuddalore district. The opinions and relevant information of respondents were collected through a questionnaire consisting of personal and learning factors. The collected data were classified, tabulated, and completed according to the research objectives with the following statistical tools:

Percentage Analysis

Percentage analysis is mainly done to determine what percentage of respondents fall into each category. This analysis also helps to

standardize the respondent's views on various aspects. This analysis was performed for all questions in the questionnaire.

Table No. 1 Personal profile of the Respondents

Demographic profile	Particulars	No of respondents	Percentage
Age	Up to 20 years	54	27
	21-35 years	100	50
	36 -50 years	46	23
Gender	Male	50	25
	Female	150	75
Educational Qualification	Higher secondary level	20	10
	College level	120	60
	Others	60	30
Occupation	Industrial Labour	44	22
	Government Employee	30	15
	Private Employee	26	13
	Business Students	20	10
	Others	50	25
		30	15
Monthly Income	Up to Rs.15,000	30	15
	Rs.15,001-20,000	44	22
	Rs.20,001-25,000	56	28
	Rs.25,001-30,000	70	35
Marital status	Married	80	40
	Unmarried	120	60
Family types	Nuclear family	170	85
	Joint family	30	15

Sources: Primary Data

The above table shows that out of the total 200 respondents of the study, 100 are in the age group of 21-35 years, 150 respondents are female, 120 respondents have college level education and 60 respondents of the others, 50 respondents are students, 70 respondents belong to the income group of Rs. 25001-Rs.30, 000 and 40 percent of the respondents are married.

Table 2 Type of Skin care products

Types of Skincare products	No. of Respondents	Percentage of Respondents
Fairness cream	52	26
Face Wash	64	32
Anti perspirant	38	19
Moisturizer	46	23
Total	200	100

Source: Primary Data

The above table shows that of the total respondents 32% of the respondents have purchased the Himalaya Face wash, 26% of the respondents have purchased the Himalaya fairness cream, 23% of the respondents have purchased Moisturizer and only 19% of the respondents have purchased the Anti-Perspirant product.

Type 3 Type of Hair care Product

Type of Hair care product	No. of Respondents	Percentage of Respondents
Hair Oil	67	33
Shampoo	72	36
Moisturizing	33	17
Protein conditioner	28	14
Total	200	100

Source: Primary Data

Table 3 shows the reasons for buying the Himalaya Hair care products by the respondents. In this study 36% of the respondents

have purchased the Himalaya Shampoo, 33% of the respondents have purchased the Himalaya Hair oil, 17% of the respondents have purchased Moisturizers and 14% of the respondents have purchased the Protein Conditioner.

Level of satisfaction

The satisfaction level of customer 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 4 Level of satisfaction

S. No	Factors	High satisfy	Satisfied	Dissatisfied	Total
1	Quality	138	40	22	200
2	Price	100	83	17	200
3	Availability	129	61	10	200
4	Variety	32	160	8	200
5	Durability	16	148	36	200
6	Fragrance	80	88	32	200
7	Package	160	24	16	200

Source: Primary data

Inference

Based on Maximum score the interpretation is generated

The above table shows that out of total 200 respondents of the study, 38% of the respondents are highly satisfied with the quality, 50% of the respondents are highly satisfied with the price, 5% of the respondents are satisfied with the availability, 80% of the respondent are highly satisfied with the variety, 74% of the respondents are satisfied with the durability, 44% of the respondents are satisfied with the fragrance, 60% of the respondents are highly satisfied 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 5 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

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).

Findings

1. Majority of respondents 75% are female.
2. Majority of respondents have been using Face wash products of Himalaya daily.
3. It was found that majority of the respondents were satisfied with the Himalaya products and perceived that the Himalaya products are very much helpful to solve the skin problem.
4. Majority of respondents have been using Himalaya product because it is a Natural product, so it is safe and no side effects.
5. Majority of respondents agreed that the Himalaya Products are available of the products.

Suggestion:

1. Advisements to be required for Himalaya products.
2. The price of Himalaya Herbal product may be reduced to create more demand.

3. Quality of the Himalaya product to be increased with the prevailing price rate.
4. Customers preferred to purchase Himalaya face wash products, mostly preferred to purchase Neem face wash and lemon face wash.
5. For increase the sales, the free gifts may be introduced and packages may be improved.

Conclusion

The study reveals that most of the respondents are aware of the Himalaya products. Now people using cosmetics in today's life has become a necessity and people are not considering 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 perception towards Himalaya product. Himalaya product used by both among men and women. There is growing demand for Himalaya cosmetics products flowed by heavy competition, with the brand, availability and price of the Himalaya products.

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