

## A STUDY ON CUSTOMER'S SATISFACTION TOWARD'S HIMALAYA PRODUCT TO THIRUTHURAIPOONDI TOWN

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### **Abstract**

*This study is to identify the customer's preference and satisfaction towards Himalaya products and to investigate the influence of product dimension on customer satisfaction and customer loyalty as well as to understand the Himalaya 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.*

**Key words:** Product, satisfaction, Marketing, demand, distribution.

### **INTRODUCTION:**

The essence of marketing is an exchange or a transaction, intended to satisfy human needs or wants. That is, marketing is a human activity directed at satisfying needs and wants, through an exchange process. A demand is a want for which the consumer is prepared to pay a price.

Marketing occupied an important place in all stages of economic life, even from barter system. But today, marketing is a complicated state. Modern marketing possesses special characteristics. Modern marketing covers all business activity in order to ascertain the demand, product planning, distribution and facilitating the entire marketing process. The modern marketing emphasizes the need for integrated and well co ordinate marketing programme

### **HIMALAYA BABY CARE**

Himalaya's doctor-endorsed baby care range of products is produced using naturally derived ingredients. They are developed and tested to be mild to support baby's delicate skin, hair and eyes. Baby's hygiene and comfort are kept as our topmost priority. Specially designed baby care products are divided into 'Pre-Bath', 'Bath' and 'Post-Bath' categories.

### **REVIEW OF LITERATURE**

PURI and SANGERE (1989) conducted a survey to know the consumption pattern of processed products in Chandigarh.

ROOK (1987) impulse buying is relatively extra during extra ordinary and exciting, emotional rather than rational and likes to be perceived as bad rather than good.

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 present and following him through this journey.

BERGER & WEINBERG (2012) consumer behaviour is other different for different attitudes. It may frequently change where consumer gross geographic due to acculturation though adaptation and assimilation.

### **STATEMENT OF THE PROBLEM**

Customers are value maximizes within the bounds of search costs and limited knowledge, mobility and income. They form an expectation of value and act on it. Whether or not the offer lives up to the value expectation affects both satisfaction and repurchases probability.

1. There are various types of Himalayas product available in our country and they are playing an important role in our day to day life. The needs of the customers must be fulfilled.
2. A study on customer preferences for the various brands of Himalaya's product will certainly help for further growth and development in right direction.
3. Customer preference in Himalaya's product may depend upon numerous factors. Individual's decision on purchasing differs from one another.

### **OBJECTIVES OF THE STUDY:**

- \*To study the socio-demography characteristics of the respondents
- \*To know the factors influencing the purchase decision
- \*To study the sources available for brand selection
- \*To study the brand loyalty of Himalaya products

\*To find out the opinion about the attributes of Himalayas Product.

\*To identify the satisfaction level of customers.

TITLE OF THE STUDY: A STUDY ON CUSTOMER'S SATISFACTION TOWARD'S HIMALAYA

**PERIOD OF THE STUDY**

The data was collected in the month of November 2017 to March 2018.

**METHODOLOGY**

Research methodology is way of systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

\*PRIMARY DATA

\*SECONDARY DATA

**PRIMARY DATA:**

The data was collected by questionnaire. The information required for the study was directly collected from the consumer.

**SECONDARY DATA:**

The data are those which have already been collected by someone else and which have already been passed through the statistical process.

**SAMPLE SIZE:**

Stratified random sampling size 100 is used for data collection among the customer. Primary data collected by questionnaires. The data collected from the respondents were edited, analysed and presented in the form of tables and charts whenever necessary.

**LIMITATIONS OF THE STUDY:**

The time factor was the major constraints because of which the researcher could not collect more data in a short period. Few respondents took more time to answer the questionnaire.

This result was conducted only in particular area so this result cannot suitable to other places.

Data collected under this technique is subjective nature therefore they may easily lead to quantitative checks.

**DATA ANALYSIS AND INTERPRATION:**

TABLE NO: 1

SUGGESTION TO IMPROVE THE PRODUCT ATTITUDE

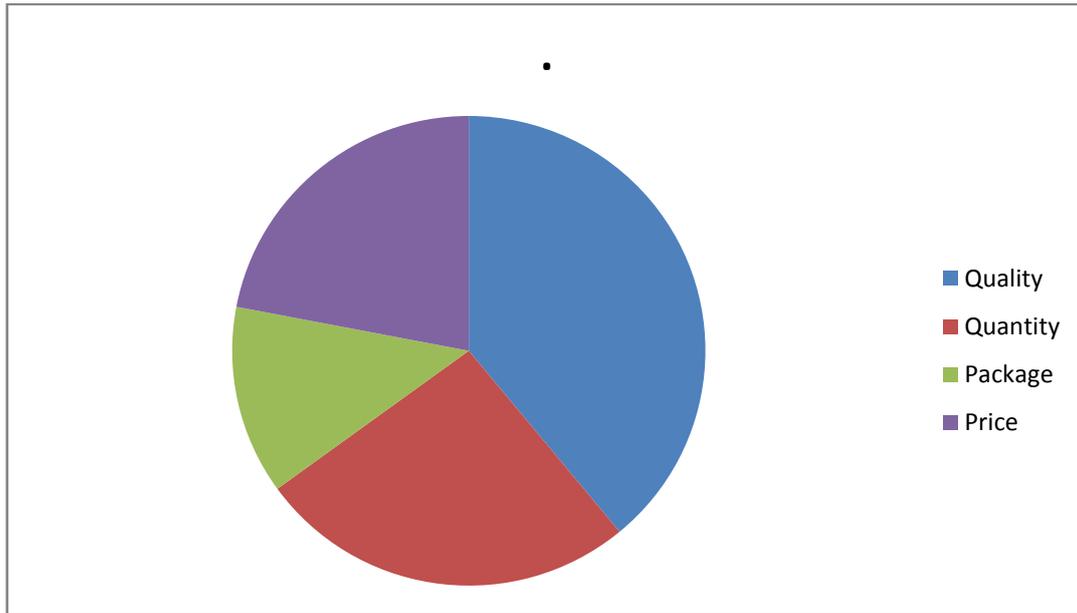
| S.No | Suggestion | No. of Respondents | Percentage |
|------|------------|--------------------|------------|
| 1    | Quality    | 39                 | 39         |
| 2    | Quantity   | 26                 | 26         |
| 3    | Package    | 13                 | 13         |
| 4    | Price      | 22                 | 22         |
|      | TOTAL      | 100                | 100        |

**SOURCE: Primary Data**

**INFERENCE:**

The above table no(1) shows that 39% of the respondents have suggested to improve the product quality,26% of the respondents have suggested to improve the quantity, 13% of the respondents have suggested to improve the packaging and remaining 22% of the respondents said to price stability.

**CHART NO-1  
SUGGESTION TO IMPROVE THE PRODUCT ATTITUDE**



**TABLE NO 2  
SATISFACTION LEVEL OF THE RESPONDENTS**

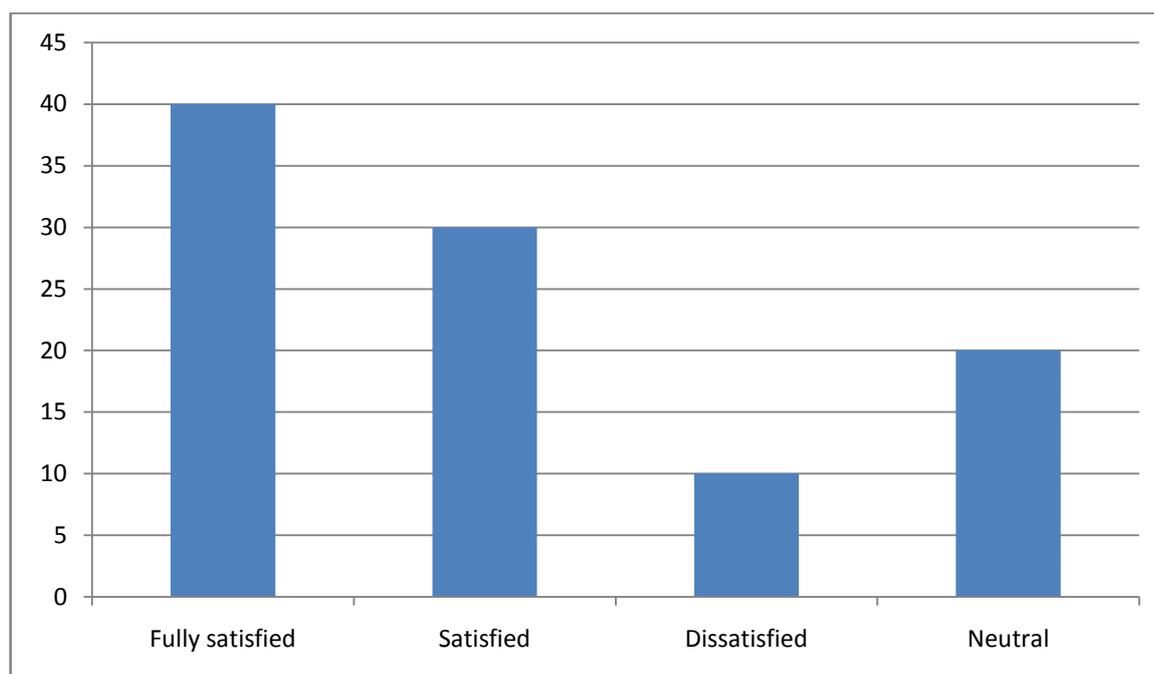
| S.NO | Level of Satisfaction | No. Of Respondents | Percentage |
|------|-----------------------|--------------------|------------|
| 1    | Fully Satisfied       | 40                 | 40         |
| 2    | Satisfied             | 30                 | 30         |
| 3    | Dissatisfied          | 10                 | 10         |
| 4    | Neutral               | 20                 | 20         |
|      | TOTAL                 | 100                | 100        |

**SOURCE: Primary Data**

**INFERENCE:**

The above table no (2) shows that 40% of the respondents are fully satisfied from the product, 30% of the respondents are satisfied, 20% of the respondents are neutral and only 10% of the respondents are dissatisfied.

**CHART NO-2  
SATISFACTION LEVEL OF THE RESPONDENTS**



### FINDING S AND SUGGESTIONS

#### FINDINGS:

- Out of total number of 100 sample respondents, 67% of the respondents.
- 40% of the respondents said that the especially of the products is quality.
- Major (40) of the respondents prefers the brand for health measures.

#### SUGGESTIONS

- Improvement of quality should be considered but at the same time price equilibrium should be maintained.
- Better and improved flavour and taste may increase the sales.
- Samples could be provided to rural areas to create a awareness about the product.
- There should be regular supply of all brands of Himalaya products.
- Most of the respondents suggested that advertisement regarding their new products must be improved.

#### CONCLUSION

The present study reveals that the customers have a good preference towards Himalaya products. It can be concluded that it has been very interest and it a useful experience while undergoing this study of customer's preference and satisfaction Therefore, Himalaya as the name suggest should satisfy the fast moving people in the would without compromising quality and standard.

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