A CUSTOMER SATISFICATION TOWARDS HIMALAYA HERBAL PRODUCT

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ABSTRACT:
This study investigates that the customer satisfaction of 102 respondents of Himalaya herbal products, Here, the primary data is gathered by questionnaire method and have used analytical tools such as Percentage, chi-square, Regression and ranking analysis were used .and to investigate the key components that to buy the product and complete satisfaction level of a product. In this type of customers satisfaction will increase according to their quality and quantity, package, pricing, Natural ingredients and customer's needs according to their necessity. Here, the customer satisfaction is more important to the products.
KEYWORDS: Customer satisfaction, package, price, buy products.

INTRODUCTION:
Himalaya wellness company (formerly Himalaya drug company) was founded in 1930.By Mohammed Manal in Dehradun. India (Bangalore) and US are the general headquarters of Himalaya herbal products.
Himalaya herbal product, is a global oriented market and it is one of the leading, competitive company in a market. Most of the dermatologist will suggest the Himalaya products because of natural ingredients, and there is no painful chemicals and there is no side effects of using this herbal products.it is most trusted product in a market and also have brand reputation about the product. Himalaya herbal company is ranked as second position. It has a strong commitment, Himalaya industrialist prompts the product in latest establishments that follow follows with worldwide safety norms. It consists of wide range of ayurvedic products like baby care products, ayurvedic medicines, massage products and nutrition products etc,. there is no age limitations to use Himalaya herbal product because it is full natural ingredients like neem, aloe vera, turmeric, ashwagandha, hibiscus, sandalwood, fenugreek etc., so there is no side effects also and it is clinically proven. it is widely used in many regions like India, China, Japan, Southeast Asia, Europe, Egypt, United States (US) and Australia etc., and it is shipping to 90+ countries.

REVIEW OF LITERATURE:
Mr David and Ms B Pavithra (2020), "A study on consumer satisfaction towards herbal cosmetic products with special reference to Coimbatore city" this articles titles as Himalaya herbal products plays a remarkable role in announcing health care and protecting against the various nutrition. The study was taken by questionnaire method by 102 extracts the research engaged percentage analysis and ranking analysis of the buyer, the purpose of the study is customer satisfaction level of Himalaya herbal products.
Yamuna, Mr M R Chandra Sekar (2021), "A study on customer satisfaction towards Himalaya product special reference with Tirupur district" the purpose of the study is to evaluate the customer satisfaction, quality, needs to produce the products and awareness of the product desire the choice of every customers. Himalaya product is made up of full of ayurvedic products and it can increase the products ranges too, And it examines the issues faced many challenges while using Himalaya herbal products it highlights the customer satisfaction.
Mr. P. Kanagaraj, M. Pavithra (2020), "A study on customer satisfaction towards Himalaya products with special reference to Coimbatore city" the research of the study is marketing strategies involves planning and execution and incremental innovation in skilled professionals. Customer opinions and

behaviors plays a crucial part in buying outcomes. to analyse the retail display and to investigate about the product and have to check the most of the product. the research offers applicable insights for improving Himalayas marketing methods.

Kawshic KR, M Sangetha(2019), "A study on customer satisfaction towards Himalaya products: with special reference to Coimbatore city", the study is based on customer preference on Himalaya herbal product, The study evalutes product details attributes and results of customer satisfaction and explores customer opinion of Himalaya products.by comparing other products and investigate awareness of brand and product ranges in a market for competitors.

Eze.et.al(2022)**,** " A study on consumer satisfaction towards Himalaya products in Villupuram" the study is based on consumer attitude and buying behaviour. data was gathered by 102 extracts the conclusion indicated that the consumer were usually satisfied with price of a product, A few were dissatisfied with the taste. Skin care products appeared as the best seller, but many consumers observed the prices were too high.so, it impact the consumer satisfaction Himalaya products.

STATEMENT OF THE PROBLEM:
In spite of the leading necessity for the herbal products for well-being in the market, Himalaya herbal product faces the significant challenges in the quality control, competitions, cultural differences, pricing pressure, social responsibilities in market. Additionally, this type of product is not suitable for all types of skin tonnes such as sensitive skin, Acne-prone skin, fair or extremely pale skin etc,.. it may causes allergic reactions also. So this can spoil brand's loyalty and buyers trust as well as sustainability in the market.

OBJECTIVES OF THE STUDY:
➢ To find the socio-economic outline of customers.
➢ To examine the factor which influence the customers to buy Himalaya herbal products.
➢ To analysis the level of satisfaction to buy Himalaya products.

RESEARCH METHODOLOGY:
This study is on customer satisfaction towards on Himalaya herbal products, consists of 102 respondents. The primary data is collected by questionnaire method. The secondary data was referred from journals, websites and articles. this study has analytical tools such as Percentage, chi-square, regression and ranking analysis. Here, The percentage is calculated by the respondents and the chi-square is used to recognize the relationship between two variables age and factor influence the Himalaya herbal products. Regression is used to recognize the relationship between Educational qualification, Occupation as a independent variable and are you satisfied while using Himalaya products as a dependent variable. Ranking analysis is taken according to respondents.

ANALYSIS AND INTERPRETATION:

CATEGORY	VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Gender	Male	23	23%
	Female	79	77%
	Total	102	100%
Age	15-25	48	47%
	26-35	32	31%
	36-45	14	14%
	Above 45	8	8%
	Total	102	100%
Location	Urban	64	63%
	Rural	38	37%

	Total	102	100%
Occupation	Private employee	34	33%
	Government employee	6	6%
	Homemaker	12	12%
	Others	50	49%
	Total	102	100%
Marital status	Married	49	48%
	Unmarried	53	52%
	Total	102	100%
Educational qualification	SSLC	7	7%
	HSC	6	6%
	UG	62	61%
	PG	27	26%
	Total	102	100%
Monthly Income	Below 10000	40	39%
	10000-25000	29	28%
	25000-40000	20	20%
	Above 40000	13	33%
	Total	102	100%
How did you known about Himalaya product?	TV	34	33%
	Product display	22	21%
	Social media	25	24%
	Friends	15	15%
	News paper	6	6%
	Total	102	100%
How long the product will come?	Weekly	10	10%
	Monthly	22	22%
	Based on usage	70	69%
	Total	100	100%
How did you know about Himalaya product?	Strongly agree	27	27%
	Agree	42	41%
	Neutral	25	24%
	Disagree	3	3%
	Strongly disagree	5	5%
	Total	102	100%
How important is the packaging in Himalaya in your decision to buy?	Very important	37	36%
	Important	44	43%
	Neutral	19	18%
	Not important	2	2%
	Total	102	100%
How do you usually choose flavours in products?	Based on personal preference	28	28%
	Recommendation	26	25%
	Health benefits	23	22%
	Total	102	100%
	Highly satisfied	24	23%
	Satisfied	48	47%

	Neutral	22	21%
Are you satisfied with the Himalaya products?	Dissatisfied	7	7%
	Highly dissatisfied	1	1%
	Total	102	100%
Why did you like Himalaya herbal products?	Naturally made	43	42%
	Formulation	18	17%
	Quality	31	30%
	Affordable price	10	10%
	Total	102	100%

Source: Primary data

INTERPRETATION:

he above table represents the 102 respondents,79(77%) of the respondents belongs to female,48(47%) of the respondents belongs to 15-25,64(63%) of the respondents belongs to Urban, 50(49%) of the respondents belongs to usage of a products,42(41%) of the respondents belongs to reasonable price compared to similar products,44(43%) of the respondents belongs to important of packaging of Himalaya products,28(28%) of the respondents belongs to based on personal preference,48(47%) of the respondents belongs to satisfied in Himalaya products,43(42%) of the respondents belongs to naturally made.

REGRESSION ANALYSIS:

Regression	Statistics
Multiple R	0.260
R square	0.067
Adjusted R Square	0.049
Standard Error	1.023
Observation	102

Anova:

	df	SS	MS	F	Significance F
Regression	2	7.563	3.781	3.610	0.030
Residual	99	103.691	1.047		
Total	101	111.254			

	Coefficient	Standard Error	t stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.434	0.465	7.384	4.88E-11	2.511	4.357	2.511	4.357
Occupation	-0.181	0.085	-2.122	0.036	-0.351	-0.011	-0.351	-0.011
Educational Qualification	-0.272	0.110	-2.461	0.015	-0.492	-0.052	-0.492	-0.052

Source: Primary data

INTERPRETATION:

The regression analysis shows a week correlation between the actual and expected values, with a Multiple R on 26%, showing a low relationship. The R square value on 6% indicated as 6.8% of the variation as the dependent variable described by Occupation and Educational qualification. The Adjusted R square as 4% Additionally emphasizes the model ability to describe the data. With the

standard error of 1%, expected stray from the observed values. The ANOVA results show the model is statistically significant, with a significance F of 3%. The Intercept value is 3.4% and every increase in Occupation, the dependent variable decreases by 18%, assuming Educational qualification remains constant.

CHI-SQUARE ANALYSIS:

PARTICULARS	BRAND REPUTATION	NATURAL INGREDIENTS	PRICE	PRODUCT QUALITY	TOTAL
15-25	9	7	10	16	42
26-35	10	9	3	7	29
36-45	8	5	2	3	18
Above 45	3	2	4	4	13
TOTAL	30	23	19	30	102

Chi-square	Degree of freedom	P-value	Significant	Null hypothesis
18.392	3	000.000	0.05	rejected

Source: Primary data

INTERPRETATION:
In the above table represents chi-square test shows a significant relationship between age and factors such as brand reputation, natural ingredients, price and product quality. It accompanied by the chi-square value is 18.392 and a P-value is 000.000, and the significant value is less than 0.05%. It results to rejecting the null hypothesis. therefore, age significantly influences preferences for the product features.

RANKING ANALYSIS:

PRODUCT	RANK SCORE	RANK
Baby care products	3.28	1
Healthcare products	3.16	6
Face care products	3.23	2
Massage care products	2.94	8
General healthcare products	3.17	5
Wellness products	3.23	2
Personal care products	3.21	4

Source: Primary data

INTERPRETATION:
In the above table represents the ranking analysis, Baby care products placed as(1st rank), Healthcare products and Wellness products are placed as(2nd rank), Personal care products placed as(4th rank), General health care products placed as(5th rank), Health care products and Nutrition care products are places as(6th rank) and Massage care products are placed as(8th rank).

LIMITATIONS OF THE STUDY:
➢ The study has limited study of 102 respondents.
➢ The may focus on a wide range of Himalaya herbal products, that may not describe all the product line.

SCOPE OF THE STUDY:

A study on customer satisfaction towards Himalaya herbal products, investigates various factors affecting customer awareness of the brand. It examines the results of products for their purposes like skincare, personal care products, general health care products etc,. This study examines that the brand's loyalty and faithfulness of the product and it is made up of natural ingredients. and It evaluates the customer satisfaction and also covers the problem solving ,response times and customer thinks that the price is match to their quantity and quality of a product range. It also examines how the satisfaction differs on customer demographic and choice.

FINDINGS:

- ➢ This study analyses the data represents the maximum number of respondents for 22% for male and 77% for female.
- ➢ This study analyses the maximum number of respondents for age group of 15-25 with 47%.
- ➢ This study analyses the maximum number of respondents for Urban with 63%.
- ➢ This study analyses the maximum number of respondents for others in occupation with 49%.
- ➢ This study analyse that the maximum monthly income is 49%.
- ➢ This study states that have maximum number of respondents how they know about product by TV 33%.
- ➢ This study states that how long the product will come maximum number of respondents for based on usage 69%.
- ➢ This study analyse that the price is reasonable while compared to similar products maximum respondents for agree 41%.
- ➢ This study states that the packaging of Himalaya products maximum number of respondents for 43%.
- ➢ This study analyses that the maximum number of respondents for choosing flavours of product is 47%.
- ➢ This study analyses that maximum number of study of respondents for naturally made is 42%.
- ➢ There is a significant relationship between satisfaction of Himalaya product and Occupation, Educational Qualifications.
- ➢ There is a significant relationship between age and factor influence the Himalaya products.

SUGGESTIONS:

- ➢ Quality assurance and transparency: Assure the conformable product quality by applying organic, high quality components, and gives the accurate information about the product.
- ➢ Personalized customer Support: it gives recommendations for customer's needs like face or nutrition and it supply responsive and supportive customers to the market.

CONCLUSION:

A study on customer satisfaction towards Himalaya herbal products highlighting several important insights. Customer generally report high levels of satisfaction continuing to use it products particularly appreciating the natural ingredients and their effectiveness as well as it shows that the buyer are satisfied with the product. Himalaya herbal product is most useful for all type of skin tonnes. There is a strong sense of trust in the quality and safety of the products, with many valuing the brand's dedication to eco-friendly and herbal formulations. Himalaya has built significant customer loyalty, with consumers continuing to use its products for skincare products, personal care products, baby care products, face care products, healthcare products, nutrition care products, massage care products, wellness products etc.,. while some feel the products are priced for most. Additionally, customers have suggested expanding the product range and improving availability in certain areas. Overall, the study

shows that the Himalaya enjoys for growth through enhanced variety and pricing strategies as well as in quantity and quality of a product.

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