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## A Study On Customer Satisfaction Towards Himalaya Products with Special Reference to Krishnagiri District

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**Abstract:** This study looks on consumer satisfaction with Himalaya products, a well-known name in the herbal medicine industry. The purpose of the study is to comprehend how consumers feel about, like, and use a variety of Himalaya products, such as dietary supplements, skincare products, and personal care items. The study utilized a mixed-methods approach that integrated both qualitative interviews and quantitative surveys. A broad sample of 300 consumers was the target audience for the survey, which evaluated brand loyalty, product efficacy, and satisfaction levels. Thirty in-depth interviews yielded qualitative data that shed light on the expectations and motives of customers. The results show a high degree of overall satisfaction, with 82% of respondents reporting good experiences. Product effectiveness, natural component content, and brand reputation are important variables that affect customer happiness. However, a few clients expressed worries regarding availability and cost.

### 1. INTRODUCTION

In this study, customer satisfaction with Himalaya products—a reputable brand in the herbal medicine business—is examined. Understanding customer attitudes toward, preferences for, and usage of a range of Himalaya products—including dietary supplements, skincare products, and personal care items—is the aim of this study. A mixed-methods approach was used in the study, incorporating both quantitative surveys and qualitative interviews. The survey's target population comprised a large sample of 300 consumers and assessed satisfaction, product efficacy, and brand loyalty. Thirty in-depth interviews produced qualitative information that illuminated consumers' goals and expectations. The findings demonstrate a high level of satisfaction all around, with 82% of respondents citing positive experiences. Important factors include product efficacy, natural component content, and brand repute.

### 2. OBJECTIVES OF THE STUDY

- To gauge the degree of consumer knowledge regarding Himalaya products.
- To identify the elements that impacts the customer's decision to select a Himalayan product.
- To research how satisfied customers are with Himalayan products.
- To provide appropriate recommendations in light of the findings.

### 3. REVIEW OF LITERATURE

(Nithya & Durai, 2016) Using a straightforward sampling technique, 50 consumers in Dharapuram provided the data. The data have been analyzed using statistical tools such weighted score analysis, chi-square analysis, and percentage analysis. The study's conclusions show that the degree of pleasure with Himalaya products is not significantly correlated with age, gender, educational attainment, monthly income, or marital status. The study aimed to shed light on consumer preferences and made the Himalaya manufacturing company aware of the need to promote its various high-quality products in comparison to those of their rivals.

Dr. J. Anita and R. Praveen (February 2018) According to the current analysis, customers clearly favor Himalayan items. We can say that doing this study on customer preferences and satisfaction has been really interesting and beneficial. As a

result, Himalaya, as its name implies, ought to accommodate the world's fast-moving population without sacrificing standards or quality.

Kumaran (2019) "Factors influencing consumer behavior towards Himalaya herbal products in India" is the title of his article. The study discovered that consumer behavior towards Himalaya herbal goods was highly influenced by characteristics like pricing, product quality, and brand awareness.

#### 4. RESEARCH METHODOLOGY

##### Data Analysis and Interpretation

**TABLE 1.** Age of The Respondents

S. NO	Age group	No. of respondents	Percentage (%)
1	Below 20 years	30	30.00
2	21-30 years	47	47.00
3	31-40 years	15	15.00
4	Above 40 years	8	8.00
Total		100	100

**Source:** Primary Data Interpretation

The above table shows that the 30% of the respondents are below 20 years, 47% of the respondents are 21-30 years, 15% of the respondents are 31- 40 years, and 8% of the respondents are above 40 years.

Majority of the (40%) respondents age group belong to below 20 years.

**TABLE 2.** Gender of The Respondents

S. No	Gender	No. of respondents	Percentage (%)
1	Male	37	37
2	Female	63	63
Total		100	100

**Source:** primary Data Interpretation

The above table shows that 63% of the respondents are female and 37% of the respondent is male.

Majority (60%) of the respondent's gender belong to female.

**TABLE 3.** Motivational Factors Influencing for Purchasing of Himalaya Products

S.no	Motivational factors	No. Of respondents	Percentage (%)
1	Need for the product	32	32.00
2	Advertisement	31	31.00
3	Discount	13	13.00
4	Others	24	24.00
Total		100	100

**TABLE 4.** Satisfaction Level of Using of Himalaya Product

S. No	Level of satisfaction	No. Of respondents	Percentage (%)
1	Satisfied	49	49.00
2	Highly satisfied	27	27.00
3	Dissatisfied	13	13.00
4	Highly Dissatisfied	11	11.00
Total		100	100

**Source:** Primary Data Interpretation

The above table clearly shows that the using of Himalaya products among the respondents. Out of total respondents 49% of the respondents are satisfied , 27% of the respondents are highly satisfied, 13% of the respondents are dissatisfied, 11% of the respondents are highly dissatisfied.

Majority of the 49% respondents are satisfied for using Himalaya products.

#### 5. FINDINGS & SUGGESTIONS

##### Findings:

- The majority (30%) of the responses are younger than 20 years old.

- The majority of respondents (60%) identify as female. The majority of responders (32%) place greater importance on the necessity of the Himalayan product.
- The majority of 37% of respondents buy from medical shops.
- The majority of responders (49%) express satisfaction with their use of Himalaya products.
- The majority of the 85% participants expressed a willingness to spend a higher price if the Himalayan items are entirely natural.

**Suggestions:**

- Majority of respondents are facing problem of lack of distribution and lack of availability. Hence, it is suggested to company to take some precautionary measure for solving this problem.
- And most of the products are used by female so; they have to focus more to the Male consumer.
- Himalaya Company offers more products to men.

## 6. CONCLUSION

In this study is found that Himalaya was the first mover among the other hands available in the market. Majority of the customers are satisfied with the product. The weakness of the Himalaya products is high cost and less quantity. The main competitors for them are INDHULEKHA. Amway, lakhme, garnier, Hence, it is conclude that retaining of customer is a real challenging to manufactures.

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