

CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

ABHIRAMI K S,
II MBA.,

Department of Management Studies [PG] & Research,
V.L.B Janakiammal College of Arts and Science (Autonomous) Kovaipudur, Coimbatore – 641042
Dr. U. ARCHANA., Head of the Department, Department of Management Studies [PG] & Research,
V.L.B Janakiammal College of Arts and Science (Autonomous)

ABSTRACT

This study examines customer satisfaction and preference towards Himalaya Herbal Healthcare products with special reference to Coimbatore city. In the contemporary consumer market, personal care and wellness products play a vital role in daily life, and the growing preference for herbal and natural products has increased competition among brands. Himalaya, a leading herbal brand, has gained significant attention due to its Ayurvedic formulations and perceived product safety. The present study aims to analyze factors influencing customer satisfaction, product preference, brand trust, and purchase behaviour of Himalaya product users. Primary data were collected through a structured questionnaire from 164 respondents using convenience sampling. The study employed descriptive research design and used statistical tools such as Percentage Analysis, Chi-Square Test, Correlation, and ANOVA for data analysis. The findings reveal that the majority of consumers are satisfied with the quality, effectiveness, safety, and availability of Himalaya products, with skincare products being the most preferred category. A strong positive relationship was found between product quality expectations and customer satisfaction, as well as between brand trust and willingness to recommend the products. Chi-square and ANOVA results indicate no significant association between demographic variables such as age and gender with awareness sources, product categories, and satisfaction levels. The study concludes that Himalaya enjoys a positive brand image and customer trust; however, improvements in promotional strategies and product innovations could further enhance customer loyalty and market competitiveness.

Keywords: Customer satisfaction, Himalaya products, Herbal products, Brand trust, Consumer preference, Marketing strategies.

INTRODUCTION

Customer satisfaction is vital for the success of FMCG brands. With increasing awareness of health and the side effects of chemical-based products, consumers are shifting towards herbal and natural alternatives. Himalaya Herbal Healthcare, a leading Indian brand, offers a wide range of Ayurvedic-based products. This study analyzes customer satisfaction towards Himalaya products in Coimbatore city to understand satisfaction levels and factors influencing purchase decisions, helping improve products, marketing strategies, and customer relationships in the herbal FMCG sector.

Research Background

With growing health awareness, consumers are shifting towards herbal and natural products. Himalaya Herbal Healthcare, a trusted Ayurvedic brand, offers a wide range of herbal products. Studying customer satisfaction helps understand consumer preferences and purchase factors, supporting competitiveness in the herbal FMCG market.

Objectives of the study

1. To study the level of customer satisfaction towards Himalaya products in Coimbatore city.
2. To identify the factors influencing customers' preference for Himalaya products.
3. To analyze the relationship between product quality and customer satisfaction.

Statement of the problem

The FMCG market is highly competitive, with numerous herbal and non-herbal brands offering similar products. Consumers differ in preferences based on quality, price, packaging, and brand trust. Hence, it becomes necessary to study customer satisfaction towards Himalaya products to understand consumer expectations and help the company improve its products and marketing strategies.

Scope of the study

The study is confined to customers using Himalaya products in Coimbatore city. It focuses on customer satisfaction, product quality, pricing, packaging, availability, and brand perception. The study uses primary data collected through questionnaires and secondary data from journals and company sources.

Limitations of the study

- The study is limited to Coimbatore city only
- Sample size is small and may not represent the entire population
- Responses are based on personal opinions and may be biased
- Consumer attitudes may change over time

REVIEW OF LITERATURE

- Mahaboob Basha (2020), "A Study on Consumer Behaviour towards FMCG Goods: An Empirical Study with Special Reference to Nellore District of Andhra Pradesh", examined factors influencing FMCG consumer behaviour based on demographic variables.
- Ganesh (2019), "Consumers' Perception towards Brand Loyalty of FMCG Products: An Analysis", analysed factors such as awareness, brand image, satisfaction, trust, and product quality affecting brand loyalty.
- Singh & Sharma (2019), "Customers' Perception towards Brands of Cosmetic Products", studied cosmetic brand preference among female consumers and found Lakme as the most preferred brand.
- Vibhuti et al. (2019), "A Study on Consumer Buying Behaviour towards Selected FMCG Products", highlighted the influence of product, price, place, promotion, and psychological factors on FMCG purchase decisions.
- Thanigachalam (2019), "Consumer Behaviour towards Fast Moving Consumer Goods in Puducherry", emphasized the importance of promotional offers and brand availability in FMCG marketing strategies.
- Thanisorn & Byaporn (2018), "Factors Influencing Thai Consumers' Perception towards Facial Herbal Cosmetic Products", examined the role of marketing mix and product attributes in shaping consumer perception.
- Eze et al. (2018), "Influence of Brand Image, Product Knowledge, Product Quality and Price Promotion on Purchase Intention of Cosmetic Products", analysed factors affecting cosmetic purchase intention among Generation Y consumers.

RESEARCH METHODOLOGY

Sampling plan

The study uses a Convenience sampling technique. A sample size of 164 respondents was chosen to ensure fair representation. Data were collected through a structured questionnaire, providing unbiased and reliable information for analysing training and development effectiveness.

Convenience sampling

The type of research used in this project is convenience in nature. The main goal of this type is to describe the data and characteristics about what is being studied. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

Methods of the study

Data was gathered from both primary and secondary sources of information. The questionnaire is the source of collecting primary data and the secondary data are collected from various books, journals, websites.

- 1. Primary data** – Primary data refers to information collected firsthand for the first time. In this study, primary data was gathered using a well-designed structured questionnaire, and the required information was collected through Google Forms. I had a set of 25 questions and requested to the respondents for the correct information’s through google forms.
- 2. Secondary data** – secondary data is a type of data that has been collected in the past. It includes various information’s from books, websites etc.

Statistical tool

- Percentage Analysis
- Chi square

Percentage Analysis

Percentage analysis is a statistical tool used to analyse and interpret the data collected from respondents. It helps in understanding the distribution of responses and comparing different categories in a simple and meaningful manner. The formula used for percentage analysis is:

$$\text{Percentage} = \frac{\text{Total Number of Respondents}}{\text{Number of Respondents}} \times 100$$

Chi- square

Chi-square is a statistical test commonly used to compare observed data with data one would expect to obtain according to specific hypothesis. The chi-square test is always testing what scientists call the null hypothesis, between the expected and observed states that there is no significant difference result.

The formula for calculating:

$$\text{Chi-square} = (O-E)^2/E$$

PERCENTAGE ANALYSIS AND INTERPRETATION

TABLE SHOWING THE AGE OF RESPONDENTS TABLE 4.1

AGE GROUP	PERCENTAGE
Below 18	5.4 %
18-25	44.3 %
26-35	17.6 %
36-45	4.1 %
Above 45	2.7 %
Total	100%

Interpretation

The table shows that most respondents (44.3%) are aged 18–25 years, indicating that Himalaya products are more popular among young adults. About 17.6% belong to the 26–35 years group, while smaller portions are below 18 (5.4%), 36–45 (4.1%), and above 45 (2.7%). This suggests that Himalaya mainly appeals to younger consumers.

TABLE SHOWING THE GENDER OF RESPONDENTS TABLE 4.2

GENDER	PERCENTAGE
Male	33.5%
Female	40.3%
Prefer not to say	0.5%

Total	100%
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Interpretation

The table shows that **40.3%** of respondents are **female**, while **33.5%** are **male**, and **0.5%** preferred not to disclose their gender. This indicates that **female consumers form the majority**, suggesting that Himalaya products are more popular among women compared to men.

TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS TABLE 4.3

OCCUPATION	PERCENTAGE
Student	31.2%
Working professional	21.3%
Business	14.5%
Home maker	5.0%
Others	2.3%
Total	100%

Interpretation

The table indicates that the majority of respondents (**31.2%**) are **students**, followed by **working professionals (21.3%)** and **business persons (14.5%)**. A smaller proportion are **homemakers (5%)** and **others (2.3%)**. This shows that **students and professionals form the main customer base** for Himalaya products, reflecting the brand's strong appeal among younger and working consumers

TABLE SHOWING THE LOCATION OF THE RESPONDENTS TABLE 4.4

LOCATION	PERCENTAGE
Urban	36.7%
Rural	26.2%
Semi urban	11.3%
Total	100%

Interpretation

The table shows that most respondents (**36.7%**) are from **urban areas**, followed by **26.2%** from **rural areas** and **11.3%** from **semi-urban areas**. This indicates that **Himalaya products are more popular in urban regions**, where consumers have greater access to branded personal care products

Chi-square

Chi-square analysis between age, awareness source, and product category used

Null hypothesis (H_0): There is no association between Age and awareness source, and product category used

Alternative hypothesis (H_1): There is an association between Age and awareness source, and product category used

Metric	Value	Asymptotic Significance
Pearson Chi-Square	31.037 ^a	0.013
Likelihood Ratio	26.211	0.051
Linear-by-Linear Association	4.245	0.039
N of Valid Cases	164	

Interpretation: Since the Pearson Chi-square significance value (0.013) is greater than the p-value (0.05), the null hypothesis (H_0) is accepted. Hence, there is no association between age, awareness source, and product category used.

Chi-square analysis between gender, awareness source, and product category used

Null hypothesis (H_0): There is no association between Gender and awareness source, and product category used

Alternative hypothesis (H_1): There is an association between Gender and awareness source, and product category used

Metric	Value	Asymptotic Significance
Pearson Chi-Square	4.777 ^a	0.781
Likelihood Ratio	5.466	0.707
Linear-by-Linear Association	0.001	0.969
N of Valid Cases	164	

Interpretation: Since the Pearson Chi-square value (0.781) is greater than the p-value (0.05), the null hypothesis (H_0) is accepted. Hence, there is no association between gender, awareness source, and product category used.

Findings

- The majority of Himalaya product users are young adults (18–25 years), indicating strong acceptance among youth.
- Female consumers form the dominant customer group for Himalaya products.
- Skincare products are the most preferred category among respondents.
- Most customers are satisfied with the quality, pricing, and effectiveness of Himalaya products.
- Chi-square analysis shows no significant association between age or gender and awareness source or product category used, indicating uniform brand reach across demographics.

Suggestions

- Strengthen youth-focused marketing strategies through social media and digital platforms.
- Introduce more product variants in the skincare segment to retain existing customers.
- Improve promotional activities such as discounts and combo offers to attract new users.
- Expand awareness programs equally across all demographic groups, as usage is not age or gender dependent.
- Continue maintaining product quality and herbal positioning to enhance customer satisfaction and brand loyalty.

Conclusion

The study concludes that customer satisfaction towards Himalaya products in Coimbatore city is high. Consumers are particularly satisfied with product quality, pricing, and effectiveness, with skincare products being the most preferred. The absence of significant association between demographic factors and product usage indicates consistent brand appeal. By maintaining product quality and strengthening promotional strategies, Himalaya can further enhance customer satisfaction and brand loyalty in the herbal FMCG market.

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