

## A REVIEW ON CUSTOMER SATISFACTION WITH HIMALAYA PRODUCTS, PREFERRING PARTICULAR CITIES

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### ABSTRACT

Ayurveda, which means the science of life and is a medicinal system in India, derives from the words "aye," which means life, and "veda," which means to know. In 1930, Mr. Manal founds the Himalaya Pharmaceutical Company. A few years later, his older brother Mr. Misal joined him, and the two of them began expanding the business. An trade or transaction meant to satiate human needs or wants is at the heart of marketing. In other words, marketing is an activity carried out by people to fulfil their needs and desires through an exchange process. A demand is a wish that the customer is willing to spend money for. Anything or a service that a consumer wants or seeks is considered a want. When supported by the ability to purchase, desires become demands. A needs is anything the consumer feels to keep himself alive and healthy. This range offers the goodness of natural solutions for daily use, with no side effects. Personal care products is one of the very essential and common use consumer products for every individual in their day to day life irrespective of rich and poor, caste and religion, etc., in order to facilitate the present study first of all it will be benefit for us to have a birdseye in view of Himalaya herbal market in Coimbatore city.

### INTRODUCTION

Mr. M. Mana established the Himalaya Drug Company in 1930 with the goal of modernizing Ayurveda for society and revealing the secrets of this 5,000-year-old medical system. This involved consulting old ayurveda books, choosing local plants, and putting the compositions through contemporary pharmacological testing Studies on safety and toxicity to develop novel medications and treatments.

80 years ago, when visiting Burma. Mr. Manal observed elephants being fed a root to calm their agitation. The Rauwolfia serpentine plant is the source of this. He had the plant's impact on elephants carefully examined since he was fascinated by it. The first anti-hypertensive medication in the world was introduced in 1934 following substantial study.

The legacy of researching nature forms the foundation of Himalaya's Operations. Himalaya has pioneered the use of modern science to rediscover and validate Ayurveda's secrets. Cutting edge technology is employed to create pharmaceutical grade ayurvedic products. As a confirmation that Himalaya is dedicated to providing the highest quality and consistency in herbal care. The company was awarded an ISO 9001:2003 certification in 2003.

Himalaya is a worldwide pioneer in the field of scientifically validated herbal healthcare. Its reputation is for clinically studied, pure, and safe herbal healthcare products that are based on extensive scientific validation and stringent quality controls

Himalaya is the present portfolio of pharmaceuticals, personal care, baby care, well being products. Himalaya has evolved into a 'head-to-heel' herbal wellness company. To observe how Himalaya's most important asset and investing in them is vital to Himalaya. From giving them the creative freedom to push the boundaries of research to fostering a culture of open communication and diversity, we believe that there nurturing work

environment brings out the best in their team and allows Himalaya to develop the best products. Each and every Himalaya employee is unique and contributes to the success of the organization.

**OBJECTIVE OF THE STUDY**

To study about the customer level of satisfaction towards Himalaya products.

**STATEMENT OF THE PROBLEM**

Different varieties of the products are available in the market consumer prefer the variety of products for high quality, low price and attractive wrappers. Most of the consumers are satisfied with quality products and some of the consumers prefer other factors each product differs from one another in terms of price, quality, quantity offers, advertisement etc., The competition is severe and the manufacturer has to consider the opinion of the consumers. In this context, the researcher is interested in studying the customer satisfaction towards the Himalaya products in Coimbatore City.

**RESEARCH METHODOLOGY**

This study is based on empirical research by conducting survey method. It is purely based on primary data from 120 respondents following Convenience Sampling Method. Ranking analysis is the important tool used for this study. A well structured and pre tested questionnaire was administered to analyse the customer satisfaction towards the Himalaya products in Coimbatore City.

**DATA ANALYSIS AND INTERPRETATION**

**RANKING ANALYSIS**

Table 1 Satisfaction Level Of The Respondents

| Factors              | 1(5)      | 2(4)      | 3(3)      | 4(2)     | 5(1)     | Total                    | Rank       |
|----------------------|-----------|-----------|-----------|----------|----------|--------------------------|------------|
| <b>Price</b>         | 10<br>50  | 28<br>112 | 44<br>132 | 30<br>60 | 8<br>8   | <b>120</b><br><b>362</b> | <b>111</b> |
| <b>Advertisement</b> | 2<br>10   | 22<br>88  | 8<br>24   | 15<br>30 | 73<br>73 | <b>120</b><br>225        | <b>VII</b> |
| <b>Quantity</b>      | 34<br>170 | 55<br>220 | 28<br>84  | 0<br>0   | 3<br>3   | <b>120</b><br><b>477</b> | <b>11</b>  |
| <b>Availability</b>  | 17<br>85  | 23<br>92  | 36<br>108 | 32<br>64 | 12<br>12 | <b>120</b><br><b>361</b> | <b>1V</b>  |
| <b>Quality</b>       | 54<br>270 | 35<br>140 | 13<br>39  | 16<br>32 | 2<br>2   | <b>120</b><br>483        | <b>1</b>   |
| <b>Reliability</b>   | 3<br>15   | 32<br>128 | 24<br>72  | 16<br>32 | 45<br>45 | <b>120</b><br>292        | <b>VI</b>  |
| <b>Easy Usage</b>    | 8<br>40   | 27<br>108 | 46<br>138 | 28<br>56 | 11<br>11 | <b>120</b><br>353        | <b>V</b>   |

Source: Primary data

Interpretation:

It is observed from the above table that the respondents were satisfied and ranked first as quality of Himalaya Products, next they are satisfied with quantity that is second rank has been given, third rank given for price, fourth rank has been given for Availability of products and fifth rank given for easy usage, sixth rank has been given for reliability of products and seventh rank has been given for advertisement of products.

## CONCLUSION

The results of the current survey show that Himalaya products are well-liked by consumers in Coimbatore. One of the things that influenced the customer's decision to buy was the brand's popularity. Customers are generally happy with the quality, accessibility, and cost of Himalaya goods. The results show that the respondents were happy with the Himalaya Goods' quality, quantity, pricing, availability, ease of use, and dependability. They also awarded the products' advertising a final ranking. It demonstrates that consumers are slightly dissatisfied with the product's advertising technique. Therefore, the Himalaya Brand may focus a little more on its marketing plan.

## References

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