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A study on customers' preference and satisfaction toward's Himalaya product with reference to Coimbatore city, India

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Abstract

This study is to identify the customers' preference and satisfaction towards Himalaya products and to investigate the influence of product dimensions 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: customers preference, satisfaction, Himalaya product, Coimbatore

INTRODUCTION:

The Himalaya drug company was founded in 1930 by Mr.M.Manal with a clear vision to bring Ayurveda to society in a contemporary form and to unravel the mystery behind the 5000 year old system of medicine. This included referring to ancient ayurvedic texts, selection indigenous herbs and subjecting the formulation to modern pharmacological, toxicological and safety tests to create new drugs and therapies.

The company has focused on developing safe, natural and innovation remedies that will help people lead richer, healthier live today, Himalaya products have been endorsed by over 250000 doctors around the globe and consumers in over 90 countries rely on Himalaya for their health and personal care needs.

REVIEW OF LITERATURE

1. Michael Palin's 2000-mile journey along a mountain range of mystery, adventure and challenges. ' It was a great adventure, in busy, lively cities, beautiful countryside, and among magnificent peaks, glaciers, snow-fields and isolated, spectacular villages. From the highest point of the journey, just over 18000 feet to the lowest, floating out into the sunset on the Bay of Bengal, the scenery is breathtaking, but as usual, its the people we meet along the way- who really make the journey amazing'.

2. 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 presented and following him through this journey.

3. Many empirical studies have shown that customer satisfaction Secures future revenues (Bolton, 1998; Formal, 1992),Reduces future transactions costs (Reich held and Sesser 1990), decreases price elasticity (Anderson, 1996), and Minimizes the likelihood of customers defecting if quality Falters (Anderson and Sullivan, 1993).Customer satisfaction Is regarded as customers can get more benefits than their Cost (Liu and Yen, 2010).

4. The goal of the supplier to recommend the possible purchaser Of products for sale, the quality, utility, efficiency, Availability, cost and every supplementary feature of information That could negatively impact the purchaser decision in Buying the Himalaya products constitute the business Objectives (Shrimp, 2008)

5. The study discussed that antecedents and consequences of customer satisfaction (Kittler, 2006), but seldom has any Paper integrated Kano's model and the customer satisfaction Index model to create more meaningful value.

STATEMENT OF THE PROBLEM:

1) There are various types of Himalaya products 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 products will certainly help for further growth and development in right direction.

3) Customer preference in Himalaya products may depend upon numerous factors. Individual's decision on purchasing differs from one another.

OBJECTIVES OF THE STUDY:

1. To measure the level of awareness among customer towards Himalaya product.

2. To ascertain the factors that influencing the customer on choosing of Himalaya product.

3. To study about the customer level of satisfaction towards Himalaya product.

4. To offer suitable suggestions based on the study.

RESEARCH METHODOLOGY:

The study is based on empirical research based on survey methods; the data collection for the study includes both primary data and secondary data. The primary data have been collection through the survey method by direct personal questions. The secondary data was collected from various books, websites and journals.

Title of the study:

The research was undertaken with the title of 'A study on customer satisfaction towards Himalaya products'. **Collection of data:**

Since, the objective of the research was to find out the extent to which the various factors of satisfaction of respondents, their attitude and reaction towards the usage of Himalaya products; it was considered appropriate to collect this information by distribution of questionnaires among the respondents. Find of the questionnaire was deified and a pilot study was conducted. Some of the questionnaires were them simplified and the format was finalized. The questionnaires properly respondent to the 10-20 minutes in the questionnaire especially the factors of influenced of respondent.

SAMPLING DESIGN:

The location:

The survey was conducted in Coimbatore. It is considered to be one of the major cities in Tamil Nadu state. The Coimbatore consist 4 zones north, south, east and west are determined.

Determination of sample:

The size of sample is 75. It was decided arbitrarily. The target group of the respondents are the consumer of the Himalaya product users. The limitation of the time, energy and research facilities compared to the limit size to 75.

Sampling:

The survey is based on random as well as convenience method of sampling

LIMITATIONS OF THE STUDY:

- 1) The samples have been take only from 150 respondents.
- 2) This result was conducted only in particular area so this result cannot suitable to other places.
- 3) Data collected under this technique is subjective nature therefore they may not easily lead to quantitative checks.

ANALYSIS AND INTERPRETATIONS

1. PERCENTAGE ANALYSIS

TABLE SHOWING GENDER OF RESPONDENTS

Gender	Respondents	Percentage
Male	35	23
Female	115	77
Total	150	100

Interpretation:

The above table shows that 23% of the respondents are male and 77% of the respondents are female

Majority (77%) of respondents are female.

2. CORRELATION

TABLE SHOWING EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

Educational qualification	Respondents	Satisfaction level	Respondents
Illiterate	4	Price	25
HSC	4	Quality	70
UG	86	Brand	25
PG	56	Availability	16
	-	Package	14
Total	150	Total	150

Correlation value: 0.5495

Interpretation:

The above table 4.4.2 shows that the correlation value between educational qualification of the respondents and satisfaction level is 0.5495. So, there exist a perfect positive correlation between the two factors i.e. educational qualification of the respondents and satisfaction level.

FINDINGS AND SUGGESTIONS:

FINDINGS:

- Majority (77%) of respondents are female.
- The correlation value between educational qualification of the respondents and satisfaction level is 0.5495.
- There exist a perfect positive correlation between the two factors i.e. educational qualification of the respondents and satisfaction level.

SUGGESTIONS:

- Most of the respondents suggested that advertisement regarding their new products must be improved.
- Most of the respondents suggested that availability of product should be increased in rural areas.
- The respondents feel that all the brand of Himalaya product should be provided in small packs with considerable value.

CONCLUSION:

The present study reveals that the customers have a good preference towards Himalaya product. It can be concluded that it has been very interest and is a useful experience while undergoing this study of customer's preference and satisfaction. This study period is way to acquire a greater knowledge about the various factions of difference customers. The popularity of the brand also one of the factors urged the customer for their purchase duration. In overall the customer are satisfied with the brand, availability and price of the Himalaya products.

REFERENCE:

- Michael Palin's 2000-mile journey along a mountain range of mystery, adventure and challenges.
- KIWIFI (Fiona) 2009, 'I expected brilliant cinematography and good information and was not disappointed.
- Kano's model and the customer satisfaction Index model to create more meaningful value.

Websites: www.google scholar.com, www.wikipedia.com