

A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS HIMALAYA AYURVEDIC PRODUCTS IN COIMBATORE CITY

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Abstract

The word 'Ayurveda' comes from the word 'Ayur' meaning 'life' and the word 'veda' meaning 'to know'. Ayurveda means 'the Science of life', and is a medical system practiced in India, Sri Lanka and Nepal. 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 and animal health products; Himalaya has evolved into a 'head-to-heel' herbal wellness company. 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. In today's life Himalaya is treated as an important ayurvedic product and Now a day's consumers are aware in purchasing ayurvedic products. So the study consumer preference towards Himalaya Ayurvedic Products may offer a great potential to the market.

Key words: Consumer's preference, satisfaction, Himalaya ayurvedic products.

INTRODUCTION OF AYURVEDA: The word 'Ayurveda' comes from the word 'ayur' meaning 'life' and the word 'Veda' meaning 'to know'. Ayurveda means 'the science of life', and is a medical system practiced in India, Sri Lanka and Nepal. Ayurveda's mythological origins, though, are attributed to the Indo-European Nasatya or Aswins, twin physicians of the gods of the ancient Indo-European pantheon. Four thousand year old references to the Nasatya are found in the now extinct, Hurrian and Hittite languages in Turkey, and in the Sanskrit language in India. Ayurveda is considered the upaveda or accessory Veda to the Atharva Veda. The four Vedas are the world's oldest literary documents in an Indo-European language. The Himalaya Drug Company, since 1930, has blended ayurvedic expertise with modern medical research methodology, to extend the science of ayurveda to produce scientifically verified herbal solutions.



HIMALAYA



Himalaya Herbal Health Care is a company that produces several herbal and natural products for personal care, pharmaceuticals, and animal health. Himalaya Herbal Healthcare got its start in 1930 when Dr. M. Manal put the company together. The company has succeeded for many years and continues to be one of the top providers of natural health products. The Himalaya logo is a visual definition of its brand identity. The leaf that forms the crossbar of the letter H evokes the company's focus on herbal healthcare. The teal green represents proximity to nature, while the orange is evocative of warmth, vibrancy and commitment to caring. The Himalaya brand carries with it the promise of good health and well-being.

Products : Himalaya's products can broadly be categorized into three main ranges, via:

- **Pharmaceutical**
- **Personal Care**
- **Animal Health**

Pharmaceutical Range: Health maintenance, eye, cardiac and skin care, immune booster and cough control. The medicinal range of products carry the Himalayan hallmark of researching ayurveda and capturing its benefits in formulations. Using modern research methodology and manufacturing practice, Himalaya has made available to people all over the world, an alternate method of treatment, which has no known side effects. The medicinal range comprises over 35 products and is broadly classified into four categories via: **Children's Health, Men's Health, Women's Health and General Health.**

Personal Care Products: Health Care, Oral Care, Hair Care, Skin Care and Baby Care. Himalaya has used its wealth of knowledge and research, in natural herbal remedies, to formulate a range of personal care products that cater to daily health needs. This range offers the goodness of natural solutions for daily use by the complete family.

Animal Health products: Bringing its expertise in health care to animal care leveraging R&D strengths in creating natural drugs and therapies daily care for sensitive pets like cats & dogs. The Himalaya legacy extends to animal health also. The Company offers well-researched, safe, animal health products, harnessed from nature's wealth to alleviate the suffering of animals, to improve their health and to increase their productivity.

STATEMENT OF THE PROBLEM : Now a days, people all over the world have started using Himalaya Ayurvedic products. Consumer purchase behavior and their preference have a great significance in the market. In today's life Himalaya is treated as an important ayurvedic product by the consumer. Now a day's consumers are aware in purchasing ayurvedic products. So the study consumer preference towards Himalaya Ayurvedic Products may offer a great potential to the market.

OBJECTIVES OF THE STUDY:

- To study the consumer awareness and the sources of awareness about the Himalaya ayurvedic products.
- To study the reason for selecting the particular brand.
- To study the factor influencing the consumer to use the Himalaya ayurvedic products.
- To know the consumer satisfaction towards the Himalaya ayurvedic products.

METHODOLOGY OF THE STUDY:

Research methodology in a common parlance refers to a search for knowledge. One can also define research as a specific topic. Research is an art of systematic investigation. Some people consider research as a movement, a movement to the unknown.

Period of the study: The study was conducted for a period of 4 months.

Study area : The study is undertaken in Coimbatore.

Data source : Both Primary and secondary data have been used for this study.

Size of the sample : The Sample Size used for the study is 200.

Sampling Technique : The sampling technique used for the study is convenience sampling.

Hypothesis : The suitable hypothesis has been framed and tested in relevant places.

Tools Used : The following statistical tools have been used

- ❖ Simple percentage analysis
- ❖ Chi-square
- ❖ Anova

LIMITATIONS OF THE STUDY

- Time is a major limitation, extensive study was not possible mainly due to time constrain.
- The study is confined to Coimbatore city only.
- The Sample Size taken for the study is limited only to 200 Respondents.
- The respondent's views and opinions may hold good for the time being and may vary in the future.

RESULTS AND ANALYSIS:

Percentage Analysis

Percentage analysis is used in making comparison between two or more series of data. Percentage is used to describe relationship. Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

Table No.1

Simple percentage

AWARENESS ABOUT HIMALAYA AYURVEDIC PRODUCTS

Awareness	No. Of the respondents	Percentage
Friends & Relatives	79	39.5
Media	89	44.5
Neon Boarding's	10	5.0
Doctors recommendation	22	11.0
Total	200	100.0

From the above table it is clear that out of 200 respondents were taken for the study, 44.5% of the respondents got the awareness through media, 39.5% of the respondents got the awareness through friends and relatives, 11.0% of the respondents got the awareness through doctor's recommendation and 5.0% of the respondents got the awareness through Neon Boarding's.

Majority (44.5%) of the respondents got the awareness through media.

Table No.2

Chi – Square Analysis

Aim: To find on the association between the personal factor and the study factor of the respondents.

Null Hypothesis: there is no significance relationship between the personal factors and the study factor of the respondents.

Alternative Hypothesis: there is a significance relationship between the personal factors and the study factor of the respondents.

Table showing the relationship between the personal factors of the respondents and reason for selecting the Himalaya ayurvedic products.

Hypothesis

There is no significant relationship between the personal factors and the reason for selecting the Himalaya ayurvedic products.

S.No	Personal factors	Chi – Square Value	Table value	Significant/ Not Significant	Accepted/ Rejected
1	Age	9.811	16.919	Not Significant	Accepted
2	Gender	5.256	7.815	Not Significant	Accepted
3	Marital Status	9.653	7.815	Significant	Rejected
4	Monthly Income	15.273	21.026	Not Significant	Accepted
5	Educational Qualification	12.002	16.919	Not Significant	Accepted
6	Occupation	21.227	16.919	Significant	Rejected

Interpretation: The personal factors of the respondents like age, gender, monthly income, and educational qualification has no significant relationship between the reasons for selecting the Himalaya ayurvedic products, as the calculated value of chi-square is less than the table value of 5% level of significance. **Hence the hypothesis is accepted.**

The personal factor of the respondents like marital status and occupational status has a significant relationship between the reasons for selecting the Himalaya ayurvedic products, as the calculated value of chi-square is higher than the table value of 5% level of significance. **Hence the hypothesis is rejected.**

Table No.3**ANOVA**

Hypothesis: The satisfaction scores do not differ significantly among the aspects which made the respondents to purchase the products.

Table showing the level of satisfaction score and aspects which made the respondents to purchase the Himalaya ayurvedic products.

	Sum of Squares	Df	Mean Square	F	Significance
Between Groups	8.360	2	4.180	.226	Not significant
Within Groups	3636.995	197	18.462		
Total	3645.355	199			

Interpretation

One way ANOVA was applied to find whether the mean satisfaction score vary significantly among the aspects. The ANOVA result shows that the calculated F-ratio value is .226 which is less than the table value of 3.042 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the satisfaction scores do not vary significantly the aspects. **Hence the hypothesis is accepted.**

FINDINGS OF THE STUDY

From the analysis and interpretation of data the following findings are obtained:

- Majority (44.5%) of the respondents got the awareness through media
- The personal factors of the respondents like age, gender, monthly income, and educational qualification has no significant relationship between the reasons for selecting the Himalaya ayurvedic products. Hence the hypothesis is accepted.
- The calculated value is less than the table values it is inferred that the satisfaction scores do not vary significantly the aspects. Hence the hypothesis is accepted
- Majority of the respondent are willing to purchase Himalaya Ayurvedic products in future also.

SUGGESTIONS:

- The price of the Himalaya Ayurvedic products may be reduced to create more demand.
- Making awareness of Himalaya Ayurvedic products is fully herbal, sample pouches can be given to the public and it may help in increasing the products popularity and it may also promote its sales.
- The company has to participate in exhibitions and trade fairs to attract more consumers yet.
- Try to cover small towns and villages to attract the new customers.
- The company has to focus on advertisement in the existing position to get more attention on consumers.

CONCLUSION:

The study reveals that most of the respondents are aware about Himalaya ayurvedic products. Now a day's people are considering the cosmetics are not only for a luxurious but also consider for improving health condition. Himalaya ayurvedic manufacturing company is a leading company to introduce best brand. The company has got good name and same for its quality and innovative products to satisfy the current demand for their customer. On the basis of findings of the present study some practicable suggestions have been arrived. If

the Himalaya ayurvedic manufacturer and its marketers have executed these suggestions a desired result can be achieved in future.

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