



A STUDY ON CONSUMER PERCEPTION TOWARDS HIMALAYA SHAMPOO IN MADURAI CITY

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ABSTRACT:

The project is entitled "A Study on consumer perception towards Himalaya Shampoo in Madurai". It had an objective to determine the company's image of Himalaya shampoo towards customers and the primary objective was to study the consumer perception towards Himalaya shampoo and to analyze the factors influencing the purchase decision of Himalaya Shampoo. We Collected the. Secondary data as. Well as primary data. After collecting the data. Simple percentage analysis method and used statistical tools for the data collected. From the data collected in this study, some people are satisfied with the product of Nivea, and some people are also not satisfied with the product of Himalaya. The suggestion was to show that both males and females have different levels of satisfaction with the product. So it important that the company should focus differently for both males and females. This conclusion shows that most of the customers are highly satisfied with Himalaya shampoo and service. Keywords: Himalaya, Customer Satisfaction, Data analysis, Company Focus, Different level satisfaction.

KEYWORDS:

CONSUMER SATISFACTION, BRAND EXPERIENCE, BRAND LOYALTY, CONSUMER BEHAVIOUR, CONSUMER PREFERENCE.

1.1 INTRODUCTION

The development of marketing in evolutionary rather than revolutionary marketing is indeed an ancient art; it has been practiced in one form since the days of Adam and Eve. The traditional objective of marketing has been to make the goods available in places where they are needed. Some emphasis is placed on the traditional views of production goods and findings from customers. Customer satisfaction is frequently used in marketing as a measure of how products and services supplied by a company meet or exceed customer expectations. Customer satisfaction is defined as "the number of customers whose reported experience with a firm and its services (rating) exceed the specified satisfaction metric and is very useful in meaning and monitoring this business." Researching customer satisfaction means determining whether their product or service has met or exceeded expectations; thus, expectations are a key factor behind satisfaction. When a customer has high expectations and the reality falls short, they will be disappointed and will leave their experience as a luxury resort. For example, a budget motel might receive a lower satisfaction rating than a budget motel, even though its facilities and service would be superior in "absolute terms".

1.2 STATEMENT OF THE PROBLEM:

The Himalaya Company's ultimate goal is to ensure customer satisfaction and gain loyal customers through its best products. Hence, analyzing customer satisfaction and the brand experience of consumers is always a challenging factor to maintain. There might be changes in the attitude

of customers towards the product in our everyday lives worldwide. It is based on the preferences of the customer based on the quality of the product, taste, quantity of the product, brand image, competition, attractiveness towards the product, its variety, etc. There are a few problems faced by the customer for which they lack reasoning, and they are as follows: price changes, products launched by the competition, and product quality and purchasing- the behavior of products.

1.3 REVIEW OF LITERATURE:

Kumar and Singh (2019) Their article states that "explore the role of digital marketing on consumer's awareness and purchase intention towards Himalaya herbal products. The study found that digital marketing channels such as social media, online advertising, and e-commerce platforms significantly influenced consumer awareness and purchase intention towards the brand".

Gautama and Pant (2020) Their article states that "investigated the impact of product packaging on consumer's perception and purchase intention towards Himalaya herbal products. The study found that attractive and informative packaging significantly influenced consumers' perception and purchase intention towards the brand".

Ms.Swetha (2023) The study employs a mixed-methods research design that includes surveys and focus group discussions to collect data from the consumers who use Himalaya Herbal products. The results show that

consumers prefer Himalaya Herbal products due to their natural ingredients, quality, and effectiveness.

1.4 OBJECTIVES:

- To obtain information regarding the preference towards various flavors of Himalaya shampoo.
- To analyze the marketing strategy and the positioning of a Himalaya in the market.
- To study a level of awareness among the customer towards Himalaya shampoo.
- To access the level causes for purchase among the users of Himalaya shampoo.
- To give rotatable suggestions to enrich the customer preference a Himalaya shampoo.

1.5 METHOD OF SAMPLING:

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. In a simple random sample, every member of the population has an equal chance of being selected.

1.6 SIZE OF SAMPLE:

The sample size of the study is 100 respondents.

1.7 TOOLS FOR ANALYSIS:

A questionnaire is created to receive the necessary responses required from the samples to achieve the research objectives. Data are represented in tables and pie charts, bar graphs.

TABLE: 1

CLASSIFICATIONS OF THE RESPONDENTS BASED ON THE GENDER

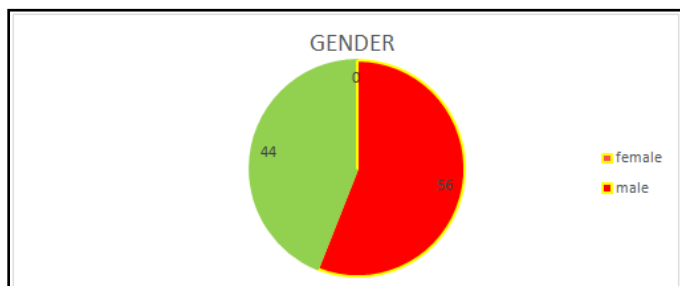
GENDER	FREQUENCY(F)	PERCENTAGE (%)
FEMALE (F)	56	56
MALE (M)	44	44
TOTAL	100	100

Source data: primary data

INFERENCE:

The above data indicates that 56% of respondents were female and 44% were male.

CHART DISTRIBUTION OF RESPONDENTS BY THEIR GENDER



DISTRIBUTION OF RESPONDENTS BY HAVE YOU SEEN THE HIMALAYA SHAMPOO ADVERTISEMENT

	NO.OF.RESPONDENTS	PERCENTAGE
Yes	85	85
No	15	15
TOTAL	100	100

Source data: primary data

INFERENCE:

The above data indicates that 85% of responses are yes, and 15% of responses are no.

TABLE 2

DISTRIBUTION HAVE YOU EVER RECOMMENDED HIMALAYA SHAMPOO TO OTHERS

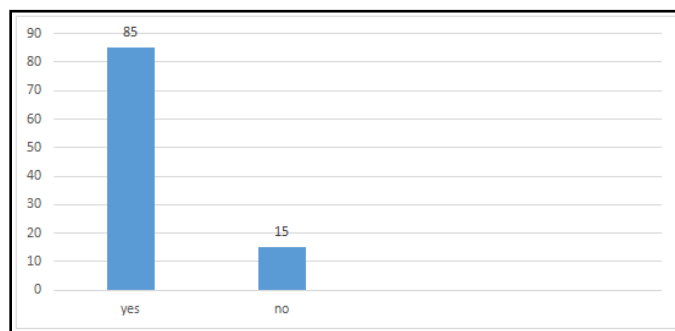


TABLE 3

CLASSIFICATIONS OF THE RESPONDENTS FREQUENTLY DO YOU USE HIMALAYA SHAMPOO

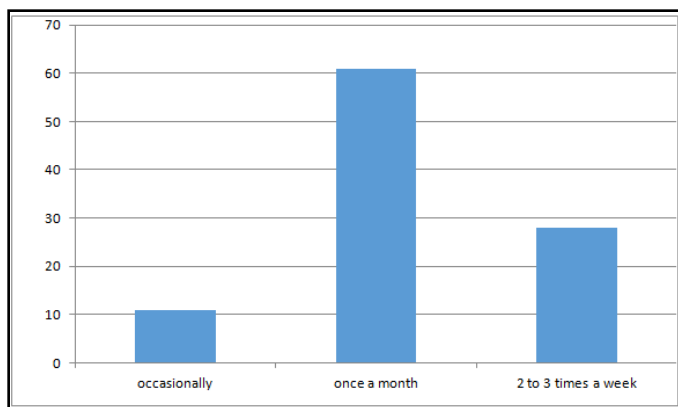
DURATION	FREQUENCY	PERCENTAGE
2-3 times a week	28	28
Once in a month	61	61
Occasionally	11	11
Total	100	100

Source data: primary data

INFERENCE:

The above data indicates that 28% of responses are 2-3 times a week, 61% of responses are once a month, and 11% of responses are occasionally.

HOW FREQUENTLY DO YOU USE HIMALAYA SHAMPOO



FINDINGS:

- Himalaya is a very popular company among customers.
- People are high with the Himalaya's product
- Customers prefer the Himalayas more because of their qualities.
- Himalaya is the clear market leader across all age groups and income levels.

SUGGESTIONS:

- Himalaya should concentrate on the rural areas and make their management proper by
- Giving employment to the educated people.
- The Company should distribute magazines, and house journals to the consumer to aware them

- About new schemes and offers.
- New promotional strategies should be adopted by the company, like personal services, etc.
- The company should start taking feedback from the consumer about their product through the way of prescribed forms.

CONCLUSION:

Company has to create a brand image in the minds of customers. The company adopts mass advertising media and brand ambassadors to promote their product. Most of the customers generally prefer Himalaya skincare and shampoos. Company has opened a new service center in metro and other cities.

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