

A STUDY ON CUSTOMER'S PREFERENCE FOR HIMALAYA PRODUCTS IN CHENNAI.

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Business Administration

By

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(38280051)



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL - 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Karthika.M (38280051) who have done the Project work entitled "A STUDY ON CUSTOMER'S PREFERENCE FOR HIMALAYA PRODUCTS IN CHENNAI " under my supervision from January 2020 to March 2021.

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **KARTHIKA.M(38280051)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER’S PREFERENCE FOR HIMALAYA PRODUCTS IN CHENNAI**” done by me under the guidance of **Ms.M.JAYASEELY**, submitted in partial fulfillment of the requirements for the award “Bachelor of Business Administration”.

DATE:

PLACE: CHENNAI

KARTHIKA.M

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Ms.M.JAYASEELY** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

KARTHIKA.M

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ABSTRACT

The purpose of this study was to determine on customer's preference for himalaya products. The study was guided by the following research objectives: to study on customer's preference for himalaya products, to identify the consumer satisfaction towards the Himalaya products, to analysis the factor influencing the consumer to use the Himalaya products.

A descriptive research design was adopted for this research. The researcher used convenient sampling technique to draw a sample size of 121 respondents. The data is collected using structured questionnaire developed by the researcher, specifically for this study. A set of descriptive statistics including pie charts and frequency tables were used to present the results of the study.

The study helped to know about the Himalaya products very well. The customers of Himalaya products are highly satisfied for eye care products, hair care products, face care products and also baby care products.

According to the research study helps to get more knowledge about the Himalaya products.

Thus the research at Himalaya products revels the importance of skin care, body care, baby care and eye care products

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CHAPTER 1

1.1 INTRODUCTION

Customer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them. This satisfaction is often referred to as utility. Consumer value can be determined by how consumer utility compares between different items.

Customer preferences can be measured by their satisfaction with a specific item, compared to the opportunity cost of that item since whenever you buy one item, you forfeit the opportunity to buy a competing item.

The preferences of individual consumers are not contained within the field of economics. These preferences are dictated by personal taste, culture, education and many other factors such as social pressure from friends and neighbours. For example, someone who prefers to own a specific brand of a smartphone because her friends all have the same brand.

People often prefer some aspects of a product, but not others. When comparing sofas, the colour, fabric and size of the sofas can each have an impact on consumer preference, as well as the number of extra cushions they have. Not all of these aspects carry the same weight. When comparing two restaurants, for example, you may prefer the food and the ambiance of one over the other, but having a rude waiter at one restaurant may cause you to prefer the other restaurant overall.

While Customer preference is an indicator of consumer demand, it's important to note that consumer choices are not always determined by preference alone. Choices are often limited by a consumer's income or budget, compared to the cost of the item, which is why so few people drive luxury cars or fly first-class.

1.2 INDUSTRY PROFILE

Though we usually think of skincare as lush makeup and staple moisturizers, skincare has been a part of the human routine for thousands of years. Though cosmetics have likely existed for even longer, the first evidence of cosmetics stems from Ancient Egypt, approximately 6,000 years ago. Not only were cosmetics ingrained into their everyday routines, they were also extremely important culturally. Aside from beauty purposes, Ancient Egyptians used cosmetics for a variety of reasons, the first being for mummification, burial traditions, and honouring their Gods and Goddesses. While that may be a bit far off from how we typically use cosmetics today, they had similar reasons for using them in their everyday life. Ancient Egyptians also used cosmetics to protect them from the elements mainly sun rays and insects.

Since standardized cosmetics didn't exist, Egyptians created their own natural skin care products using items they could collect from their surrounding (like olive oil, ostrich eggs, dough, essential oils — from herbs and plants, and milk). Queen Cleopatra herself allegedly took beauty baths in sour milk. Exfoliating scrubs couldn't be grabbed off the full shelves of Sephora, and instead had to be handmade using sand and aloe-vera. Some of the best skincare secrets stem from Egyptians – like using aloe, myrrh, and frankincense. These products, particularly frankincense, were believed to possess anti-inflammatory properties and were used as anti-wrinkle creams by Ancient Egyptians.

Ancient Egyptians, like us, also used cosmetics for makeup purposes. Makeup was created using a variety of products including metal ore, copper, water, oil, animal fat, and precious stones. The original smokey eye, now iconic in Ancient Egypt, was created using kohl. Despite its beauty, kohl unfortunately was made from burned almonds, coffee, soot, and lead. As we now know, lead can be deadly, especially when exposed to it over time. Egyptians also used a clay called red ochre to decorate their lips, nails, and cheeks (forming the original lipstick, nail polish, and blush). Henna was also used for makeup and to create designs on the skin, similar to how we use Henna today. Ancient Egyptians, like us, also used cosmetics for makeup purposes. Makeup was created using a variety of products including metal ore, copper, water, oil, animal fat, and precious stones.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- To study on customer's preference for Himalaya products.

SECONDARY OBJECTIVES

- To identify the consumer satisfaction towards the Himalaya products.
- To analysis the factor influencing the consumer to use the Himalaya products.

CHAPTER 2

2.1 REVIEW OF LITERATURE

1. TajzadehNamin A. A.; RahmaniVahid; TajzadehNaminAidin (2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables “brand attitude”, “corporate attitude”, and “product (cell phone) choice”. In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.

2. Serkan Aydin, GökhanÖzer, ÖmerArasil, (2005) had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of “switching cost” on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust

3. Jonathan, Lee, Janghyuk, Lee and Lawrence, Feick, (2001) analysed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

4.The Dream Catchers Group (2008) investigated if demographic variables or if telephone features included on phones students already owned were predictive of young consumers' perceptions of bundled features. In addition, this study set out to determine if there were any significant differences in students' perceptions of bundled features across demographic variables (rural vis-a-vis HBCU, gender, grade level, cellular telephone brand, major, and age).

5. Oyenyi, Omotayo Joseph - Abioudun, Abolaji Joachim (2010) emphasis on customer loyalty and customer switching cost. Switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behaviour. The present research studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market.

6. Rodolfo MartínezGras; Eva Espinar Ruiz (2012) highlight a new dimension in information and technology with respect to teenagers in Spain. The main objective of this article is to analyze the relationship between Information and Communication Technologies and Spanish adolescents. Specifically, researchers have studied, through qualitative methodology, the characteristics of teenagers' access and uses of technological devices. And analyzed the purposes that motivate the utilization of Information and Communication Technologies, highlighting a close relationship between technologies and peer communication and entertainment. On the contrary, there is an under-utilization of all these devices for teaching and learning purposes.

7. Wafa' N. Muhanna ; Awatif M. Abu-Al-Sha'r (2009) aims at investigating Jordanian university undergraduate and graduate students' attitudes towards the learning environment where cell phones are used as learning tools in classroom. The study comprised two independent variables, level and gender, as covariates. The findings indicate that undergraduates are more favorable to cell phone environment than graduate students. The study also reveals that cell phone has more influence on male students than on female students.

8. Nasr Azad;OzhanKarimi ; Maryam Safaei (2012) had presented an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

9. MehranRezvani; Seyed Hamid KhodadadHoseini; Mohammad Mehdi Samadzadeh (2012) investigates the impact of Word of Mouth (WOM) on Consumer Based Brand Equity (CBBE) creation. WOM characteristics such as, volume, valence, and source quality are studied to find how intensely they each affect brand awareness, perceived quality, and brand association. The results suggested that volume and valence, two elements of WOM, affect CBBE and no significant relationship between source type and brand equity was seen.

- 10. SanySanuriMohd. Mokhtar; Ahmed AuduMaiyaki ; NorzainibtMohd Noor (2011)** explores the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate students of a university in Northern Malaysia. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It was therefore, recommended that mobile service providers should pay special attention to their service quality and the factors that drive customer satisfaction.
- 11. ShakirHafeez ; SAF Hasnu (2010)** states that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. This study is based on Mobilink's prepaid customers. The findings suggest that overall customer satisfaction and customer loyalty is comparatively low among the customers of Mobilink. The Customer loyalty in Pakistan's mobile sector is relatively low because it is an emerging industry, new players are entering in this market and customers are more fascinated to try the new service providers. However it is expected that when the industry will be well established, the results will be more comparable to other studies.
- 12. Shibashish, Chakraborty and KalyanSengupta (2008)** endeavors to make a detailed study on important demographic variables of customers affecting brand switching of customers. This study will highlight pertinent aspects of prediction of switching proclivity of customers from one service provider to another.
- 13. Harsha de Silva, (2011),** generally shows that adoption of (primarily) mobile telephones has significant benefits not just to the adopter, but to the community at large. In this context, the objective of the current article is to examine, from a user perspective, the influences (as well as the interplay of these influences) on mobile phone adoption by the poor in a selected set of countries in the emerging Asian region.
- 14. Brenda, Mak, Robert Nickerson and Henri Isaac (2009),** investigates the factors affecting the attitudes towards the social acceptance of mobile phones in public places and how this attitude affects its usage Results of the analysis indicate that the attitudes about mobile phone use in public places depend on country, and age factors. This attitude in turn significantly affects the usage frequency of mobile phones. In addition, usage frequency also is affected by gender and work status.
- 15. ArvindSahay and Nivedita Sharma (2010)** focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions

amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships.

16. RamakrishnanVenkatesakumar, D. Ramkumar and P. ThillaiRajan, (2008), confirms that Brand loyalty and brand switching behaviour of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behaviour through multi-dimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.

17. HeikkiKarjaluoto, JariKarvonen et al, (2005), had analyzed that Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. On this basis, this research deals with consumers' choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.

18. Luca Petruzzellis (2010), referred and concluded that technology nowadays is overcome by customer preferences and needs. In particular, the role of the brand is to be analysed with respect to its influence in shifting customer preferences from the technical performances (tangible elements) to the emotional/symbolic ones (intangible elements). The researchers had provided an analysis of the brand attitude and perception tested and viewed through user eyes.

19. Chu-Mei Liu (2002), inferred that Branding is important to manufacturers, retailers and consumers. Brands with higher brand equity have higher sales. The growth of mobile phone subscriptions is considerably faster in the Philippines. Advertising and promotion are undertaken through cooperation between the service providers and mobile phone manufacturers. The study tries to find out the effects of the different activities on consumer choice of mobile phone brands.

20. Hans Kasper, JoséeBloemer, Paul H. Driessen, (2010), has thrown light on how consumers cope with confusion caused by overload in information and/or choice. The paper investigates whether consumers who face different degrees of confusion use

different coping strategies depending upon their decision-making styles. The researchers found that consumers of mobile phones can be characterized by combinations of decision-making styles and find three clusters based on decision-making styles: “price conscious and cautious” consumers, “brand-loyal and quality-driven” consumers, and “functionalist” consumers. Results show significant main effects of the degree of confusion and the decision-making styles on the use of coping strategies as well as a significant interaction effect of these two.

21. Anne Martensen, (2007), examine tweens' (8-12 year-olds) satisfaction with and loyalty to their mobile phones and the relationship between these. The results indicate that tweens are far more satisfied with their mobile phones than adults are and that the mobile phones fulfill children's expectations to a much higher degree. Still, brands are not able to turn tweens into loyal customers who will recommend their mobile phones to friends. Tweens' loyalty is lower than what is experienced for adults and the relationship between satisfaction and loyalty is very weak.

22. Pratompong Srinuan, Mohammad Tsani Annafari, Erik Bohlin, (2011), states that subscriber characteristics, including age, government officer, self-employed, internet use, central region, and southern region, are significant in explaining the switching behavior of Thai mobile subscribers. This study also shows that the largest mobile operators will gain more switching subscribers than smaller operators. The study shows that the expected impact of implementing MNP without national mobile roaming regulations would be worse for smaller mobile operators. The smaller operators need to compete on both price and quality improvement. In the short run, it would not be possible for the smaller operators to compete with the larger operators due to the inequality in the quality of network coverage.

23. Ajax Persaud, Irfan Azhar, (2012) concludes that consumers' shopping style, brand trust, and value are key motivations for engaging in mobile marketing through their smartphones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty. This could reveal how customers really want to engage in mobile marketing.

24. Ahmed Alamro, Jennifer Rowley, (2011) explored that there are 11 antecedents of brand preference; these can be theoretically clustered into three groups: awareness antecedents (controlled communication (advertising), and uncontrolled communication (publicity, word of mouth)); image antecedents (service value attributes (price, quality),

provider attributes (brand personality, country of origin, service (employee + location)), and corporate status (corporate image, corporate reputation)); and, customer attribute antecedents (satisfaction, perceived risk, and reference group). Multiple regression showed the contribution of each of these antecedents to brand preference.

25. HandeKimiloglu, V. Aslihan Nasir, Süphan Nasir, (2010), aims to discover consumer segments with different behavioral profiles in the mobile phone market. Pragmatic consumers are found to give high importance to the functional, physical and convenience-based attributes of the product. The abstemious group also gives importance to functionality along with design. While value-conscious consumers focus strongly on price, the charismatic segment represents the want-it-all group valuing many attributes such as technological superiority, practicality, durability, functionality, and design. The study also includes findings and discussions about the differences these clusters display in terms of their involvement and loyalty styles.

CHAPTER 3

RESEARCH METHODOLOGY

3.2 NEED FOR THE STUDY

- To know the factor influencing the consumer to use the Himalaya products.
- To know the level of awareness towards the Himalaya products.
- To identify the satisfaction level of the customers on various benefits provided by the company.

3.3 SCOPE OF THE STUDY

- The result study will help the company to identify the areas where the company should focus in order to increase their customer base and generate more prescription.
- The study will help the company to bring out with a new plan and promotional activity which will create a new customer base for the company.

3.4 RESEARCH DESIGN

The research design undertaken for the study is descriptive one. The methodology involved in this design is mostly qualitative. It includes surveys through questionnaire.

3.5 SOURCE OF DATA COLLECTION

3.5.1 PRIMARY DATA

Primary data plays an important role where research is being carried out for the first time. This is the data, which is collected after interacting with people through the use of interviews and questionnaire forms. Primary data is inferred by statistical analysis and has a clear and precise structure.

The Primary data will be collected using survey as a mode of data collection. To conduct surveys separate sets of structured questionnaire would be prepared for the consumer.

Primary data was collected from 121 consumer.

3.5.2 SECONDARY DATA

As the name suggests, this data is collected from the existing sources of information such as archive papers, company records, research material, periodicals, and books on the particular topic, among others. It also involves using the available sources such as academic journals, newspapers, articles, and the Internet—yielding an ocean of information—collecting secondary data is not a tedious affair unlike primary data collection. On the other hand are those which have already been collected by someone else and which have been passed through the statistical process.

3.6 SAMPLE SIZE

Sample is a group of subjects that are selected from the general population and are considered as a representative of the real population for the specific study.

Sample size - 121 employees

3.7 SAMPLING TECHNIQUE

The Sampling technique used for the research is convenient sampling is perhaps the easiest method of sampling, because participants are selected based on availability and willingness to take part. Useful results can be obtained, but the results are prone to significant bias, because those who volunteer to take part may be different from those who choose not to (volunteer bias), and the sample may not be representative of other characteristics, such as age or sex.

3.8 STRUCTURE OF QUESTIONNAIRE

A questionnaire consist of a number of questions printed or typed in a definite order on a form or set of forms. The respondents have to answer the questions on their own. Questionnaire should be comparatively short and simple i.e. the size of the questionnaire should be kept to the minimum. Questions may be ranking scale method.

3.9 ANALYTICAL TOOLS

The data collected from the employee's during the survey are analysed using various tools. Some of the statistical tools applied in the study are

- Percentage analysis

3.9.1 PERCENTAGE ANALYSIS

It refers to a special kind of ratio. It is used in making comparison between two or more series of data. Percentage analysis is used to determine relationships between the series of data. Finding relative difference becomes easier through percentage analysis.

Percentage = $(\text{No of respondents} * 100) / (\text{Total No of respondents})$.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The collected data were edited, coded and tabulated for the purpose of the analysis.

4.1 PERCENTAGE ANALYSIS

4.1.1 AGE

Age				
		Frequency	Percent	Valid Percent
Valid	21-25 yrs	47	38.8	38.8
	26-30 yrs	29	24.0	24.0
	31-35 yrs	19	15.7	15.7
	36-40 yrs	26	21.5	21.5
	Total	121	100.0	100.0

TABLE 4.1.1 AGE

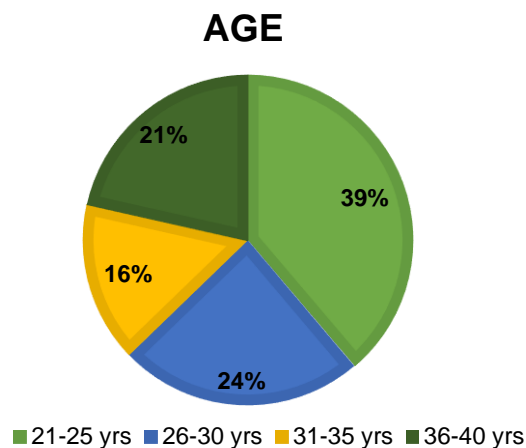


CHART 4.1.1 AGE

INTERPRETATION

From the above table [4.1.1] it is interpreted that, from 100% of respondent 39% of the customer belong to the age group of 21-25 years, 24% of the customer belong to the age group of 26-30 years, 16% of the consumer belong to the age group of 31-36 years, 21% of the customer belong to the age group of 36-40 years.

INFERNCE

Majority of the respondents belong to the age group of 21-25 years and 26-30 years.

4.1.2 GENDER

Gender				
		Frequency	Percent	Valid Percent
valid	Male	45	37.2	37.2
	Female	76	62.8	62.8
	Total	121	100.0	100.0

TABLE 4.1.2 GENDER

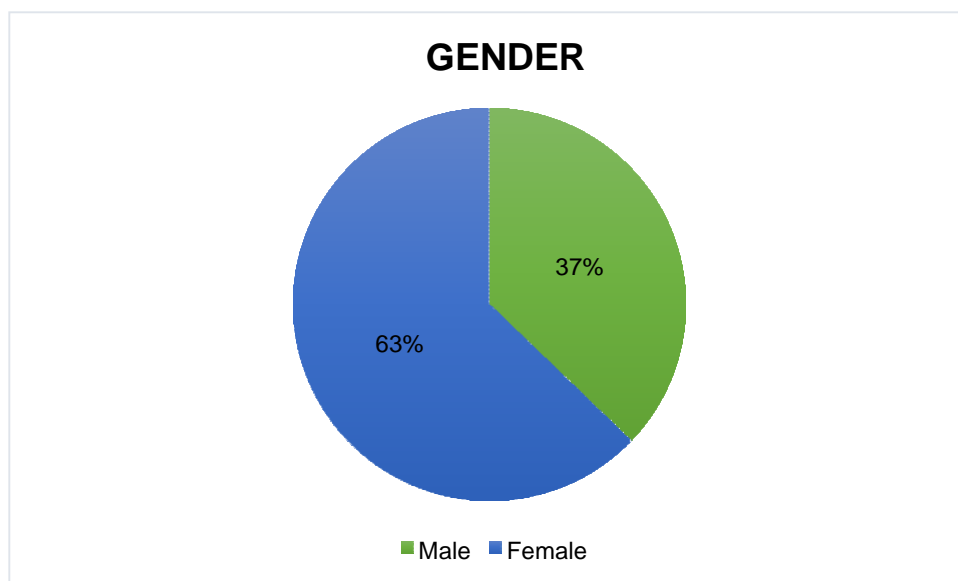


CHART 4.1.2 GENDER

INTERPRETATION

From the above table [4.1.2] it is interpreted that from 100% of the respondents, 37.2% of the customer are male and 62.8% of customer are female.

INFERENCE

Majority of employees are female from the data been collected.

4.1.3 IN GENERAL WHAT ARE THE MAIN REASON YOU LIKE HIMALAYA PRODUCTS

		Frequency	Percent	Valid Percent
Valid	Quality	20	16.5	16.5
	Natural Ingredients	27	22.3	22.3
	Brand Heritage	47	38.8	38.8
	Price	18	14.9	14.9
	Proven Research	9	7.4	7.4
	Total	121	100.0	100.0

TABLE 4.1.3 IN GENERAL WHAT ARE THE MAIN REASON YOU LIKE HIMALAYA PRODUCTS

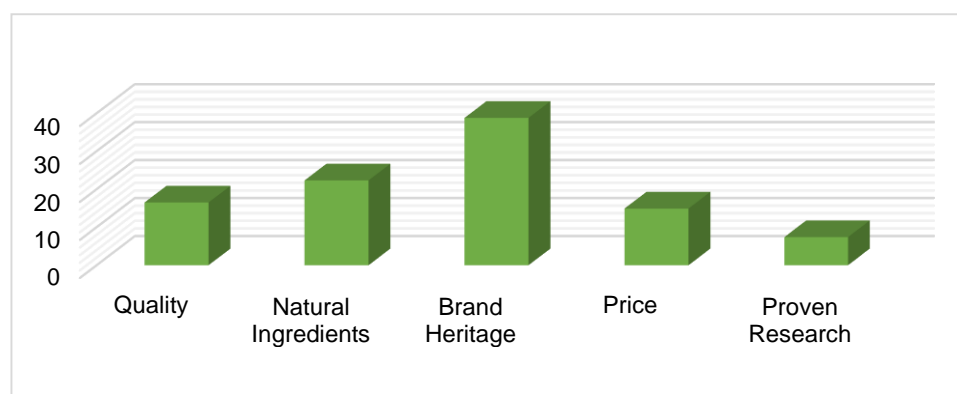


CHART 4.1.3 IN GENERAL WHAT ARE THE MAIN REASON YOU LIKE HIMALAYA PRODUCTS

INTREPRETATION

From the above table [4.1.3] it is noted that from 100% respondents 16.5% of customer are selected quality, 22.3% of customer are selected natural ingredients, 38.8% of customer are selected brand heritage, 14.9% of customer are selected price, and 7.4% of respondents are customer are selected proven research.

INFERENCE

Majority of the respondents are selected brand heritage that in general what the main reason you like Himalaya products are.

4.1.4 DO YOU LIKE HERBAL OR AYURVEDIC PRODUCTS OR DO YOU BELIEVE IN ALLOPATHIC PRODUCTS

		Frequency	Percent	Valid Percent
Valid	Herbal	76	62.8	62.8
	Allopathic	45	37.2	37.2
	Total	121	100.0	100.0

TABLE 4.1.4 DO YOU LIKE HERBAL OR AYURVEDIC PRODUCTS OR DO YOU BELIEVE IN ALLOPATHIC PRODUCTS

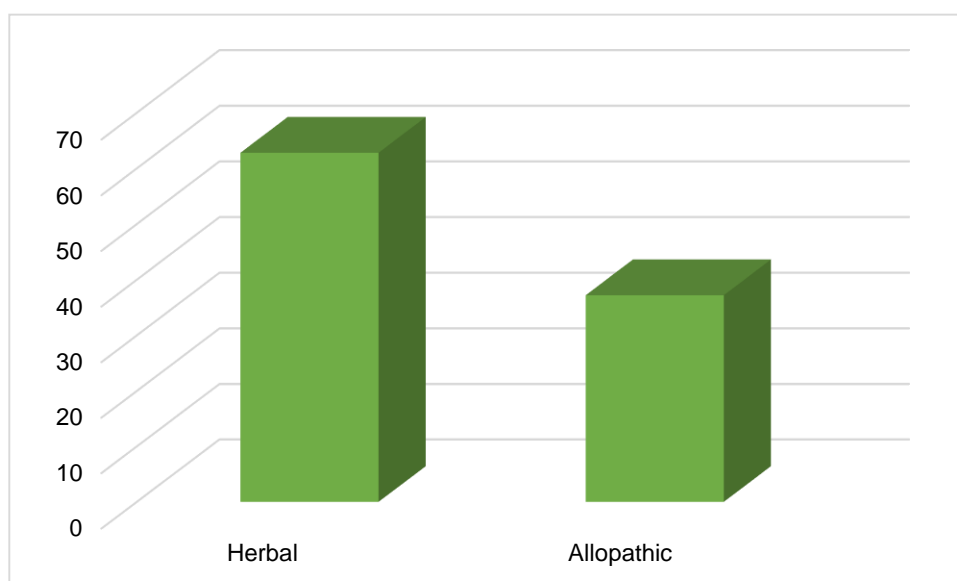


CHART 4.1.4 DO YOU LIKE HERBAL OR AYURVEDIC PRODUCTS OR DO YOU BELIEVE IN ALLOPATHIC PRODUCTS

INTREPRETATION

From the above table [4.1.4] it is noted that from 100% respondents 62.8% of customer are selected herbal, 37.2% of customer are selected allopathic.

INFERENCE

Majority of the respondents are selected herbal that do you like Herbal or Ayurvedic products or do you believe in allopathic products.

4.1.5 WHAT DO YOU BUY A SKINCARE PRODUCTS FOR

		Frequency	Percent	Valid Percent
Valid	Fairness	19	15.7	15.7
	Moisturiser	36	29.8	29.8
	Acne	17	14.0	14.0
	Oily skin	30	24.8	24.8
	Glow	19	15.7	15.7
	Total	121	100.0	100.0

TABLE 4.1.5 WHAT DO YOU BUY A SKINCARE PRODUCTS FOR

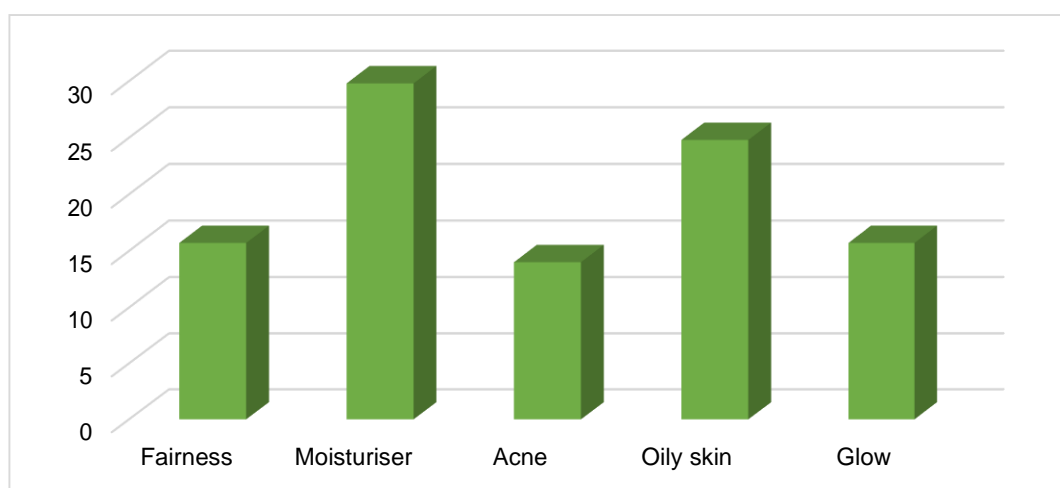


CHART 4.1.5 WHAT DO YOU BUY A SKINCARE PRODUCTS FOR

INTREPRETATION

From the above table [4.1.5] it is noted that from 100% respondents 15.7% of customer are selected Fairness, 29.8% of customer are selected Moisturiser, 14% of customer are selected Acne, 24.8% of customer are selected Oily skin, and 15.7% of respondents are customer are selected Glow

INFERENCE

Majority of the respondents are selected Moisturiser that what do you buy a skincare products for.

4.1.6 HOW DID YOU COME TO KNOW ABOUT HIMALAYA PRODUCTS

		Frequency	Percent	Valid Percent
Valid	Product display	23	19.0	19.0
	TV ads	22	18.2	18.2
	Internet	40	33.1	33.1
	Friends	36	29.8	29.8
	Total	121	100.0	100.0

TABLE 4.1.6 HOW DID YOU COME TO KNOW ABOUT HIMALAYA PRODUCTS

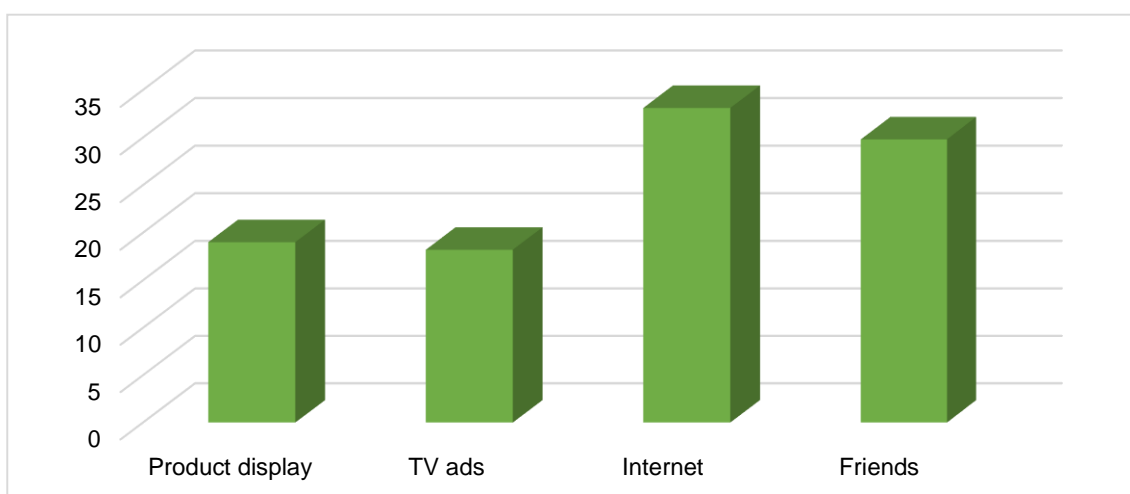


CHART 4.1.6 HOW DID YOU COME TO KNOW ABOUT HIMALAYA PRODUCTS

INTREPRETATION

From the above table [4.1.6] it is noted that from 100% respondents 19% of customer are selected product display, 18.2% of customer are selected TV ads, 33.1 of customer are selected internet, and 29.8% of customer are selected friends.

INFERENCE

Majority of the respondents are selected internet and friends that how did you come to know about himalaya products.

4.1.7 WHICH IS YOUR PREFERENCE LOCATION TO BUY A SKINCARE PRODUCTS

		Frequency	Percent	Valid Percent
Valid	Medical store	30	24.8	24.8
	General store	11	9.1	9.1
	Supermarkets	37	30.6	30.6
	Exclusive store	28	23.1	23.1
	Online	15	12.4	12.4
	Total	121	100.0	100.0

TABLE 4.1.7 WHICH IS YOUR PREFERENCE LOCATION TO BUY A SKINCARE PRODUCTS

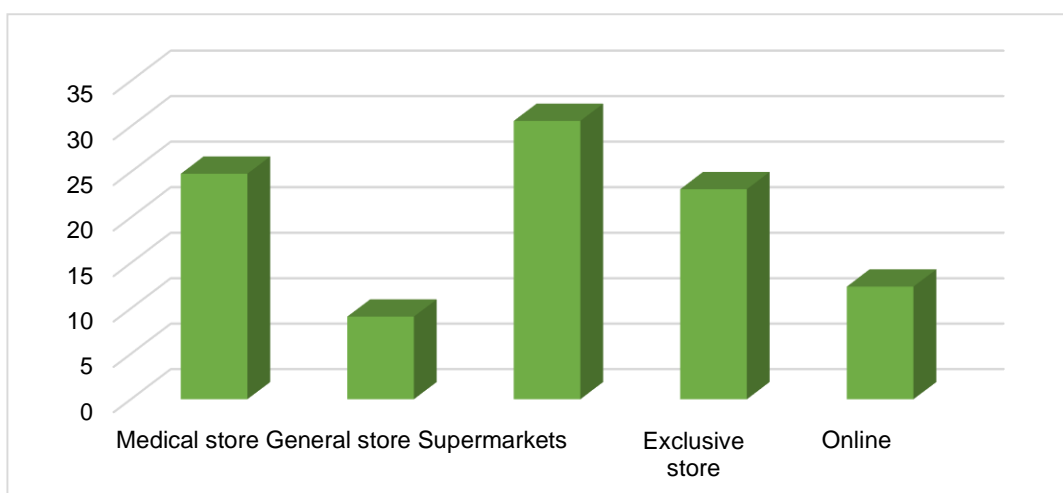


CHART4.1.7 WHICH IS YOUR PREFERENCE LOCATION TO BUY A SKINCARE PRODUCTS

INTREPRETATION

From the above table [4.1.7] it is noted that from 100% respondents 28.8% of customer are selected Medical store, 9.1% of customer are selected General store, 30.6% of customer are selected Supermarkets, 23.1% of customer are selected Exclusive store, and 12.4% of respondents are customer are selected Online

INFERENCE

Majority of the respondents are selected supermarket that which is your preference location to buy a skincare products.

4.1.8 PLEASE RATE THE BELOW PRODUCT BASED ON YOUR PERSONAL EXPERIENCES

		Frequency	Percent	Valid Percent
Valid	Very Good	57	47.1	47.1
	Good	38	31.4	31.4
	Neutral	15	12.4	12.4
	Satisfactory	10	8.3	8.3
	Unsatisfactory	1	0.8	0.8
	Total	121	100.0	100.0

TABLE 4.1.8 PLEASE RATE THE BELOW PRODUCT BASED ON YOUR PERSONAL EXPERIENCES

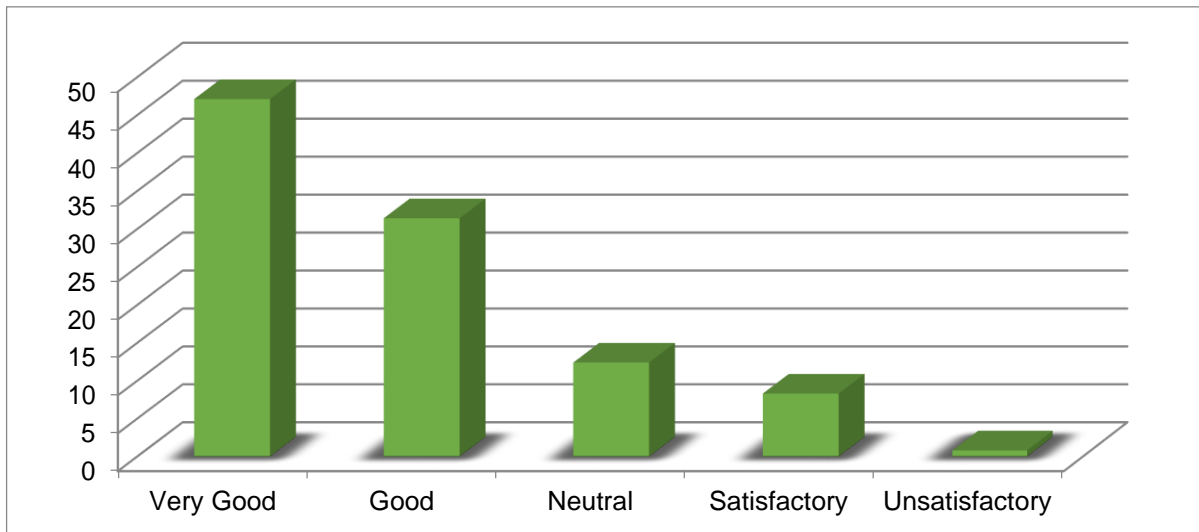


CHART 4.1.8 PLEASE RATE THE BELOW PRODUCT BASED ON YOUR PERSONAL EXPERIENCES

INTREPRETATION

From the above table [4.1.8] it is noted that from 100% respondents 47.1% of customer are selected very good, 31.4% of customer are selected natural good, 12.4% of customer are selected neutral, 8.3% of customer are selected satisfactory, and 0.8% of respondents are customer are selected unsatisfactory.

INFERENCE

Majority of the respondents are selected very good that the below product based on your personal experiences.

4.1.9 WHAT IS THE ACCEPTABLE PRICE THAT YOU WILL CONSIDER BUYING

		Frequency	Percent	Valid Percent
Valid	RM5_R M10	29	24.0	24.0
	RM11_RM15	29	24.0	24.0
	RM16_RM20	68	56.2	56.2
	RM20_RM30	14	11.6	11.6
	Total	121	100.0	100.0

TABLE 4.1.9 WHAT IS THE ACCEPTABLE PRICE THAT YOU WILL CONSIDER BUYING

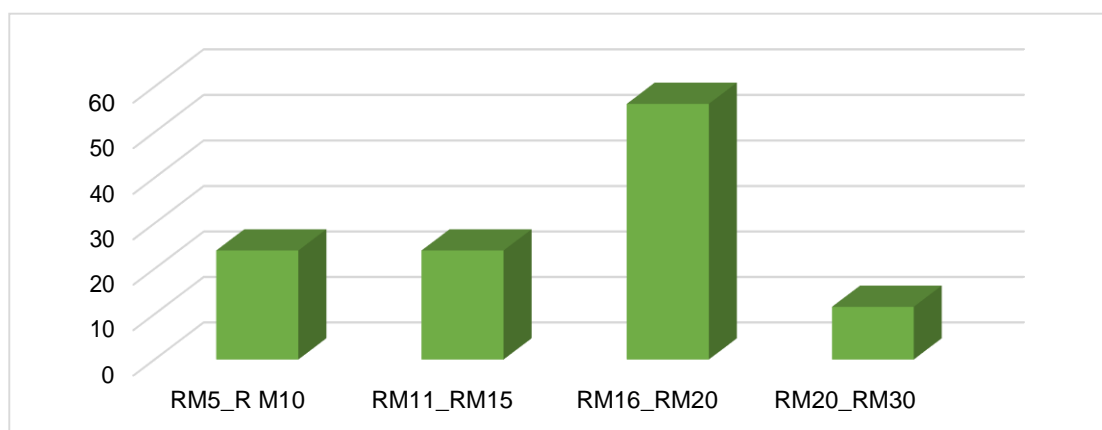


CHART 4.1.9 WHAT IS THE ACCEPTABLE PRICE THAT YOU WILL CONSIDER BUYING

INTREPRETATION

From the above table [4.1.9] it is noted that from 100% respondents 47.1% of customer are selected RM5_R M10, 31.4% of customer are selected RM11_RM15, 12.4% of customer are selected RM16_RM20, 8.3% of customer are selected RM20_RM30.

INFERENCE

Majority of the respondents are selected RM16_RM20 that is the acceptable price that you will consider buying.

4.1.10 RANK THE FOLLOWING HIMALAYA BABY CARE PRODUCTS

Baby care products	Diaper	Shampoo	Cream	Wipes	Lotion
1	58.7	40.2	32.2	52.1	52.1
2	21.5	42.5	48.8	29.8	28.9
3	11.6	9.1	9.9	12.4	13.2
4	2.5	4.1	1.7	1.7	1.7
5	5.8	4.1	7.4	4.1	4.1

TABLE 4.1.10 RANK THE FOLLOWING HIMALAYA BABY CARE PRODUCTS

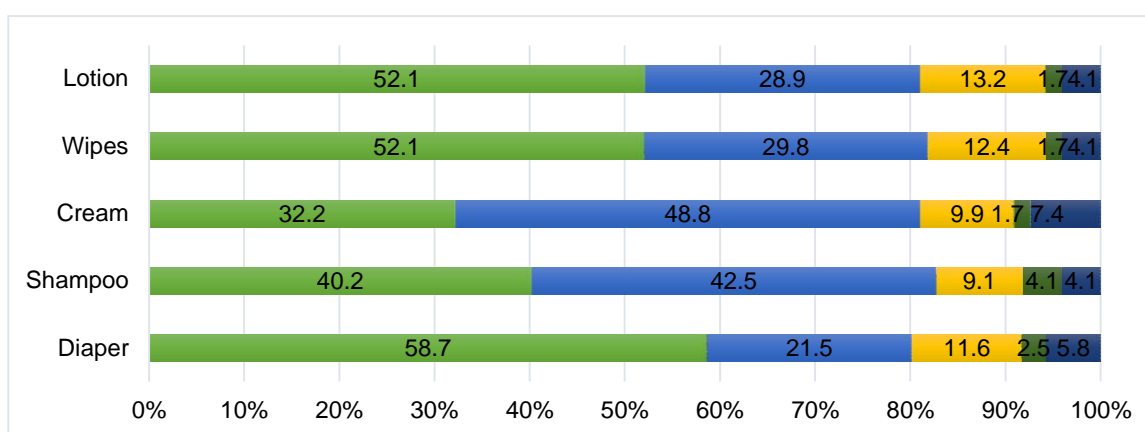


CHART 4.1.10 RANK THE FOLLOWING HIMALAYA BABY CARE PRODUCTS

INTREPRETATION

From the above table [4.1.10] it is noted that 58.7% of customer selected are given first rank for the diaper, 42.5% of the customer selected are given second rank for the shampoo, and 48.8% of the customer selected are given second rank for the cream, 52.1% of the customer selected are given first rank for the wipes, 52.1% of the customer selected are given first rank for the lotion.

INFERENCE

Majority of the respondents are given first rank for wipes and lotion, and second rank for diaper, shampoo, and cream.

4.1.11 RANK THE FOLLOWING HIMALAYA HAIR CARE PRODUCTS

Hair care products	Shampoo	Hair oil	Hair cream
1	26.4	43.8	33.9
2	46.3	37.2	47.1
3	20.7	9.1	13.2
4	0.8	3.3	1.7
5	5.8	6.6	4.2

TABLE 4.1.11 RANK THE FOLLOWING HIMALAYA HAIR CARE PRODUCTS

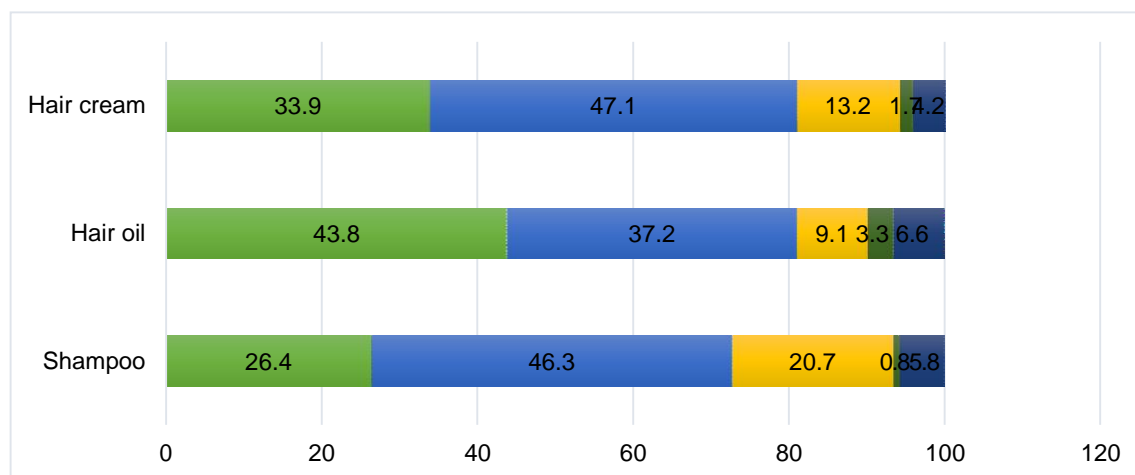


CHART 4.1.11 RANK THE FOLLOWING HIMALAYA HAIR CARE PRODUCTS

INTREPRETATION

From the above table [4.1.11] it is noted that 47.1% of customer selected are given second rank for the hair cream, 43.8% of the customer selected are given first rank for the hair cream, and 46.3% of the customer selected are given second rank for the shampoo.

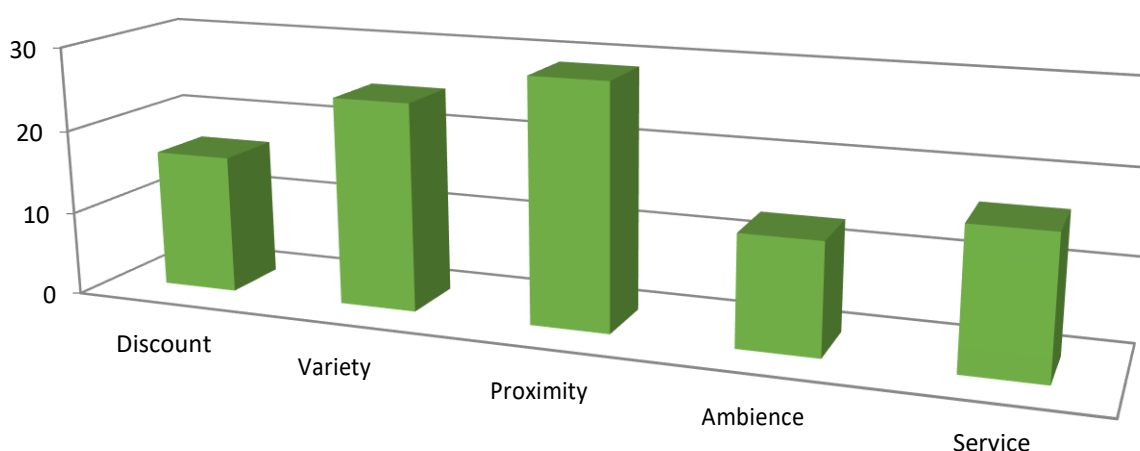
INFERENCE

Majority of the respondents are given first rank for wipes and lotion, and second rank for diaper, shampoo, and cream.

4.1.12 SELECT THE REASON FOR MAKING PURCHASE IN YOUR PREFERRED STORE

		Frequency	Percent	Valid Percent
Valid	Discount	20	16.5	16.5
	Variety	30	24.8	24.8
	Proximity	35	28.9	28.9
	Ambience	16	13.2	13.2
	Service	20	16.5	16.5
	Total	121	100.0	100.0

TABLE 4.1.12 SELECT THE REASON FOR MAKING PURCHASE IN YOUR PREFERRED STORE



CHARTS 4.1.12 SELECT THE REASON FOR MAKING PURCHASE IN YOUR PREFERRED STORE

INTREPRETATION

From the above table [4.1.12] it is noted that from 100% respondents 16.5% of customer are selected discount, 24.8% of customer are selected variety, 28.9% of customer are selected proximity, 13.2% of customer are selected ambience and 16.5% of customer are selected service.

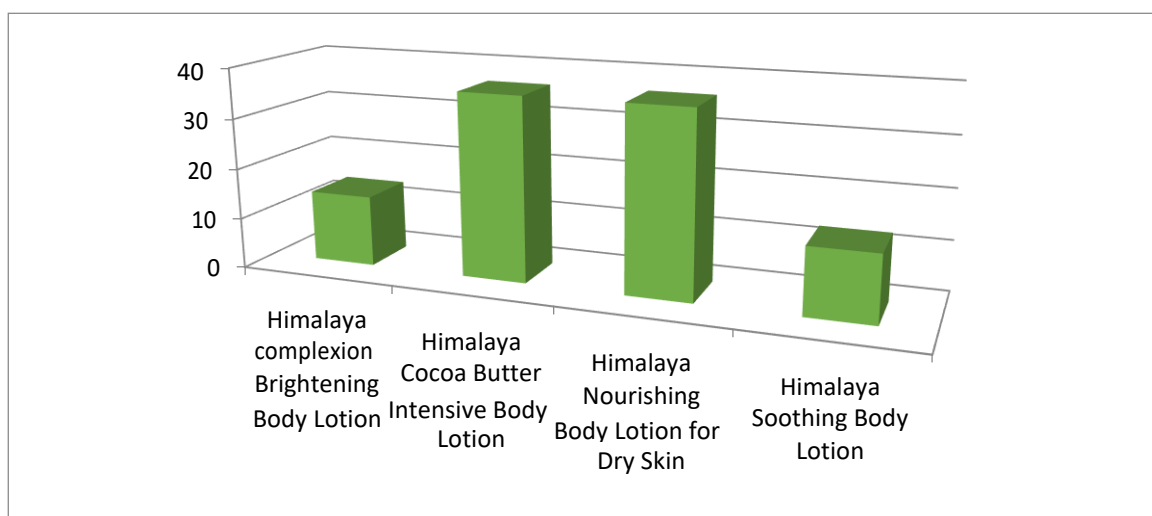
INFERENCE

Majority of the respondents are selected proximity that is the reason for making purchase in your preferred store.

4.1.13 WHICH FLAVOUR DID YOU LIKE

		Frequency	Percent	Valid Percent
Valid	Himalaya complexion Brightening Body Lotion	17	14.0	14.0
	Himalaya Cocoa Butter Intensive Body Lotion	44	36.4	36.4
	Himalaya Nourishing Body Lotion for Dry Skin	44	36.4	36.4
	Himalaya Soothing Body Lotion	16	13.2	13.2
	Total	121	100.0	100.0

TABLE 4.1.13 WHICH FLAVOUR DID YOU LIKE



CHARTS 4.1.14 WHY DO YOU LIKE HIMALAYA PRODUCTS LITERATURE INTREPRETATION

From the above table [4.1.13] it is noted that from 100% respondents 14% of customer are selected Himalaya complexion Brightening Body Lotion, 36.4% of customer are selected Himalaya Cocoa Butter Intensive Body Lotion, 36.4% of customer are selected Himalaya Nourishing Body Lotion for Dry Skin, 13.2% of customer are selected Himalaya Soothing Body Lotion.

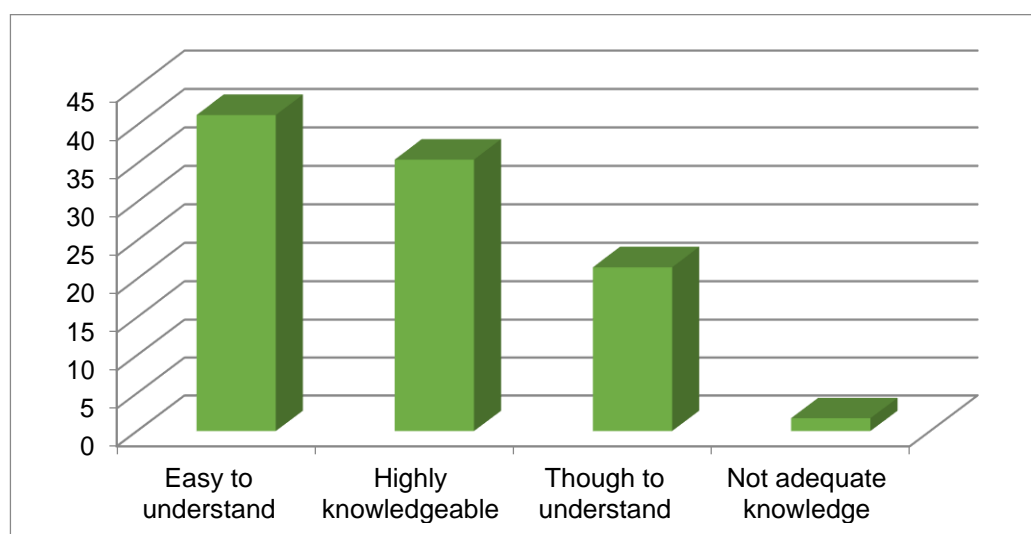
INFERENCE

Majority of the respondents are selected Himalaya Cocoa Butter Intensive Body Lotion and Himalaya Nourishing Body Lotion for Dry Skin that was the flavor liked by customer.

4.1.14 WHY DO YOU LIKE HIMALAYA PRODUCTS LITERATURE

		Frequency	Percent	Valid Percent
Valid	Easy to understand	50	41.3	41.3
	Highly knowledgeable	43	35.5	35.5
	Though to understand	26	21.5	21.5
	Not adequate knowledge	2	1.7	1.7
	Total	121	100.0	100.0

TABLE 4.1.14 WHY DO YOU LIKE HIMALAYA PRODUCTS LITERATURE



CHARTS 4.1.14 WHY DO YOU LIKE HIMALAYA PRODUCTS LITERATURE

INTREPRETATION

From the above table [4.1.14] it is noted that from 100% respondents 41.3% of customer are selected easy to understand, 35.5% of customer are selected highly knowledgeable, 21.5% of customer are selected Though to understand, 1.7% of customer are selected Not adequate knowledge.

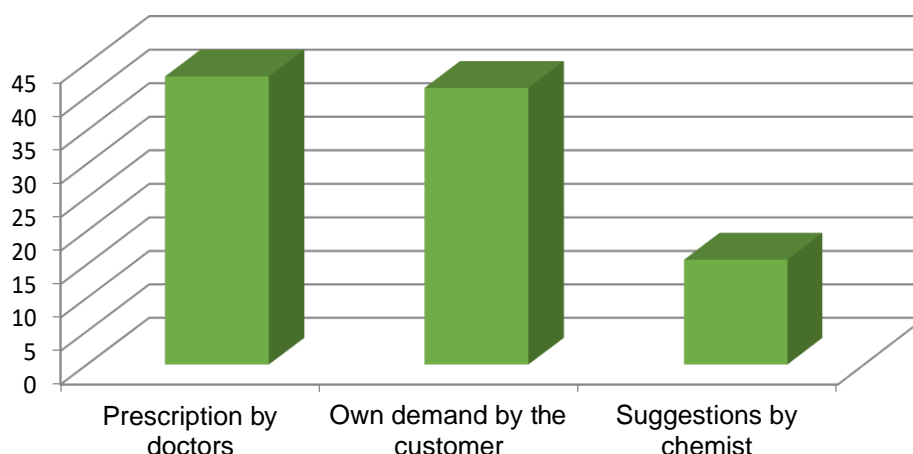
INFERENCE

Majority of the respondents are selected Easy to understand that's why customer like himalaya products literature.

4.1.15 WHAT IS THE MODE OF DEMAND MODE BY THE CUSTOMER FOR HIMALAYA DRUG

		Frequency	Percent	Valid Percent
Valid	Prescription by doctors	52	43.0	43.0
	Own demand by the customer	50	41.3	41.3
	Suggestions by chemist	19	15.7	15.7
	Total	121	100.0	100.0

TABLE 4.1.15 WHAT IS THE MODE OF DEMAND MODE BY THE CUSTOMER FOR HIMALAYA DRUG



CHARTS 4.1.15 WHAT IS THE MODE OF DEMAND MODE BY THE CUSTOMER FOR HIMALAYA DRUG

INTREPRETATION

From the above table [4.1.15] it is noted that from 100% respondents 43% of customer are selected Prescription by doctors, 41.3% of customer are selected Own demand by the customer and 15.7% of customer are selected Suggestions by chemist.

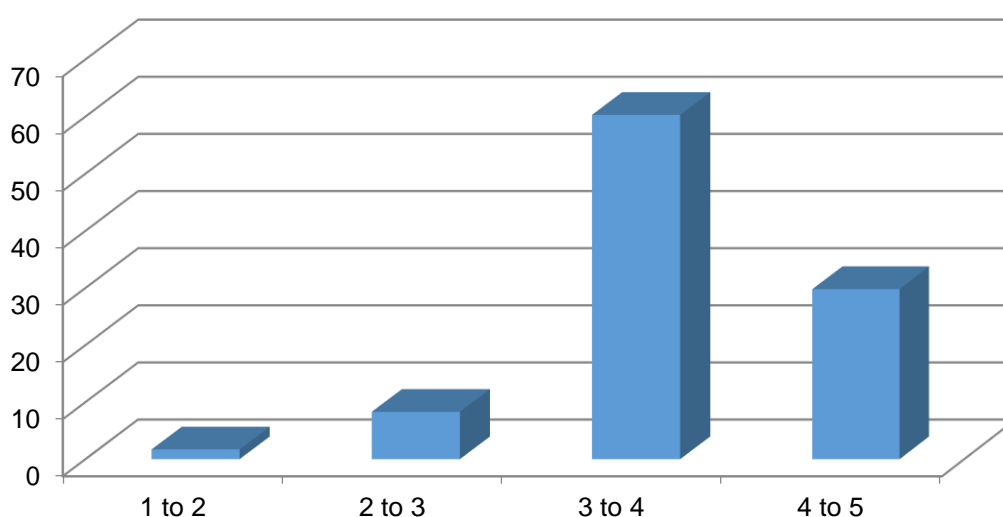
INFERENCE

Majority of the respondents are selected Prescription by doctors that the mode of demand mode by the customer for himalaya drug.

4.1.16 RATING POINT TO HIMALAYA PRODUCT

		Frequency	Percent	Valid Percent
valid	1 to 2	2	1.7	1.7
	2 to 3	10	8.3	8.3
	3 to 4	73	60.3	60.3
	4 to 5	36	29.8	29.8
	Total	121	100.0	100.0

TABLE 4.1.16 RATING POINT TO HIMALAYA PRODUCT



CHARTS 4.1.16 RATING POINT TO HIMALAYA PRODUCT

INTREPRETATION

From the above table [4.1.16] it is noted that from 100% respondents 1.7% of customer are rated for 1 to 2, 8.3% of customer are rated for 2 to 3, 60.3% of customer are rated for 3 to 4 and, 29.8% of customer are rated for 4 to 5.

INFERENCE

Majority of the respondents are rated 3 to 4 that rating point to Himalaya products..

4.1.17 RATE THE SATISFACTION LEVEL TOWARDS HIMALAYA FACE CARE

Face care Product	Face wash	Moisturizer	Face mark	Face scrub	Face cream
Highly Satisfied	62.8	45.5	53.7	51.2	46.3
Satisfied	22.3	43	19.8	35.5	38.8
Neutral	12.4	9.9	25.6	9.9	11.6
Dissatisfied	1.7	1.7	0.8	2.5	2.5
Highly dissatisfied	0.8	0	0	0.8	0.8

TABLE 4.1.17 RATE THE SATISFACTION LEVEL TOWARDS HIMALAYA FACE CARE

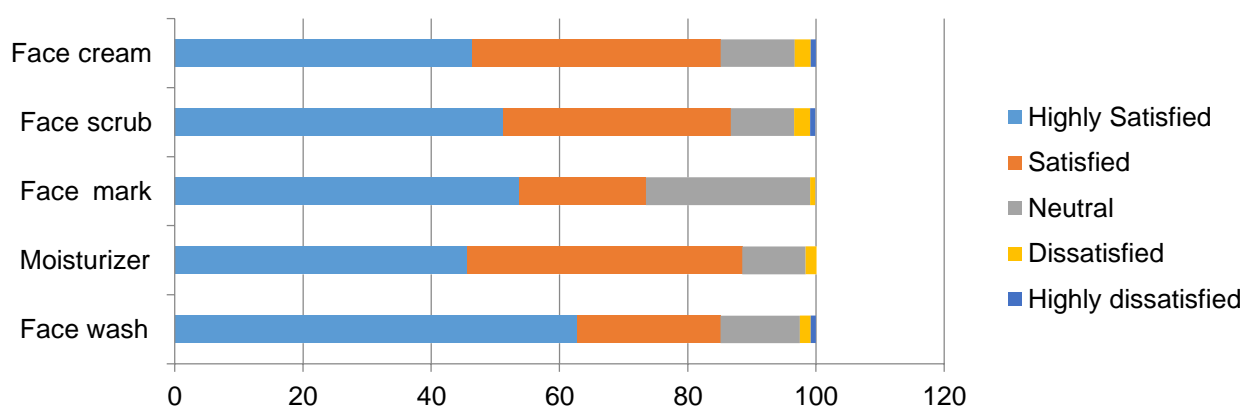


CHART 4.1.17 RATE THE SATISFACTION LEVEL TOWARDS HIMALAYA FACE CARE

INTREPRETATION

From the above table [4.1.17] it is noted that 62.8% of customer are highly satisfied for face wash, 45.5% of the customer are highly satisfied for Moisturizer, and 53.7% of the customer are highly satisfied for face mark , 52.1% of the customer are highly satisfied for face scrub, 46.3% of the customer are highly satisfied for face cream.

INFERENCE

Majority of the respondents are higly satisfied for all the himalaya face care products.

4.1.18 RATE THE SATISFACTION LEVEL TOWARDS HIMALAYA GENERAL HEALTH CARE PRODUCT

General health Care product	Sanitizer	Ophthacare eye Drops
Highly Satisfied	62	56.2
Satisfied	28.1	27.3
Neutral	9	14.9
Dissatisfied	0	1.7
Highly dissatisfied	0	7

TABLE 4.1.18 RATE THE SATISFACTION LEVEL TOWARDS HIMALAYA GENERAL HEALTH CARE PRODUCT

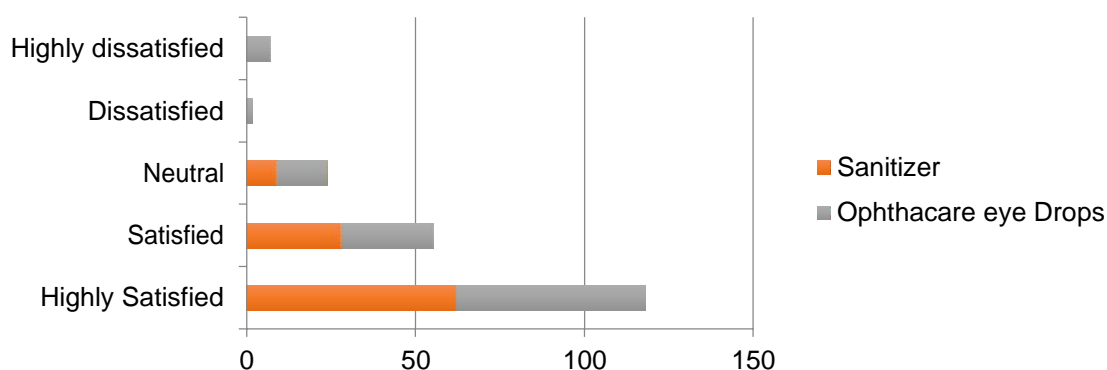


CHART 4.1.18 RATE THE SATISFACTION LEVEL TOWARDS HIMALAYA GENERAL HEALTH CARE PRODUCT

INTREPRETATION

From the above table [4.1.18] it is noted that 62% of customer are highly satisfied for sanitizer, 56.2% of the customer are highly satisfied for Ophthacare eye drops.

INFERENCE

Majority of the respondents are highly satisfied for both sanitizer and ophthacare eye drops.

4.1.19 RANK THE FOLLOWING HIMALAYA EYE CARE PRODUCTS

Eye care products	Under eye cream	Kajal
Highly Satisfied	48.8	33.9
Satisfied	24.8	44.6
Neutral	2.5	14.9
Dissatisfied	5	2.5
Highly dissatisfied	0	4.1

TABLE 4.1.19 RANK THE FOLLOWING HIMALAYA EYE CARE PRODUCTS

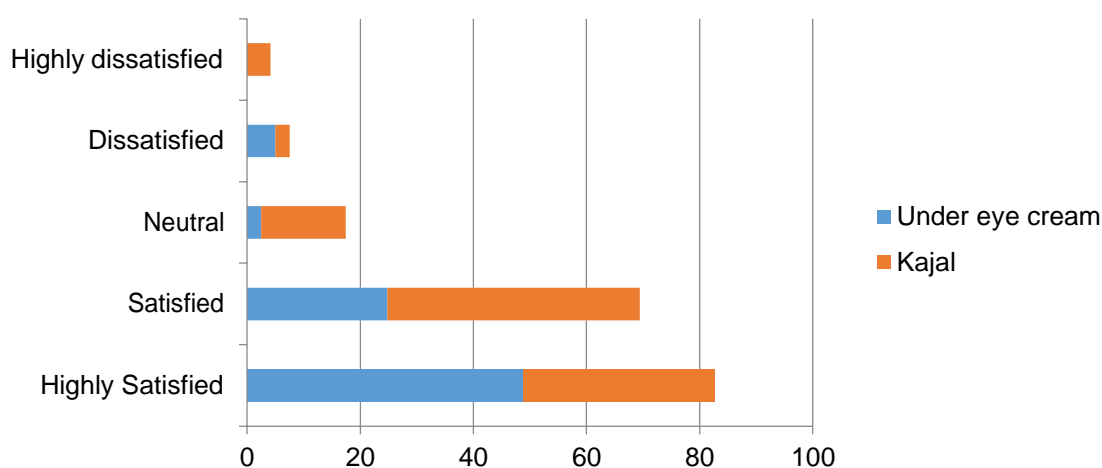


CHART 4.1.19 RANK THE FOLLOWING HIMALAYA EYE CARE PRODUCTS

INTREPRETATION

From the above table [4.1.19] it is noted that 48.8% of customer are highly satisfied for under eye cream, 44.6% of the customer are satisfied for kajal.

INFERENCE

Majority of the respondents are higly satisfied for under eye cream and satisfied for kajal.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority (38.8%) of the respondents belong to the age group of 21-25 years.
- Majority (62.8%) of the employees are female from the data been collected.
- Majority (38.8%) of the respondents are selected brand heritage that in general what the main reason you like Himalaya products are.
- Majority(62.8%) of the respondents are selected herbal that do you like Herbal or Ayurvedic products or do you believe in allopathic products.
- Majority (29.8%) of the respondents are selected Moisturiser that what do you buy a skincare products for.
- Majority (33.1%) of the respondents are selected internet that how did you come to know about himalaya products.
- Majority (30.6%) of the respondents are selected supermarket that which is your preference location to buy a skincare products.
- Majority (47.1%) of the respondents are selected very good that the below product based on your personal experiences.
- Majority (56.2%) of the respondents are selected RM16_RM20 that is the acceptable price that you will consider buying.
- Majority of the respondents are given first rank for wipes and lotion, and second rank for diaper, shampoo, and cream.
- Majority of the respondents are given first rank for wipes and lotion, and second rank for diaper, shampoo, and cream.
- Majority (12.8%) of the respondents are selected proximity that is the reason for making purchase in your preferred store.
- Majority (36.4%) of the respondents are selected Himalaya Cocoa Butter Intensive Body Lotion and Himalaya Nourishing Body Lotion for Dry Skin that was the flavor liked by customer.
- Majority (41.3%) of the respondents are selected easy to understand that's why customer like himalaya products literature.
- Majority (43%) of the respondents are selected Prescription by doctors that the mode of demand mode by the customer for himalaya drug.
- Majority (60.3%) of the respondents are rated 3 to 4 that rating point to Himalaya

products.

- Majority of the respondents are highly satisfied for all the Himalaya face care products.
- Majority of the respondents are highly satisfied for both sanitizer and ophthalmic eye drops.
- Majority of the respondents are highly satisfied for under eye cream and satisfied for kajal.

5.2 SUGGESTION

- The Himalaya company should focus through 25 to 40 years age group consumer also.
- And most of the products are used by female so, they have to focus more to the male consumer.

5.3 CONCLUSION

Based on the research result of a study on customer's preference for Himalaya products it is concluded as follows:

The study helped to know about the Himalaya products very well. The customers of Himalaya products are highly satisfied for eye care products, hair care products, face care products and also baby care products.

According to the research study helps to get more knowledge about the Himalaya products.

Thus the research at Himalaya products reveals the importance of skin care, body care, baby care and eye care products.

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10. Himalaya Drug Company to hire 1,000 people, eyes Rs 2,500 crore revenue in fiscal FY18 [2]

APPENDIX

QUESTIONNAIRE FOR A STUDY ON CUSTOMER'S PREFERENCE FOR HIMALAYA PRODUCT IN CHENNAI.

1. Name:
2. Age:
 - a) 21-25 years b) 26-30 years c) 31-35 years d) 36-40 years
3. Gender:
 - a) Male b) Female
4. In general what are the main reason you like Himalaya products
 - a) Quality b) Natural Ingredients c) Brand Heritage d) Price e) Proven Research
5. Do you like Herbal or Ayurvedic products or do you believe in allopathic products
 - a) Herbal b) Allopathic
6. What do you buy skincare products for
 - a) Fairness b) Moisturiser c) Acne d) Oily skin e) Glow
7. How did you come to know about Himalaya Products
 - a) Product display b) TV ads c) Internet d) Friends
8. Which is your preference location to buy a skincare products
 - a) Medical store b) General store c) Supermarkets d) Exclusive store e) Online
9. Please rate the below product based on your personal experiences
 - a) Very good b) Good c) Neutral b) Satisfactory d) Unsatisfactory
10. What is the acceptable price that you will consider buying
 - a) RM5_RM10 b) RM11_RM15 c) RM16_RM20 d) RM20_RM30
11. Rank the following Himalaya baby care products

Baby care products	1	2	3	4	5
Diaper					
Shampoo					
Cream					
Wipes					
Lotion					

12. Rank the following Himalaya hair care products

Hair care products	1	2	3	4	5
Shampoo					
Hair oil					
Hair cream					

13. Select the reason for making purchase in your preferred store

- a) Discount b) Variety c) Proximity d) Ambience e) Service

14. Which flavour did you like

- a) Himalaya complexion Brightening Body Lotion
 b) Himalaya Cocoa Butter Intensive Body Lotion
 c) Himalaya Nourishing Body Lotion for Dry Skin
 d) Himalaya Soothing Body Lotion

15. Why do you like Himalaya products literature

- a) Easy to understand b) Highly knowledgeable c) Though to understand d) Not adequate knowledge

16. What is the mode of demand mode by the customer for Himalaya Drug

- a) Prescription by doctors b) Own demand by the customer c) Suggestions by chemist

17. Rating point to Himalaya product

- a) 0 to 1 b) 1 to 2 c) 2 to 3 d) 3 to 4 e) 4 to 5

18. Rate the satisfaction level towards Himalaya face care

Face care Product	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Face wash					
Moisturizer					
Face mark					
Face scrub					
Face cream					

19. Rate the satisfaction level towards Himalaya General health care product

General health Care product	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Sanitizer					
Ophthacare eye drops					

20. Rank the following Himalaya eye care products

Eye care products	1	2	3	4	5
Under eye cream					
Kajal					