



The customer satisfaction towards Himalaya skin care products

Dr.B.Charwak, Assistant professor, School of management studies
JNTUK, Kakinada.

Abstract

The Indian market is getting enlarged and many players are coming out with cosmetic products especially skin care products for women and men Globalization will certainly increase cosmetic products penetration and all professional shall equip themselves to exploit opportunities offered by this sector. This gives me an opportunity to work on with endeavor focusing on the consumer perception and satisfaction of women towards cosmetics with special reference to Herbal Products. The primary objective of this study is to understand the consumer perception and satisfaction studying the awareness of the products within the consumers and the number of consumers who consumes the Herbal Cosmetics.

Key words: Herbal Skin Care Cosmetics, Attitude, Perception

Introduction

Marketing requires co-ordination, planning, implementation of campaigns and employees with the appropriate skills to ensure marketing success. Marketing objectives, goals and targets have to be monitored and met, competitor strategies analyzed, anticipated and exceeded. Through effective use of market and marketing research an organization should be able to identify the needs and wants of the customer and try to deliver benefits that will enhance or add to the customers lifestyle, while at the same time ensuring that the satisfaction of these needs results in a healthy turnover for the organization.

A **customer** (sometimes known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration.

Customer satisfaction: It is a term frequently used in marketing. It is a

measure how products and services supplied by a company meet or surpass customer expectation.

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals". Customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customer's expectations. Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customer's expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. Therefore, it is essential for businesses to effectively manage customer satisfaction.

Statement of the problem: Consumers are the masters of their money and they



have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Customer is influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware of and their attitude and there by offering products according to this needs will help the industry stake holders to enrich their customer experience and accelerate growth of the market. The process that turns marketing plans into marketing actions In order to fulfill strategic marketing objectives it is called marketing plan but most of the markets are still challenged by their marketing. Hence this research aims to explore the customer s awareness and attitude preference towards skin care products with special reference to Kakinada city.

Objectives of the study

- To ascertain Customer requirements of Himalaya skin care products.
- To ascertain the Customer satisfaction level for Himalaya skin care Products.
- to analyse the customer opinion and satisfaction with specific reference to himalaya

Research methodology

➤ Sources of data collection

Primary data is collected with specific objective, especially to address the research problem. The data is gathered by distributing a questionnaire to the

customers who visit the Himalaya Herbal Healthcare store in Kakinada city

Research design: The study is descriptive in nature, since it deals with satisfaction of the customers

Scope of the study: The present study will be helpful in understanding the consumer attitude of the different strata people in the Indian society especially in type II city now "smart city" , Kakinada towards skin care Cosmetic Products. The classification of the different strata of the people in area wise, gender wise, age wise, income wise, etc..., The study will also be helpful in analyzing the customer attitude towards the different factors identified after the focus group discussions for the future studies by the researchers and academicians. It will also help in studying the effect of cosmetics purchase of the study specifically among the segment under consideration.

Nature of research design

The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to understand clearly what the researcher wants and provides distinct information to measure the data.

Area of the study: The area of the study is in smart city Kakinada .

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

Sources of data: The study is based on primary data collection. The data has been collected from the users of Himalaya skin care cosmetics products. The secondary data was collected from the articles, journals, newspapers and various websites; it has been used in the review of literature, chapter and profile of the organizations.



Tools for Analysis: The following are the tools applied on the respondents given by the respondents to analyze and derive the result.

Chi- square analysis

Cross tabulation analysis

Limitation of the study

1. The area was wide since it is confined only to Kakinada city so results cannot be universally

accepted.

2. The study is limited to the sample size of 50 respondents only.

3. The researcher has collected data by convenient sampling using questionnaire and there is a

possibility of certain deviations

Review of literature

Sundari and Murugan (2011) revealed that the factors influencing purchase decision of personal care products are "primary benefit" and "secondary benefit". The primary benefit includes price, quality, and quantity. However, the "secondary benefit" includes ingredients of the product, the purpose of the product, innovative features, manufacturers reputation, and certification of the product.

According to the study conducted by Ashok Yakkaldevi (2013) on the consumer behavior towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian consumer behavior is quite unique. Consumers are also associated with values of care and affection.

Profile of Himalaya Herbals

Himalaya Herbals is a range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurveda with years of dedicated research.

Product: The firm's tangible offer to the market, which includes the product quality design, features, branding and packaging. As part of its product offering, Atlas provides various services, such as leasing, delivery, repair and training. Such support services can provide 'a competitive advantage in the globally competitive' market place.

Price: A critical marketing – mix tool is price, the amount of money that customers pay for the product has to decide on wholesale and retail prices, discounts, allowances, and credit terms. Its price should be commensurate with the offer's perceived value. If it's not, buyers will turn to competitors products.

Place: Another key marketing – mix tool is place, includes the various activities the company undertakes to make the product accessible and available to target customers. Also must identify, recruit, and link various marketing facilitators to supply its products and services efficiently to the target market. It must understand the various types of retailers, wholesalers, and physical – distribution firms and how they make their decisions.

Promotion: It includes all the activities the company undertakes to communicate and promote its products to the target market. It has to hire, train, and motivate sales people. It has to set up communication and promotion programs consisting of advertising, sales promotion, public relations, and direct an online marketing.

Perception: Individuals act and react based on their perceptions, not based on objective reality. For each individual, reality is a totally personal phenomenon, based on that person's needs, wants,



values, and personal experiences. Thus, to the marketer, consumer's perceptions are much more important than their knowledge of objective reality. For if one thinks about it. It's not what actually so is, but what consumers think is so. The perception affects their actions, their buying habits, their leisure habits, and so forth. And, because individuals make decisions and take actions based on what they perceive to be reality, it is important

that marketers understand the whole notion of perception and its related concepts to more readily determine what factors influence consumers to buy.

Chi-Square Analysis

Hypothesis: There is no significant relationship between age of respondents and period of using the products by the respondents.

Table – 1: Age and Period of Using the Products

Age intervals	Period of using products in Himalaya				
	Below 1 year	-	-	-	-
Below 2 years	4(45%)	3(33%)	1(11%)	1(11%)	9(100%)
2 -3 years	2(18%)	4(36%)	3(28%)	2(18%)	11(100%)
3-4 years	1(6%)	3(19%)	8(50%)	4(25%)	16(100%)
4 and above years	0(0%)	1(7%)	7(50%)	6(43%)	14(100%)
Total	7	11	19	13	50

Since $X^2 = 16.919$ for 9 degree of freedom at 5% level and $X_{02} < X_{e2}$ the null hypothesis is rejected. So there is a significant relationship between age and period of using the products

Hypothesis: There is no significant relationship between Educational Qualification and level of satisfaction about Himalaya skin care product.

Table -2:

Education	satisfaction level of Himalaya skin care				
	Highly satisfied	satisfied	natural	dissatisfied	Highly dissatisfied
Primary education	3(43%)	1(14%)	2(29%)	1(14%)	0
Up to high school level	3(33%)	3(33%)	2(23%)	1(11%)	0
graduate	5(43%)	3(25%)	2(17%)	1(8%)	1(8%)
Post graduate	3(23%)	4(31%)	4(31%)	2(15%)	0
professionals	2(23%)	4(44%)	1(11%)	1(11%)	1(11%)
Total	16	15	11	6	2



Since $X_{e2} = 26.296$ for 16 degree of freedom at 5% level and $X_{02} > X_{e2}$ the null hypothesis is accept. So there is no relationship between educational

qualification and level of satisfaction about Himalaya skin care products

Cross tabulation

Table 3

Help you to solve the skin problems		available reasonable price
Highly satisfied	10(20%)	9(18%)
satisfied	35(70%)	26(52%)
Natural	5(10%)	6(12%)
Dissatisfied	0	7(14%)
Highly dissatisfied	0	2(04%)
total	50	50

Interpretation: From the above cited it is very much clear that majority of the respondent's i.e 70% agreed that Himalaya products are helpful to solve skin problems and followed by 52% of respondents strongly to say price is satisfied.

Findings

- Majority of respondents have been using Face wash products of Himalaya daily.
- It was found that majority of the respondents satisfied with the Himalaya products and perceived that the Himalaya products are very much helpful to solve the skin problem.
- Majority of respondents have been using the Himalaya product because it is a natural product, so it is safe and no side effects.
- Majority of respondents agreed that the Himalaya products are available at moderate price and they are willing to suggest this product to their friends or relatives.

Suggestions: More emphasis on retail outlets which were not covered in the city, would improve marketing performance.

- Effective media campaign is must to enhance the awareness level in the public that the Himalaya products are natural.
- Customers preferred to purchase Himalaya face wash products, mostly preferred to purchase Neem face wash and lemon face wash.

Conclusion

➤ The study reveals that most of the respondents are aware of the herbal cosmetics. The people now are not considering the cosmetics as luxury, most of the consumers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. The cosmetic manufacturing company after realizing the need of the customer started providing herbal based cosmetics. This study enables the manufactures to know the need and preference of the customers



which can be implemented by them to improve their products To beat out competitors and to improve its current position, Himalaya should promote its products in every possible channel to boost up sales and particularly has to increase the frequency of its Ad's in print and electronic media. Himalaya must leave no stone unturned in satisfying the customers and must be very conscious about its competitors and must take timely action to survive and thrive in today's competitive market place.

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