

**Research Project Report**

**“STUDY ON THE CUSTOMER SATISFACTION  
TOWARDS THE HIMALYA PRODUCTS”**

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD OF***

***BACHELOR OF COMMERCE***

**UNDER THE GUIDANCE OF**

**Prof. bhavna bhalla**

**Submitted By**

**SHREY**

**BHARDWAJ**

**17GSFC101001**

**B.COM 2017-2020**



**School of finance and commerce**

**Galgotias University**

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## **STUDENT'S DECLARATION**

This to certify that I have completed the project titled “Study on the customer satisfaction towards the Himalya products” under the guidance of **MRS bhavna bhalla** in the partial fulfillment of the requirement for the award of the degree of B.com (Hons) from Galgotias university. This is an original work and I have not submitted it earlier elsewhere.

**Shrey bhardwaj**

## **CERTIFICATE FROM FACULTY MENTOR**

This is to certify that the project titled “Study on the customer satisfaction towards the Himalya products” is an academic work done by **Shrey bhardwaj** submitted in the partial fulfillment of the requirement for the award of the degree of B.com(hons) from Galgotias university under my guidance and direction. To the best of my knowledge and belief the data and information presented by him in the project has not been submitted earlier elsewhere.

**Mrs Bhavna bhalla**

## **AKNOWLEDGEMENT**

I highly appreciate the faculty member, **Mrs bhavna bhalla** for her guidance and constant supervision as well as for providing necessary information regarding the research project.

I would also like to express my gratitude towards my parents for their kind co-operation and encouragement which helped me in the completion of this project.

A special thanks to all those people who spared their valuable time for filling our questionnaires.

**Shrey bhardwaj**

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# **CHAPTER - 1**

# **INTRODUCTION**

## **CUSTOMER SATISFACTION**

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the market place. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors. Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed.

### **FACTORS AFFECTING CUSTOMER SATISFACTION**

Customer satisfaction is overall impression of customer about the supplier and the products and services delivered by the supplier. Following are the important factors that could affect customer satisfaction:

- Department wise capability of the supplier.
- Technology and engineering or re-engineering aspects of products and services.
- Type and quality of response provide by the supplier.
- Supplier's capability to commit on deadlines and how efficiently they are met.
- Customer service provided by the supplier.
- Complaint management.
- Cost, quality performance and efficiency of the product.
- Supplier's personal facets like etiquettes and friendliness.
- Supplier's ability to manage whole customer life cycle.
- Compatible and hassle free functions and operations.

The above factors could be widely classified under two categories i.e. suppliers behavior and performance of product and services. The supplier's behavior mostly depends on the behavior of its senior subordinates, managers and internal and employees. All the functional activities like customer response, direct product and maintenance services, complaint management etc. are the factors that rely on how skillful and trained the internal and human resources of the supplier are. The second category is regarding all the products and services. This depends on the capability of supplier to how to nurture the products and services efficiently and how skilled the employees are. It's all about how the skills are implemented to demonstrate engineering, re-engineering and technological aspects of the products and services. The quality and efficaciousness of the product is also an important factor that enables compatible and hassle free function and operations. This bears to lower maintenance and higher life of the product which is highly admired by the customers.

If the product is having some problem or compatibility issues and requires frequent maintenance and support than the customers could get irritated and possibilities of sudden divert is there which lead to supplier's financial loss. In the same way if the product is expecting huge amount of financial and manual resources then customers could get a feeling of dissatisfaction and worry. However, if these aspects are handled efficiently by giving class services and dealing with complaint effectively then dissatisfied customers could be converted into long time satisfied customers and retaining then becomes easy.

## **AYURVEDA AN INTRODUCTION**

The word AYURVEDA comes from the word AYUR meaning LIFE and the word Veda means to know, ayurveda means the science of life and is a medical system. Ayurveda's mythological origins, though, are attributed to the INDO-EUROPEAN Nasataya or aswins, twin physicians of the god of ancient Indo-European pantheon. 4000 year old references are found in the nasatya. The world's oldest document i.e., the four Vedas ayurveda is considered as the Upaveda or accessory Veda to the Atharveda.

Ayurvedic medicines are produced by several thousand companies in India, but most of them are quite small, including numerous neighborhood pharmacies that compound ingredients to make their own remedies. It is estimated that the total value of products from the entire Ayurvedic production in India is on the order of one billion dollars (U.S.). The industry has been dominated by less than a dozen major companies for decades, joined recently by a few others that have followed their lead, so that there are today 30 companies doing a million dollars or more per year in business to meet the growing demand for Ayurvedic medicine.

The products of these companies are included within the broad category of "fast moving consumer goods" (FMCG; which mainly involves foods, beverages, toiletries, cigarettes, etc. Most of the larger Ayurvedic medicine suppliers provide materials other than Ayurvedic internal medicines, particularly in the areas of foods and toiletries (soap, toothpaste, shampoo, etc.), where there may be some overlap with Ayurveda, such as having traditional herbal ingredients in the composition of toiletries.

### **STATUS OF AYURVEDA IN INDIA**

The Indian government and non-government organizations have been collecting statistics on the Ayurvedic system in India and these data about the manpower and institutional aspects of Ayurveda have emerged:

- Number of dispensaries: 22,100
- Number of hospitals: 2,189
- Number of teaching institutions (undergraduate): 187

- Number of upgraded postgraduate departments: 51
- Number of pharmacies manufacturing Ayurvedic medicines: 8,400

### **WORLD HERBAL INDUSTRY**

- Herbal Product's Market :USD 80 billion
- Annual Growth Rate : 7%
- By 2050 : It is estimated that it will reach 6 trillion

### **INDIAN HERBAL INDUSTRY**

- Indian Market : Estimated as Rs. 4205 crores
- Export of Ayurvedic drugs and allied herbal products : Estimated as Rs. 440 crores
- Potential by 2020 : Estimated as Rs. 7000 crores

## COMPANY PROFILE



- Founder – M Manal
- CEO – Philippe Haydon
- Board of director – Meraj Ali Manal
- Headquarters – Bangalore, India
- Serves – 92 Countries across the world
- Turnover – 2,100 crore

Himalaya's story began way back in 1930. A curious young man riding through the forests of Burma saw restless elephants being fed the root of a plant, Rauwolfia serpentina, inspired by the plant's effect on elephants, this young man, Mr. M. Manal, the founder of Himalaya, wanted to scientifically test the herb's properties.

With no money and only a pocketful of dreams, he pawned his mother's jewellery to buy a hand-operated tableting machine. The years that followed were a time of endurance and a test of the young man's patience, strength and passion. He spent his days learning about herbs from neighborhood healers and his nights working on the machine to make a few hundred tablets. His vision was to 'bring the traditional Indian science of Ayurveda to society in a contemporary form'. After four years of researching the herb Rauwolfia serpentina, Serpina, the world's first natural antihypertensive drug was launched in 1934.

In 1955, Himalaya introduced Liver 52, a liver formulation that ensures optimum liver function. The product soon became our flagship brand and a top selling herbal medicine. Other brands soon followed including Cystone, Bonnisan and Rumalaya forte, products that went on to become household names.

## **HISTORY**

Mr. M Manal, while in the forests of Burma, became interested in the root, "Rauwolfia serpentina", which helped pacify elephants. Becoming engrossed by the effects surrounding the root, Manal went on to studying various herbs, and producing tablets. According to Himalaya Wellness, Manal's motivation and vision was to bring the traditional science of Ayurveda to society in a contemporary form. In 1934, Serpina, derived from Rauwolfia serpentina, became "the world's first natural antihypertensive drug". Another product soon became the Himalaya drug company's bestselling medicine, Liv. 52. This product, created in 1955, is "a liver formulation that ensures optimum liver function." In addition, the Himalaya Drug company soon introduced several other products, such as Cystone, Bonnisan and Rumalaya forte. In the 1930s, the company was based in Dehradun, but subsequently it advanced to Mumbai and extended across India. Then, in 1975, it established a factory. In Makali, Bangalore. Finally, in 1991, the company moved its research and development facility to Bangalore. Today, the company has offices across the globe, including India, USA, South Africa and other countries in Europe, the Middle East, and Asia.

## **PRODUCTS**

Himalaya Herbal Healthcare has a very wide range of products, which include "Pharmaceuticals, Personal care, Baby care, Well-being, and Animal health products." It has just launched a new line of Mother Care. The Neem Face Wash is one of their most popular and well known products.

## **VISION AND MISSION OF HIMALAYA DRUG COMPANY**

- Establish Himalaya as a science-based, problem-solving, HEAD TO HEAL BRAND, harnessed from nature's wealth and characterized by trust and healthy lives.
- Develop markets worldwide with an in-depth and long-term approach, maintaining at each step the HIGHEST ETHICAL STANDARDS.

- Respect, collaborate with and UTILIZE TALENT of each member of the Himalaya family and the local communities where Himalaya products are developed and/or consumed, to drive our seed-to-shelf policy and to rigorously adopt ecofriendly practices to support the environment we inhabit.
- Ensure that each Himalaya employee strongly backs the Himalaya promise to EXCEEDS THE EXPECTATIONS OF CONSUMER, each time and every time. Nothing less is acceptable.

## **THE HIMALAYA LOGO**



- The Himalaya brand has much in common with the mountain range from which it draws its name. For centuries, the Himalayas have been an icon of aspiration and of man's quest to unlock nature's secrets. They represent purity and lofty ideals.
- Our logo is a visual definition of our brand identity. The leaf that forms the crossbar of the letter H represents the company's focus on herbal healthcare. The teal green reflects our closeness to nature, while the orange is evocative of warmth, vibrancy and our commitment to caring.
- The Himalaya brand represents wellness, both internal and topical. Our range of head-to-toe healthcare and personal care products spans the entire wellness spectrum, offering gentle, safe and efficacious care.
- Each and every product that carries our logo is backed by the high quality that is Himalaya's hallmark. It promises good health, well-being and a prescription for good living. Our logo symbolizes a promise delivered.



## **SWOT ANALYSIS**

### **STRENGTHS**

- Providing quality product as per customer needs and wants.
- Targeting both rural and urban market.
- Eco friendly products.
- Strong financial backup.
- Qualified staff.

### **WEAKNESS**

- Due to high price of the product it may be unaffordable for the rural to buy the product.
- Giant competitor in the market like Colgate, pepsodent which are well established into the market.

### **OPPORTUNITIES**

- Opportunities in terms of opening of global markets.
- Opportunities in terms of diversification into other product categories.
- Advertise and promotion opportunities still largely untapped.

### **THREATS**

- High inventory carrying cost.
- Threat from global players planning to enter the market.
- Economic instability and inflation in the country.

## **LITERATURE REVIEW**

- Customer satisfaction is an evaluation of difference between prior expectations about product and its actual performance. Customer satisfaction is how customers react towards the state of satisfaction, and how customers judge the satisfaction level (Hanif, Hafez & Riaz, 2010).
- Customer satisfaction is the reaction of customer toward state of the fulfillment and judgment of customer about that fulfilled state (Khayyat & Heshmati, 2012).
- Satisfaction is an outcome of purchase in which consumer compare cost and rewards with the anticipated consequences (Maxham, 2001). There is always a positive relationship between customer satisfaction and profit maximization of an organization (Bowen & Chen, 2001).
- No one is important than customers and their satisfaction is the ultimate objective through improvement in services in terms of competitiveness and it saves future revenue plus it becomes the cause of cost reduction in future (Yuan Hu, Ching-Chan & Cheng, Hong, 2010).
- Satisfaction is the customer's fulfillment response. It is a judgmental that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment. (Oliver 1977). 'This definition approaches two sides where the first approach defines satisfaction as a final situation or as end-state resulting from the consumption experience and the second approach emphasizes the perceptual, evaluative and psychological process that contributes to satisfaction'. (Evangelos and Yannis 2010, 2).
- Mentioning about importance of customer satisfaction in business perspective Zairi (2000) said in one magazine 'Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the

source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security will be put in jeopardy.'

- However, the concept of customer satisfaction is not a new one. It hit the business sectors in early 1980's where some researchers considered that customer satisfaction is the best window into loyalty. They also found that it has direct relationship with company profitability, ROI (return on investment), or share of market. Satisfied customer think twice or several times before switching to alternatives because they become attached emotionally and also afraid to believe on alternatives quality. Oliver (1997)

## **CHAPTER - 2**

# **RESEARCH METHODOLOGY**

The purpose of any research is to discover answers to questions through the application of scientific procedures. The main aim of the research is to find out the truth, which is hidden and has not been discovered as yet.

Research Methodology is a way to systematically solve the research problem. It may be understood as the science of studying, how the research is carried out scientifically. In it, we study the various steps that are generally adopted by a researcher in studying his research problems, along with the logic behind them.

Thus, when we talk of Research methodology, we talk not only of the research methods, but we also consider the logic behind the methods we use in the context of our research study and explain why we are using a certain method or a technique, and why we are not using the others, so that research results are capable of being evaluated wither by the researcher himself or by others

### **PURPOSE OF RESEARCH**

- Develop, refine and extend the base knowledge, which is required for quality, education and administration.
- Enhance the body of professional knowledge.
- Provide foundation.
- Help in explanation of knowledge, which is essential for continued growth.

### **RESEARCH OBJECTIVES**

- To find out the behavior and satisfaction level of the customer towards Himalayan products.
- To identify the factors influencing the preference towards Himalaya products by the respondents while using Himalaya products.
- To identify the problems faced by the respondents while using Himalaya products.

## **RESEARCH METHEDODOLOGY**

A research method is a systematic plan for conducting research. Sociologists draw on a variety of both qualitative and quantitative research methods, including experiments, survey research, participant observation, and secondary data. Quantitative methods aim to classify features, count them, and create statistical models to test hypotheses and explain observations. Qualitative methods aim for a complete, detailed description of observations, including the context of events and circumstances.

The following study is based on a well defined questionnaire, which is a primary tool for collection of the data. Questionnaire was used to know about the customer satisfaction regarding Himalaya products. References are also used in the following study to give it more elaborative shape as a secondary data.

## **RESEARCH DESIGN**

The research design used in this report is Descriptive Research.

Descriptive Research studies are those studies which are concerned with describing the characteristics of a particular individual or group.

In this type of a study a comparative study is made, throwing light on all the attributes of the Research methodology. However, it must ensure the minimization of reliability of the evidence collected; the said design can be appropriately referred to as a Survey design, since it takes into account, all the steps involved in a survey, concerning a phenomenon to be studied.

## **METHOD OF DATA COLLECTION**

**QUESTIONNAIRE:** This method acts as a great source or a facility for the collection of the data from the diverse and scattered group of people. A questionnaire consists of a variety of the questions printed or typed in a definite order on a form – which are mailed further to the respondents. The respondent has to answer these questions on his own.

## **SAMPLE SIZE**

Sample size of 100 has been taken under the study belonging to different age groups.

## **SAMPLE AREA**

This research is conducted in Mohan nagar, Ghaziabad

## **SAMPLING TECHNIQUE**

Convenience sampling technique is used to get the required sample size. In this technique a conclusion about the whole population is drawn just by studying a small group of individuals. This technique is very much convenient as the sample size is small therefore its cost will be low, time will be consumed less and it will be convenient to make a judgment when time is not much.

- **PRIMARY DATA:** It is the first hand data it involves the collection of data for the first time by doing a direct survey.
- **SECONDARY DATA:** It is that data which is already available i.e., already collected for other purpose for research now is also useful for some other study. The various sources in this study of secondary data are newspapers internet, literature reviews.

## **LIMITATIONS OF THE STUDY**

- Data obtained was dependent on the memory and mood of the respondents; this could bring about a bias in the survey.
- Lack of time. Due to constraints of time a very small sample of the populations could be study, which was not representative of the entire universe.
- Customer feedback can be biased.
- Errors. Human error is inevitable, both, individually and in representation of the data.

# **CHAPTER – 3**

# **DATA ANALYSIS AND INTERPRETATION**



QUE 1. For how long are you using Himalayan products?

Table: 3.1

No. of years	Percentage
1-3 years	30
3-5 years	40
5-10 years	22.5
More than 10 years	7.5

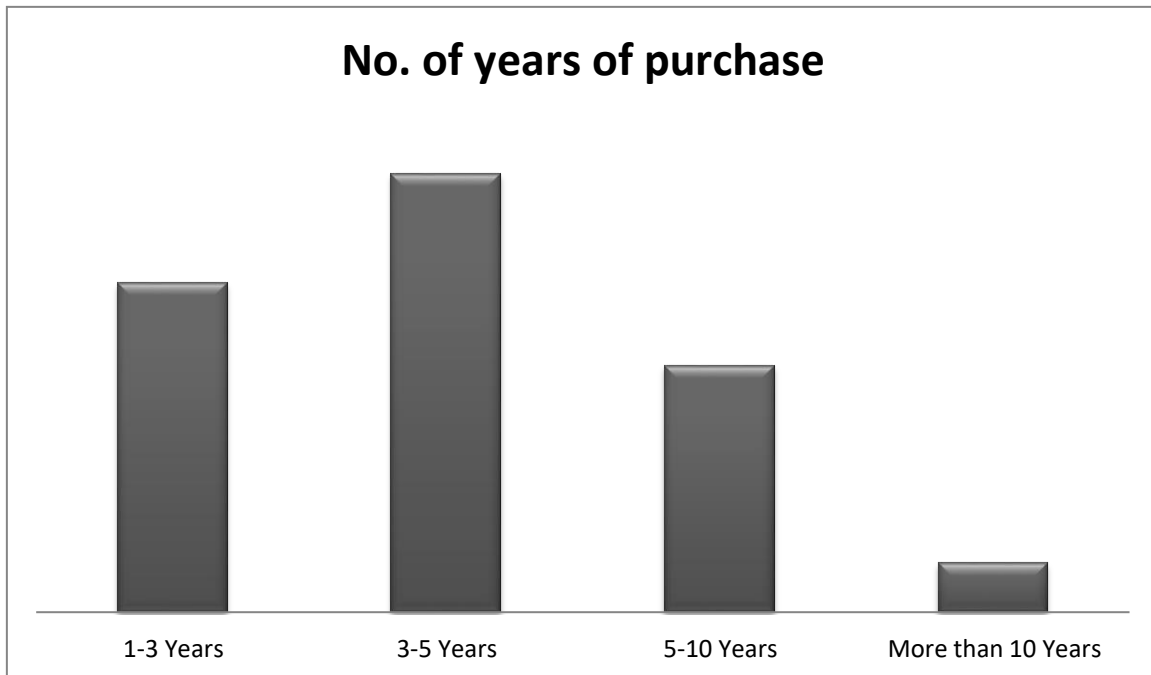


Figure: 3.1

**Interpretation:**

The above graph shows for how long the customers are using Himalayan products. The results states that for 1-3 years 30% of the people are using them, for 3 -5 years 40% of the people are using them,5-10 years 22% of the people are using them and for more than 10 years a very small amount of people are using Himalayan products.

Que.2 Which product line do you prefer more?

Table: 3.2

Product line	Percentage
Pharmaceuticals	15
Personal care	52.5
Baby care	7.5
Nutrition	10
Wellness	15

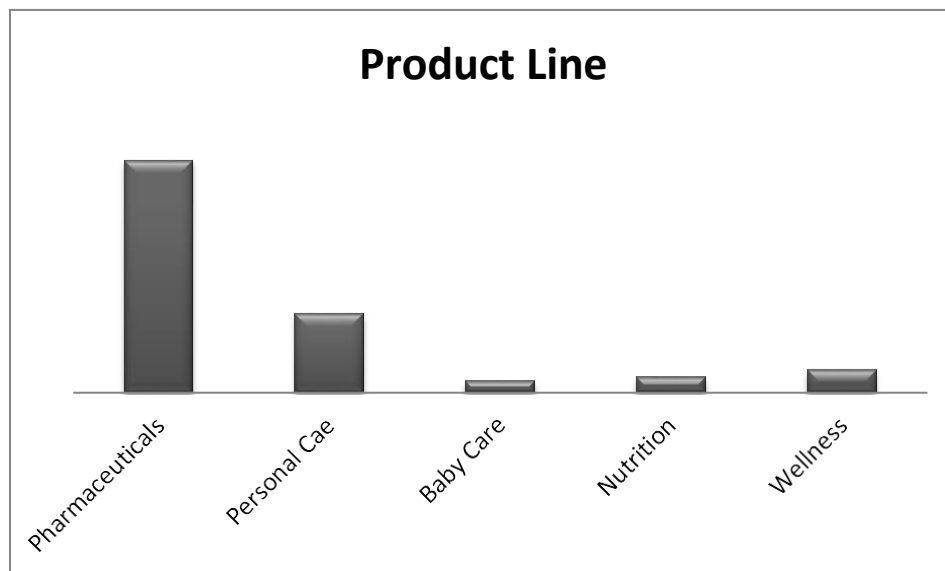


Figure: 3.2

**Interpretation:**

The above graph shows that among the above stated product lines which product line customers prefer more. 15% of the people are using pharmaceutical product line.

Almost 52% of the people are using personal care product line.

8% of the people are using baby care range of Himalayan products.

About 10% of the people are using Himalaya nutrition range.

15% of the people are using Himalaya wellness range.

Que.3 Why do you prefer Himalayan products?

Table: 3.3

Options	Percentage
Reasonable price	15
Quality of the product	50
Customer loyalty	13
Brand image	15

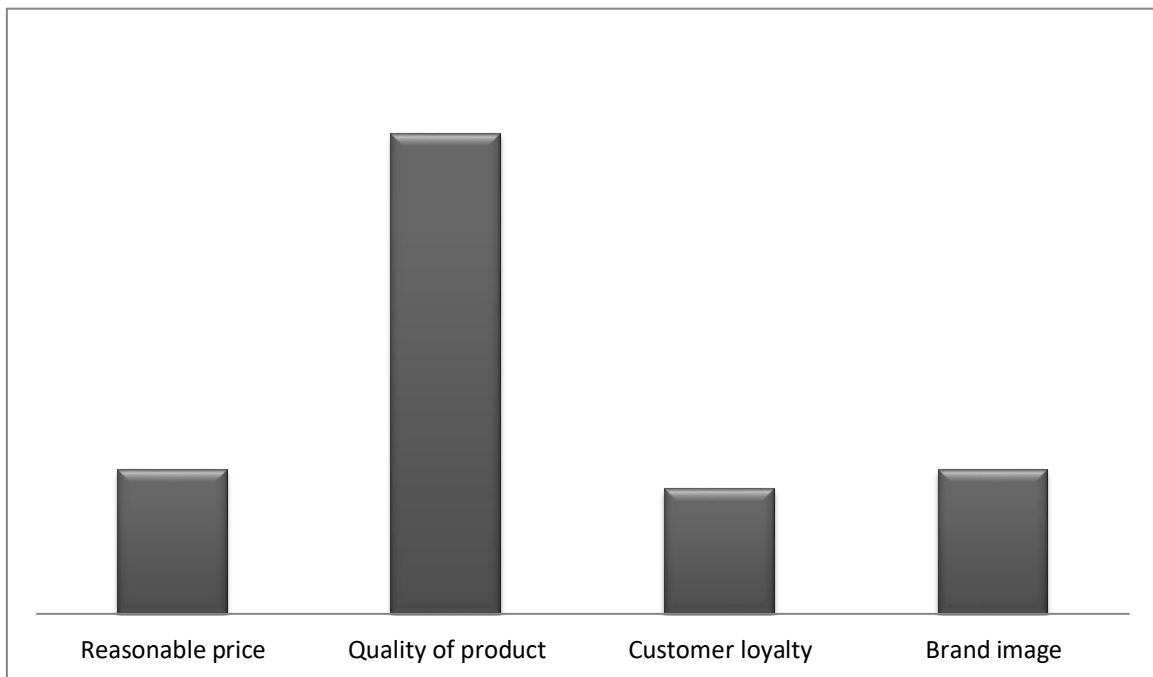


Figure: 3.3

**Interpretation:**

The above graph shows that why they prefer Himalayan products. 15% of the people use them because of their reasonable price, 50% of the people prefer them because of their quality, 13% of the people use them because of their loyalty towards the brand and the rest 15% uses them because of its brand image.

Que.4. Do you think that Himalayan products are really price worthy?

Table: 3.4

Options	Percentage
Yes	52
No	48



Figure: 3.4

**Interpretation:**

The above graph shows the opinion of customers towards the price worthiness of Himalayan products. It reveals that 52% of the people believe that the products are price worthy whereas 48% of the people said no.

Que.5 . Do you think that Himalayan products are customized according to your requirements?

Table: 3.5

Options	Percentage
Strongly agree	15%
Agree	60%
Disagree	20%
Strongly disagree	5%

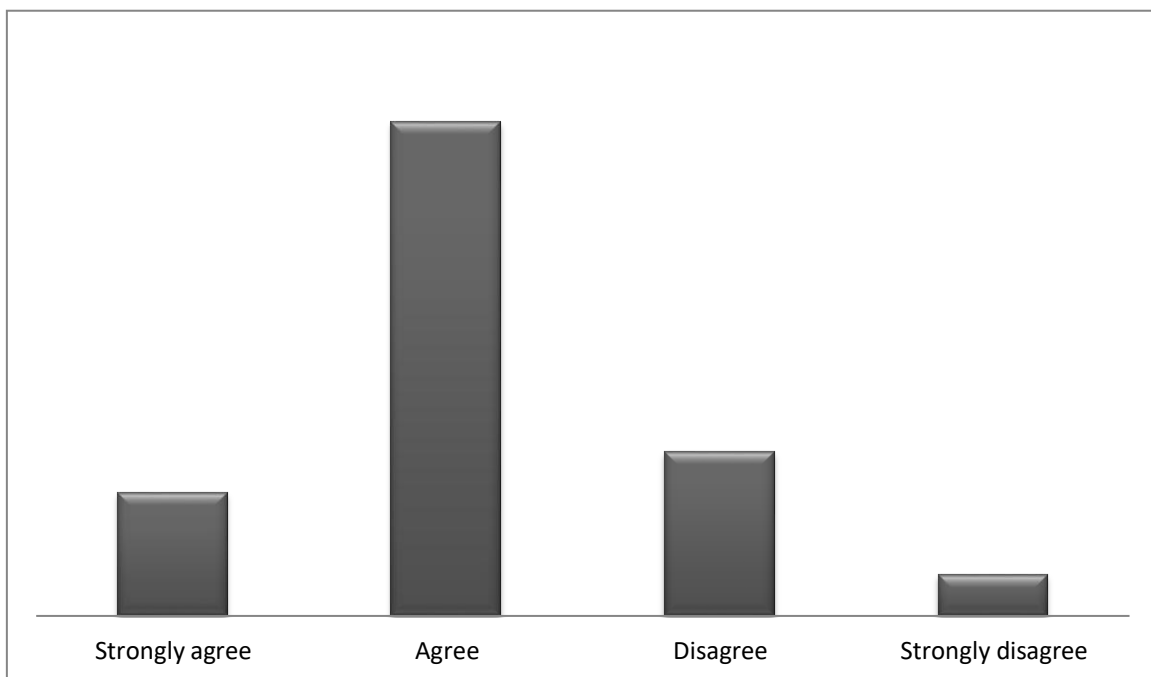


Figure: 3.5

**Interpretation:**

The above graph shows whether the Himalayan products are customized according to the customer's needs and preferences or not, the results are as follows:-

15% of the people strongly agree that the products are customized according to the need and preferences of the customer, 60% of the people moderately agree, whereas 20% of the people disagree to the question and 5% of the people strongly disagree.

Que.6 Do you want any changes in product?

Table: 3.6

Options	Percentage
Yes	55
No	45

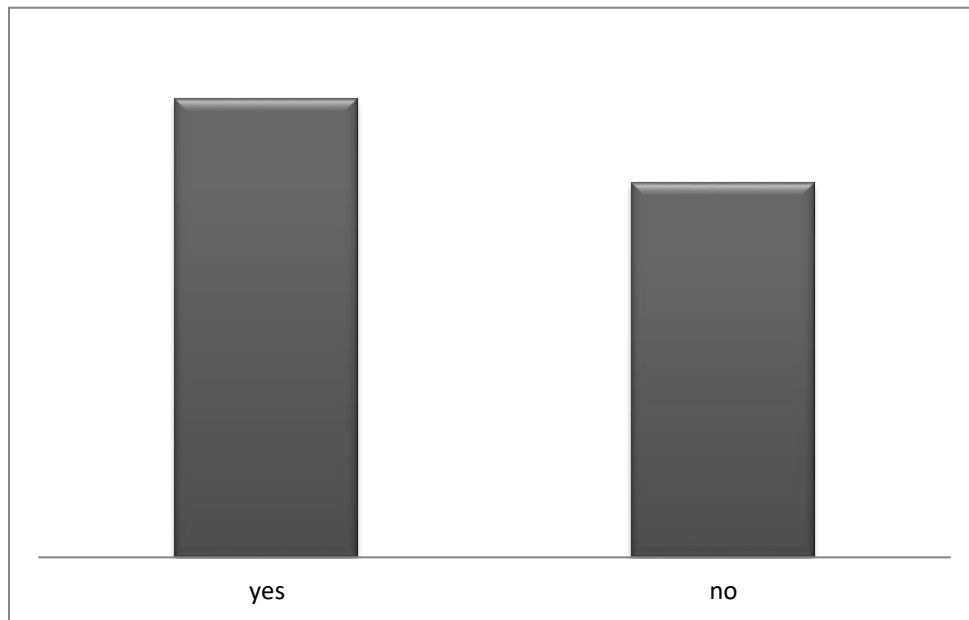


Figure: 3.6

**Interpretation:**

The above graph shows that whether the customers want any changes in the products 55% of the people say that yes they want some changes in a particular product or products and the rest 45% says that they don't want any changes.

Que.7 Are you satisfied with the availability of the Himalayan products?

Table: 3.7

Options	Percentage
Yes	73
No	27

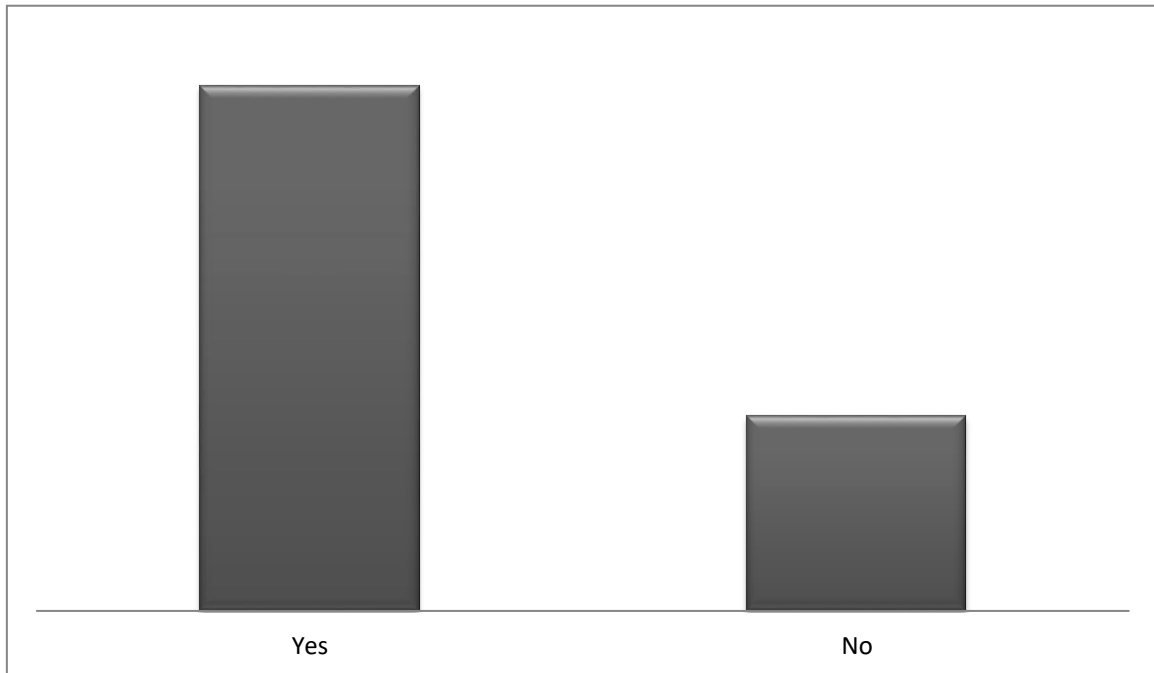


Figure: 3.7

**Interpretation:**

The above graph shows the level of satisfaction of the customers regarding the availability of the products. 73% of the people are satisfied whereas 27% of the people are not satisfied.

Que.8 According to you which is the biggest competitor of Himalayan products?

Table: 3.8

Competitors	Percentage
HUL	22
Dabur	35
Zandu	13
Patanjali	27
Others	3

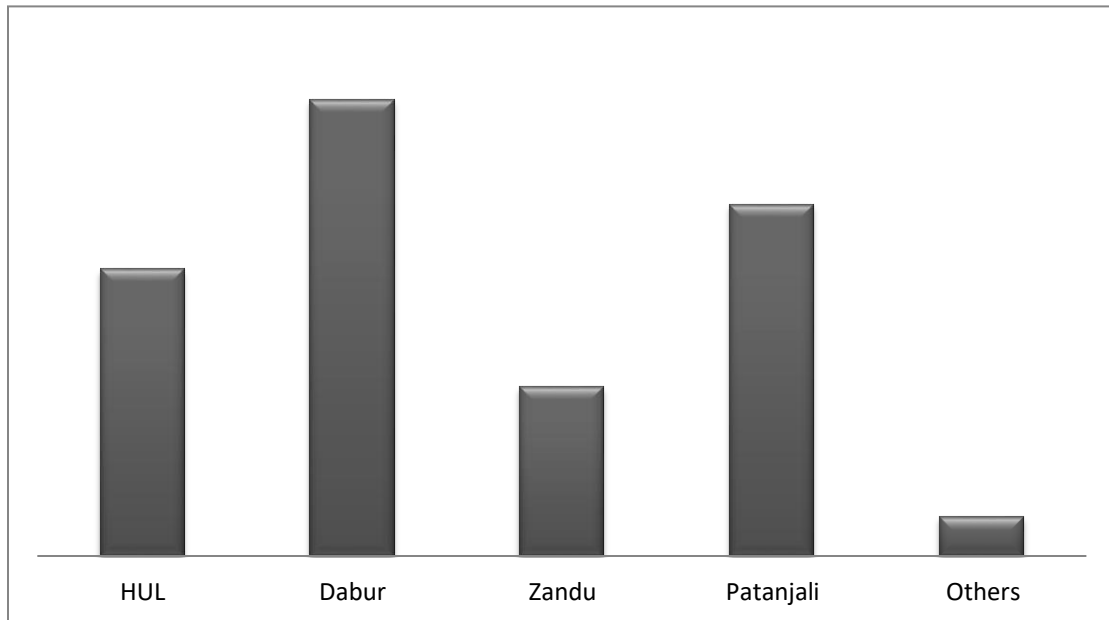


Figure: 3.8

**Interpretation:**

The above graph shows the competitors of Himalaya. According to this survey we find out that the biggest competitor is HUL with 22% followed by Dabur having 35% and Zandu 13%. Then comes Patanjali with 27% and others 8%.



Que.9. Are you satisfied with the quality of the Himalayan products?

Table: 3.9

Options	Percentage
Highly satisfied	60%
Satisfied	35%
Dissatisfied	5%
Highly dissatisfied	-

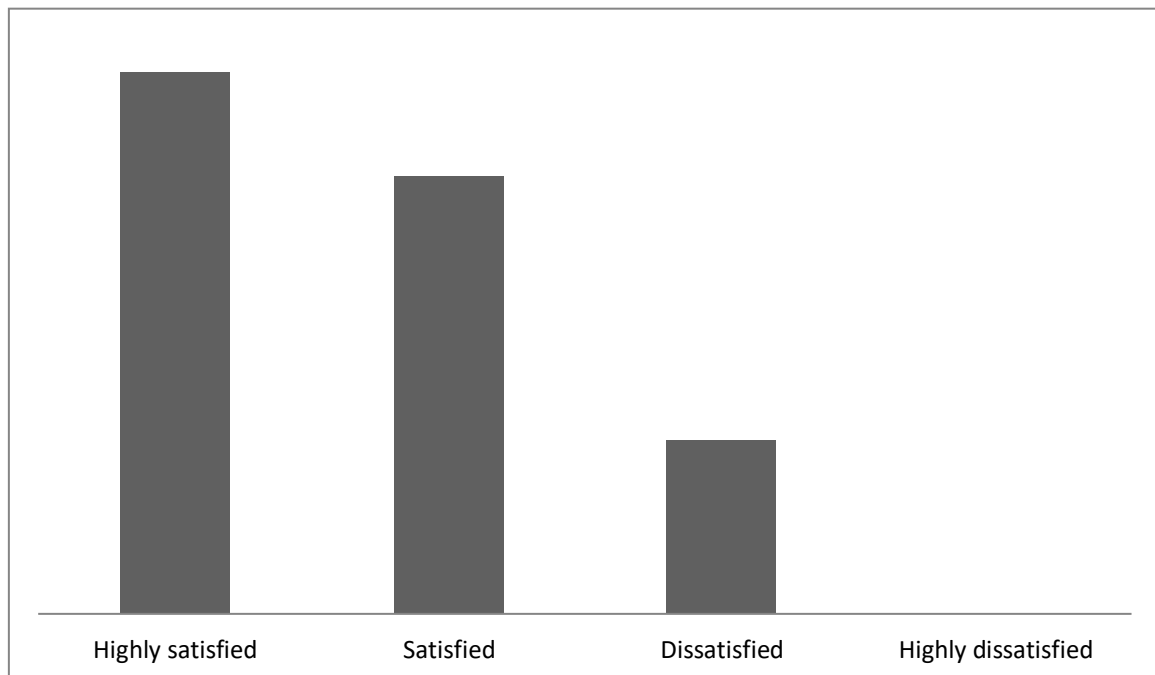


Figure: 3.9

**Interpretation:**

The above graph shows the level of satisfaction of the customers regarding the quality of Himalaya products starting from highly satisfied with 60% next is satisfied with 35% and the rest of the people said they are not satisfied with the quality of the products.

Que.10 Would you recommend Himalaya products to your friends or social circle?

Table: 3.10

Options	Percentage
Yes	60
No	40

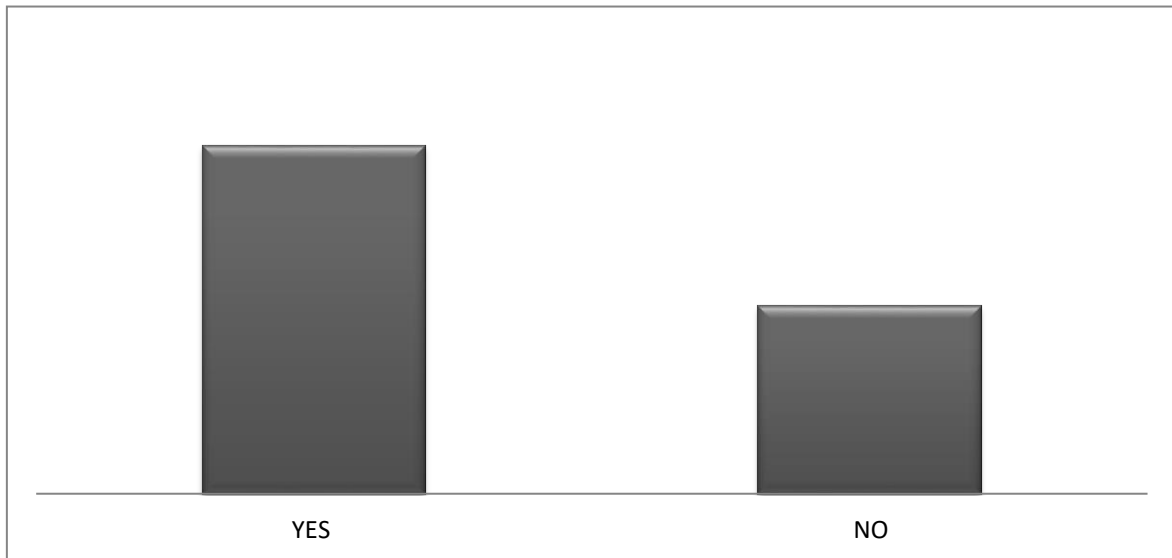


Figure: 3.10

**Interpretation:**

The above graph indicates that whether the people will recommend Himalayan products to others or not. 60% of the people said that they would like to recommend Himalaya's products to others whether 40% denied it.

# **CHAPTER – 4**

**FINDINGS, CONCLUSION**

**&**

**RECOMMENDATIONS**

## **FINDINGS**

From the above analysis and data interpretation the findings of the data are as follows:-

- From the data analysis and interpretation it is clear that 30% of the people are using Himalayan products for 1-3 years, 40% of the people are using them for 3 -5 years, 23% for 5-10 years and 7% for more than 10 years.
- 15% of the people are using pharmaceutical product line. Almost 52% of the people are using personal care product line, 8% of the people are using baby care range of Himalayan products and about 10% of the people are using Himalaya nutrition range and 15% of the people are using Himalaya wellness range.
- According to the customers perspective it is found out that 15% of the people use Himalayan products because of their reasonable price, 50% of the people prefer them because of their quality, 13% of the people use them because of their loyalty and the rest 15% of the people use them because of its brand image.
- It is very clear from the survey that 52% of the people think that Himalayan products are price worthy whereas 48% of the people denied it.
- From the data analysis and interpretation it is found that 15% of the people strongly agree that Himalayan products are customized according to their needs, 60% of the people agreed, 20% of the people disagreed and 5% of the people strongly disagreed.
- 55% of the people said that they want changes in the product and the rest of the people said they don't want any changes.
- According to the data 77% of the people are satisfied with the availability of Himalayan products and the rest of the people are dissatisfied.

- From the survey it is found that in the eye of customers Dabur is the top ranking competitor of Himalaya with 35% followed by Patanjali having 27% then comes HUL with 22%, Zandu with 13% and others 3%.
- According to the survey 60% of the customers are highly satisfied with the quality of Himalayan products, 35% are satisfied and the rest of the people said they are not satisfied with the quality of the products.
- 60% of the people said that they would like to recommend Himalaya's products to others whether 40% denied it.

## **CONCLUSION**

It is the oldest Ayurvedic drug manufacturing company in India. It deals with both Pharmacy and FMCG. It is very reputed company in both the sectors. It mainly focuses on providing goods made up of natural components to its users. It combines natural recourses with the latest technology to give the best product to the customers. In the present scenario Himalaya products are one of the very essential products for all walks of people. This research study was conducted to increase our current understanding of Himalaya personal care market in general and analyse consumer decision making in particular. The study has attempted to cast light on the preference of the consumers also this study has necessitated the Himalaya manufacturing company to increase the awareness about its different products which are high in quality then their competitors. The company must attract its consumers by providing many free gifts related to their products to maintain a long run market. If the above suggestions are implemented, the company will research a highest target in the near future.

## **RECOMMENDATIONS**

- Himalaya should organize its campaign for the end customers because the end customer is not that much aware of its medical product that much hence they demand medicine according to their own preference and knowledge.
- Himalaya should organize free medical checkup programs for the society so that it can also fulfill its corporate social responsibility. This will help in creating a good brand image in between people.
- Himalaya should also target rural areas so as to increase its market and to create a more market share.
- The company can lure its retailers and wholesalers with small gifts, benefits so as to increase their participation and involvement for selling the Himalayan products more effectively.
- It should also use more sales promotion methods such that it can keep a close touch with its users so as to increase customer loyalty.
- Quantity of the Himalaya product can be increased with the prevailing price rate.
- The company should start taking feedback from consumers about their product through the way of prescribed forms.

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# **Annexure**

## **QUESTIONNAIRE**

Que.1 For how long are you using Himalayan products?

- 1-3 years
- 3-5 years
- 5-10 years
- More than 10 years

Que.2 Which product line do you prefer more?

- Pharmaceuticals
- Personal care
- Baby care
- Nutrition
- Wellness

Que.3 Why do you prefer Himalayan products?

- Reasonable price
- Quality of the product
- Customer loyalty
- Brand image

Que.4 Do you think that Himalayan products are really price worthy?

- Yes
- No

Que.5 Do you think that Himalayan products are customized according to your requirements?

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Que.6 Do you want any changes in product?

- Yes
- No

Que.7 Are you satisfied with the availability of the Himalayan products?

- Yes
- No

Que.8 According to you which is the biggest competitor of Himalayan products?

- HUL
- Dabur
- Zandu
- Patanjali
- Others

Que.9 Are you satisfied with the quality of the Himalayan products?

- Highly satisfied
- Satisfied
- Dissatisfied
- Highly dissatisfied

Que.10 Would you recommend Himalaya products to your friends or social circle?

- Yes
- No