

A STUDY ON CONSUMER PREFERENCE FOR HIMALAYA PRODUCTS

Rinisha.E * and P. Bhanumathi

Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

Affiliated to Manonmaniam Sundaranar University, Thirunelveli, Tamil Nadu, India

ABSTRACT

Consumer preference plays a crucial role in purchasing decisions, as it reflects individual choices influenced by factors such as quality, price, branding, and product attributes. This study focuses on understanding consumer preferences for Himalaya products, particularly in Thoothukudi City, Tamil Nadu. The research aims to analyze the satisfaction level of consumers, the factors influencing their choice, and the reasons for switching to Himalaya products from other brands. The study uses a survey-based approach, collecting primary data from 120 respondents through a structured questionnaire. The results highlight that most consumers prefer Himalaya products due to their natural ingredients, affordability, and trust in the brand. The findings provide insights into consumer behavior and offer recommendations for product improvement and marketing strategies.

KEY WORDS: Consumer preference, Himalaya products, purchasing behavior, natural ingredients, affordability.

INTRODUCTION

Consumer preference is defined as the subjective taste of individual consumers, often measured by their satisfaction after purchasing an item. This satisfaction is influenced by multiple factors, including quality, price, branding, product availability, and advertising. Consumer choices are also shaped by social, cultural, and economic factors, which determine their purchasing decisions.

Himalaya, a well-known brand specializing in herbal and ayurvedic products, has gained popularity due to its focus on natural ingredients and consumer-friendly pricing. Various Himalaya products, including skincare, hair care, healthcare, and oral care items, are widely used across India. Understanding the consumer preference for these products can provide valuable insights into market trends, consumer expectations, and factors that influence product selection.

This study aims to analyze consumer preferences for Himalaya products in Thoothukudi City, Tamil Nadu. It explores the factors influencing purchasing decisions, levels of consumer

satisfaction, and reasons for brand loyalty or switching from other brands. The research findings will help manufacturers and marketers develop better strategies to enhance consumer engagement and product offerings.

STATEMENT OF THE PROBLEM

With various brands available in the market, consumers prefer products based on different factors such as quality, pricing, packaging, and promotional offers. Himalaya products have gained a strong consumer base due to their herbal and natural composition. However, consumer preferences and purchasing behaviors vary based on individual expectations and experiences.

This study investigates consumer preferences for Himalaya products in terms of quality, price, and effectiveness compared to other brands. It aims to identify key factors influencing consumer choices and satisfaction levels. Understanding these aspects will help the company strengthen its market position and align its products with consumer expectations.

OBJECTIVES OF THE STUDY

- 1) To assess the satisfaction level of consumers towards Himalaya products.
- 2) To identify the reasons why consumers, switch to Himalaya products from other brands.

RESEARCH METHODOLOGY

The collected information is placed in a logical sequence to study about the consumers preference towards the usage of Himalaya Products. The result is derived with the help of statistical method of collection, computation and analysis. The collected data were analysed by using the following statistical tools namely, percentage analysis and graphical methods like bar diagram, pie charts and ranking method.

LIMITATIONS OF THE STUDY

1. The samples have been taken only from 120 respondents.
2. Accuracy of the study is purely based on the information given by the respondent.
3. Data obtained was dependent on the memory and mood of the respondents; this could bring about a bias in the survey.
4. The respondents views and opinions may hold good for the time being and may vary future.

LIKERT SCALE

Satisfaction	LIKERTSCALE								
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No. of Respondents	Weighted Score	Average Score	Ranking
I am satisfied with the quality of Himalaya products	41 205	48 192	31 93	0	0	120	490	4.08	I
Himalaya products meet my expectations for natural and herbal ingredient	30 150	67 268	22 66	1 2	0	120	486	4.05	II
Himalaya products are reasonably priced	36 180	47 1888	35 105	2 4	0	120	477	3.97	VII
I find Himalaya products to be effective in addressing my needs	26 130	64 256	26 78	4 8	0	120	472	3.93	VIII
The packaging oh Himalaya products is attractive and user – friendly	32 160	47 188	40 120	1 2	0	120	470	3.92	IX
Himalaya products are easily available in	33 165	57 228	27 81	3 6	0	120	480	4.00	VI



the market									
I trust the Himalaya brand for its natural and safe ingredients	40 200	49 196	20 160	1 2	0	120	458	3.82	X
Himalaya products offer good value for money	30 150	63 252	26 78	1 2	0	120	482	4.02	III
I would recommend Himalaya products to my family and friends	28 140	67 268	24 72	1 2	0	120	482	4.02	III
Overall I am satisfied with Himalaya as a brand .	37 185	59 236	23 69	1 2	0	120	492	4.1	V

SATISFACTION TOWARDS HIMALAYA PRODUCTS

INFERENCE:

The table shows that satisfaction towards Himalaya products. From the above table, it is inherent that majority of the respondents “satisfied with the quality of Himalaya products” and hence first rank was given with the highest average score of 4.08 percent of the brand. packaging Himalaya products meet my expectations, offer good value for money, recommend to my family and friends, satisfied as a brand, easily available in the market, reasonably priced effective in addressing my needs, of products is attractive, trust for its natural safe ingredients ranked as II, III, IV, V, VI, VII, VIII, IX and X respectively.

Hence it is inferred the ranking that the majority of the consumers are “satisfied with the quality of Himalaya products “and it was given 1st rank with the highest average score of 4.08 percent.

INDEPENDENT SAMPLE T TEST

COMPARING THE REASONS FOR SWITCHING HIMALAYA PRODUCTS BETWEEN MALE AND FEMALE

NULL HYPOTHESIS (H0): There is no significant relationship with age and reasons for switching Himalaya products.

ALTERNATIVE HYPOTESIS (H1): There is a significant relationship with age and reasons for switching Himalaya products.

Reasons	Male Mean Rank	Female mean Rank	Male Standard Deviation	Female Standard Deviation	T- Value	P Value
I switched Himalaya products they contain natural and herbal ingredients.	4.2941	4.5362	.60973	.58359	-2.204 -2.190	.804
I found Himalaya products to be safer for my skin and health compared to other brands.	4.1765	4.0145	.81746	.65288	1.206 1.167	.001
The price of Himalaya products is more affordable to other brands.	4.0196	4.1594	.73458	.71995	-1.043 -1.039	.501
I switched because I experienced better results with Himalaya products.	4.1569	4.1159	.75822	.71817	.301 .299	.279
Recommendations from friends and family influenced me to switch to Himalaya.	4.1569	4.2319	.64413	.73053	-.584 -.596	.294



Advertisements and promotions encouraged me to try Himalaya products.	4.2157	4.1884	.75667	.75294	.196 .196	.793
Himalaya's reputation as a trusted and well-established brand influences my decision	4.1600	4.1739	.63809	.72673	-.110 -.112	.185
I switched because Himalaya products are more easily available in stores or online.	4.2549	4.1884	.84482	.67028	.481 .464	.042
I wanted to switch to a brand that aligns with a natural and eco – friendly lifestyle	4.1765	4.1304	.74043	.63969	.364 .356	.203
Dissatisfaction with the previous brand led me to try Himalaya products	4.1373	4.1884	.69339	.77223	-.374 -.381	.125

INFERENCE

- The mean rank for female (4.5362) is slightly higher than that of male (4.2941) T - value: – 2.204, P - value: .804 Since the p – value is greater than 0.05 hence the null hypothesis is accepted. This means there is no significant difference between male and female consumers in their reasons to switched Himalaya products because they contain natural and herbal ingredients
- The mean rank for male (4.1765) is slightly higher than that of female (4.0145) T- value: 1.206, P - value: .001 Since the p – value is less than 0.05, hence the null hypothesis is
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- rejected, there is no significant difference between male and female in their found Himalaya products to be safer for my skin and health compared to others
- The mean rank for female (4.1594) is slightly higher than that of male (4.0196) T- value: - 1.206, P value: .501 Since the p- value is greater than 0.05 hence the null hypothesis is accepted. This means there is no significant difference between male and female consumers the price of Himalaya products is more affordable than other brands.
- The mean rank for male (4.1569) is slightly higher than that of female (4.1159) T- value: .301, P - value: .279 Since the p – value is less than 0.05, hence the null hypothesis is rejected, there is no significant difference between male and female experienced better results with Himalaya products.
- The mean rank for female (4.2319) is slightly higher than that of male (4.1569) T- value: .584, P - value: .274. Since the p -value is greater than 0.05 hence the null hypothesis is accepted. This means there is no significant difference between male and female consumers recommendations from friends and family.
- . The mean rank for male (4.2157) is slightly higher than that of female (4.1884) T- value: .196, P - value: .793 Since the p - value is greater than 0.05 hence the null hypothesis is accepted. This means there is no significant difference between male and female consumers advertisements and promotions to try Himalaya products.
- The mean rank for female (4.1739) is slightly higher than that of male (4.1600) T value: - .110, P - value: .185 Since the p - value is greater than 0.05 hence the null hypothesis is accepted. This means there is no significant difference between male and female trusted and well-established brand influenced decision.
- The mean rank for male (4.2549) is slightly higher than that of female (4.1884) T -: value .481, P - value: .042 Since the p - value is less than 0.05, hence the null hypothesis is rejected, there is no significant difference between male and female easily available in stores or online.
- The mean rank for male (4.1765) is slightly higher than that of female (4.1304) T- value: .364, P - value: .203 Since the p – value is greater than 0.05, hence the null hypothesis is accepted, there is no significant difference between male and female switch to a brand with a natural and eco friendly lifestyle.
- The mean rank for female (4.1884) is slightly higher than that of male (4.1373) T - value: - .374 P - value: .125 Since the p - value is greater than 0.05, hence the null hypothesis is

accepted, there is no significant difference between male and female dissatisfaction with the previous brand.

FINDINGS

- Majority 45 percent of the respondents have influenced to buy products due to natural ingredients.
- Majority 43 percent of them have obtained information about Himalaya products through social media.
- Majority 61 percent of respondents felt that the price of Himalaya product is reasonable.
- The study reveals that 52 percent of respondents most preferred product is skin care.
- The study reveals 43 percent of respondents have been switching to Himalaya products through advertising.

SUGGESTIONS

- Since social media is the primary source of information for most respondents, Himalaya should focus more on digital marketing and influencer collaborations
- The majority of consumers purchase Himalaya products due to their natural ingredients. The company should emphasize this aspect through packaging, advertisements, and customer testimonials
- Although most respondents find Himalaya products readily available, further expansion in rural areas could improve accessibility.
- Since a majority of respondents consider Himalaya products reasonably priced, maintaining competitive pricing while ensuring quality will help retain customers.
- Skin care products are the most preferred category. Expanding product lines within this category or introducing new herbal-based products could attract more customers.

CONCLUSION

This study provides a clear understanding of consumer preferences for Himalaya products. The majority of users are young (21-30 years old), female, and reside in urban areas. Most consumers prefer Himalaya products due to their natural ingredients and perceive them as effective and reasonably priced. Skincare products, especially face wash, are the most popular.

Social media and advertisements play a crucial role in influencing purchase decisions, and most users buy both online and offline. While product availability and pricing are considered good, continued focus on maintaining quality, affordability, and strong marketing efforts will help sustain consumer satisfaction and brand loyalty.

WEBSITES:

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