

A Study on Consumer Preference towards Skincare with Special Reference to Himalaya Herbal Products in Nilambur at Malappuram District of Kerala

***Dr. A. Jaganathan**

****Dr. K. Palanichamy**

*Head & Assistant Professor, Dept. of Management with CA, Bharathiar University Arts & Science College, Gudalur, The Nilgiris, Tamil Nadu.

**Head & Assistant Professor, Dept. of Commerce with CA, Bharathiar University Arts & Science College, Gudalur, The Nilgiris, Tamil Nadu.

Abstract

Cosmetics and toiletries are not just the domain of women more body sprays, perfumes and other cosmetics and toiletries with rising demand from men, 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 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.

Introduction

India is a treasure house of biodiversity in its various ecological condition, rich ethnic diversity and vast traditional knowledge base forming a botanical garden consisting of 16 Agro climatic zones, 4500 different plant species, more than 8000 species are used in about 10,000 herbal drug formulations about 90 percent of total herbal requirement of industries is obtained from the forest and shares of cultivated is very meager.

Herbal medicines are the oldest form of health care known to mankind. Herbs had been used by all cultures throughout history. It was an integral part of the devolvement of modern civilization. Primitive man observed and appreciates the great diversity of plants available to him. The plants provided food, clothing, shelter & medicines. Much of the medicines use plants seem to have been developed through observations of wild animals, by trial and error. Himalaya is a complete research oriented company. Indeed it is his product safe, efficacious and consistent remedies using Ayurvedic principles.

Scope of the study:

This study would help to classify the customers based on the various variables. There are number of aspects of brand royalty there are useful in designing marketing strategies. Since the preference of the consumer play a vital role in their buying behavior, information regarding the attitudes will help the manufacturers of the herbal products to decide the product attitudes & to formulate effective marketing strategies. This evaluation is valuable in developing market strategy & assessing test market results of new product introduction. Identification of brand loyal consumer provides the management with means of more effective market segmentation & promotion. It involves repeat purchasing & brand switching pattern as a measure to find out brand royalty.

Statement of the Problem

The study on consumer satisfaction, help us to know who the consumers are, what, how; they use & react to the product. The needs of consumers are carefully studied by conducting survey on consumer satisfaction. This study also helps us to know how various marketing variable such as price, product features, advertising message & corporate image affect the buyer. To study on consumer satisfaction reveals to the manufactures about the taste difference like choice of different people & so on. This study will help gain knowledge about the market shares factor influencing on a consumer to prefer a particular brand of

Himalaya herbals & problems faced by them on using such brand. It hope that such study will help factors influencing the consumer to prefer a particular brand reference, source of purchase opinion, ideas of consumers about the brand.

Objective of the study:

1. To study the awareness of respondent about skin care products.
2. To find out factors influencing in purchase decision.
3. To examine the level of satisfaction.
4. To analyze the availability of the product.
5. Summary of findings and offer suitable suggestions.

Sample of the study

Samples of 50 respondents were selected in adopting the simple random sampling method. The study was conducted in Nilambur town.

Data collection

A survey method was considered the most suitable method for collecting the primary data.

Area of the study

Nilambur is a municipality and a Taluk in the Malappuram of Kerala, south India It is located close to the Nilgiris range of the Western Ghats on the banks of the Chaliyar River. It is about 40 kilometers from Malappuram city and 24 kilometers from Manjeri on the Kozhikode–Gudalur road called CNG road (Calicut-Nilambur-Gudalur road). Population of Male is 22,658 and Female is 21,106.

Limitation:

1. The size of sample was restricted to 50 respondents due to the time constraints.
2. Only selected Himalaya Herbal Products have been studied.

Himalaya Today:

The Himalaya herbs corporate headquarters certainly stands out amidst the landscape of Bangalore, India where it is located. A dust-spewed main road runs parallel to the building compounds & surrounding it are expanses of brown land. Dotting the panorama are some small village houses as well as a small community who make their homes in tents, they form a stark contrast to Himalaya’s spanking model campus, within which is a hive of R&D activities as over 40 scientists, doctors continuously drawn up on a 5,000 years old knowledge called Ayurvedic to create health and personal care products. It is, however, an appropriate comparison between the company’s very humble history that began more than seven decades ago, & where it stands today.

Data analysis and Interpretation

1. Awareness level of Himalaya products among respondents

S.No	Aware of Himalaya product	No. of Respondents	Percentage (%)
1	Yes.	50	100
2	No.	0	0
	Total	50	100

(Source: Primary Data)

From the above table it is clear that out of the total respondents taken for the study, 100 percent of the respondents are in aware of Himalaya products.

2. Place of purchase of the respondents

S.No	Place of purchase	No. of Respondents	Percentage (%)
	Department stores.	12	24
	Fancy shop.	19	38
	Medical shop.	9	18
	Himalaya showrooms.	10	20
	Total	50	100

(Source: Primary Data)

From the above table it is clear that out of the total respondents taken for the study, 38 percent of the respondents purchase from fancy shop, 24 percent of the respondents purchase from department stores, 20 percent of the respondents purchase from Himalaya showrooms, and 18 percent of the respondents purchase from medical shops.

3. Reason for choosing this product

S.No	Reason for choosing the product	No. of Respondents	Percentage (%)
1	Brand name.	18	36
2	Quality.	16	32
3	Price.	8	16
4	Fragrance.	6	12
5	Others.	2	4
	Total	50	100

(Source: Primary Data)

From the above table it is clear that out of the total respondents taken for the study, 36 percent of the respondents are choosing the product for brand name, 32 percent of the respondents are choosing the product for quality, 16 percent of the respondents are choosing the product for price, 12 percent of the respondents are choosing the product for fragrance.

4. Satisfaction level of Himalaya skincare products by respondents

S.No	Satisfied	No. of Respondents	Percentage (%)
1	Yes.	47	94
2	No.	3	6
	Total	50	100

(Source: Primary Data)

From the above table it is clear that out of the total respondents taken for the study, 94 percent of the respondents are satisfied with Himalaya herbal products, and 6 percent of the respondents are not satisfied with Himalaya herbal products.

Findings

Majority of the respondents are Female the age group of 18-30 years. Most of them student are unmarried in their family four member. All of them are aware of Himalaya product through advertisement and internets, the purchase from fancy store are choosing

this product for brand name. All of the respondents are satisfied with Himalaya herbal products. Majority of the respondents prefer to recommend to others.

Suggestions

The study reveal that the consumer prefer more varieties of skincare items in a better compact way and hence it is suggested to the company to introduce the skincare products in wide range with compact package. On the basis of growing demand for skincare products & heavy competition it is recommended to the company to undertake the method of distribution of free sample, so as to cover more consumers for their products. It is found from the study in the view of consumers the price of Himalaya skincare products is very high. It is important that the company should try to reduce the price instead of justifying items. Better advertisement can be made which provides opportunity to the consumer to compare the merits of using Herbal/ Ayurvedic cosmetics.

Conclusion

The marketing of any product involve lot of process which are mostly complex in nature. It is up to the manufacturer to adopt suitable marketing strategy to push their products in the market. This state of affairs is very applicable to skincare products also, under the conditions of competition and changing customer preference the Himalaya Company has to closely watch the consumers and the marketing trend to evolve suitable marketing strategy to cover large part of the consumer. Unlike other products, skincare products are those which are not generally purchased by all consumers. Hence there is a need to advertise more to create awareness and use of skincare products. This will facilitate the consumers to understand the importance of products and buy to use for themselves and for the family members. However the preference of consumers cannot be easily calculated and hence personal attention with due care is very, much required for the same.

Bibliography

Books Referred:

1. Research Methodology, Kothari.C.R.
2. Fundamentals Of Statistics,Kapoor V.K
3. Marketing management - S.A Sherlekar, Himalaya publishing house Mumbai
4. Marketing management - Philip Kotler, Dorling Kindersely (India) Pvt ltd

Websites:

1. www.ceoexpress.com
2. www.himalayaherbalproduct.com
3. www.himalayaherbalcosmetics.com
4. www.himalayaskincare.com
5. www.ebsco.com