

A Study on Customer Satisfaction towards Himalaya Products with Reference to Cuddalore Town

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Abstract:

Marketing requires co-ordination, planning, implementation of campaigns and employs 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. It is a term frequently used in marketing. It is a measure how and services supplied by a company meet or surpass customer expectation. 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 saving in the purchase decision. Customer is influenced by their attitude towards the product and therefore marketers need to product to implement their strategies and tactics frequently in order to achieve more consumers. The objectives of the study are to ascertain customer requirements of Himalaya skin care products. To ascertain the customer satisfaction level for Himalaya skin care products. To identify the problem faced by the respondents while using Himalaya product. To analyze the customer opinion and satisfaction with specific reference to Himalaya. To identify the factor influencing the satisfaction towards Himalaya product.

Keywords: Customer Expectation, Himalaya Product.

Introduction

Marketing requires co-ordination, planning, implementation of campaigns and employs 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 customer lifestyle, while at the same time ensuring that the satisfaction of these needs results in a healthy turnover for the organization.

A customer is the recipient of a good, service, product, or idea obtain from a seller, vendor, or supplier for the monetary or other valuable consideration.

Customer satisfaction:

It is a term frequently used in marketing. It is a measure how and services supplied by a company meet or surpass customer expectation.

Customer satisfaction is defined as the “the number of customer, or percentage of total customers, whose exported experience with a firm, its products, or is services exceeds specified satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Within organization, customer satisfaction rating 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.

Review of Literature

Elizabeth S. Moore, William L, Wilkie and Richard J. Lutz (2002) discussed about the concept of brand equity as an important source of strategic insights for marketers. One potentially valuable source of brand equity - the operation of intergenerational influences - has generally been overlooked in the marketing literature. Inter-generating influences are a real marketplace phenomenon and a factor that merits much closer attention from marketing strategists who are interested in brand equity issues.

Abishek Parikh (2002) in his article titled, –Enter the hyper markets| says that the retail boom is rapidly gaining ground. Companies such as Pantaloons fashions and SKumar's are framing up plans to set up hypermarkets in various locations. The calculated stores have begun trusted as –India's answer to Wal-Mart and care-four where consumers can get –top quality products at rock-bottom prices in a world-class environment|. Hyderabad already hosts Giant, India's first international standard hypermarket, belonging to the RPG group, which opened its door. Hypermarket usually

competes on price and a wider product range, but they normally, lack product department depth and service components.

VidyaSrinivasan (2002) in her article titled –What is in store has highlighted the impact of Liberalization which puts products of various styles and quality on shop shelves, giving consumers new choices, but it has left the seller to live in a protected environment, department stores that form the basis of the organized retail industry have no role models to follow except those set by Macy's Bloomingdale's and Marks and Spencer's in the west, but none of which has adequately fit into the Indian Scenario.

Mulky and Nargundkar (2002) found that the Indian retail sector is largely traditional but stores in modern format are emerging. The contribution of organized retailing in the share of retail sale is currently very small. Based on an analysis of retail developments in countries such as Thailand, Brazil and Greece and some experience in India, it is possible to conclude that modernization of retailing in India would be influenced by some important factors. These factors include economic development, improvements in civic situation, changes in consumer needs, attitudes and behavior, changes in government policies, increased investment in retailing and rise in the power of organized retail. Modern retail will have several implications for managerial practice in manufacturing firms. Firms will need to proactively review their sale structures, brand activities, logistics policy and price structure to cope with pressures from powerful retailers.

Austin Lobo (2003) in his article –Keeping in Touch has expressed that Amul's products like ice-cream or pizza or cheese or chocolate or the variety of products could easily capture the consumer who operates in department stores. He also points out that the consumer has less time at his disposal than before and would prefer ready to 'eat' products rather than the ingredients that go into making a quick meal.

Wong and Sohal (2003) compared the relationship between dimensions of service quality and customer loyalty in a retail chain departmental store located in a city to that of a country. The results showed that service quality is positively associated with customer loyalty, and that the most significant predictor of customer loyalty in the

City retail district is empathy, while the most significant predictor of customer loyalty in the country retail district is tangibles.

Kevin D. Bradford, Anne String fellow and Barton A. Weitz (2004) had found that the retailers are becoming involved with networks consisting of multiple firms in order to more effectively perform business activities such as supply chain management. This research develops and tests a framework outlining the effects of conflict in networks and how conflict management can mitigate and exacerbate these effects. A study of 81 simulated networks finds that inter-personal and task conflict have a negative effect on network member satisfaction and desire to be a member of the network. The use of a collaborative conflict management style has a positive effect on satisfaction and desire for continuity, but the effects of accommodative and confrontational styles depend on the level of inter-personal and task conflict present in the network.

Chandroo (2004) in his article, –Supply Perfect highlights that, Lifestyle Internationall a member of the Dubai based landmark group threw open its 54,000 sq., Department store in Gurgaon. Rivals like Shopper's stop, Ebony and Westside were already well entrenched in the Gurgaon Market. The store became a crowd magnet from the day it opened. Today, it is the hottest destination in the Gurgaon market. More importantly, lifestyle is working on a new format for secondary metros. While the broad format is likely to be the same in the smaller towns, there will be some changes in the size, product categories and economies of scale, keeping in mind the consumer profile. That could well be the second round of life style's India success story.

Gupta (2004), in his study was based on the data collected from the residents of Ghaziabad, a city with many malls and supermarket, and so was expected to be fashion and brand conscious. The results of the study show that people in Ghaziabad generally prefer to purchase and stock for a month rather than keep purchasing frequently. Department stores and wholesale shops emerge as consumer's first choice. However different categories of products are purchased from the different types of shops.

Ben Paul Gutierrez (2004) investigated factors influencing planned and impulse purchases in personal care product categories by utilizing a behavioral measure, rather than an attitudinal measure of planned/impulse purchase. Product category, purchase frequency, brand comparison, and age are significant factors influencing planned and impulse purchases.

Duffy (2005) in his study titled –The evolution of customer loyalty strategy revealed that many of the past efforts used by marketers to develop customer loyalty have been ineffective because they have been based on teeters used in the airline industry. These shortcomings will become greater in the future unless marketers change their ways. Corporate scandals have eroded the trust that customers have in marketers and therefore, marketing efforts must be more genuine and easily understood otherwise, customers will develop a specified attitude towards marketers. Their concerns about privacy and identity theft have heightened concerns among customers and made them less willing to openly share information and engage in a relationship with a brand unless there appear to be genuine value and behavior by the company that engender trust and faith.

SubhashiniKaul (2005) concluded that consumers satisfied with the store's service quality are most likely to remain loyal. Service quality is being increasingly perceived as a tool to increase value for the consumer as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage. Despite its strategic importance, Indian retailers did not have an appropriate instrument to measure service quality. This study of strategic importance explains that Indian retailers did not have an appropriate instrument to measure service quality. This study examined the Retail Service Quality Scale (RSQS) developed in the U.S. for applicability to Indian retail. This scale had been found appropriate in a variety of settings across different countries such as South Africa and Singapore and across a variety of store types such as supermarkets, department stores and hyper stores.

Statement of the problem:

Consumers are the masters of their money and their money and they have an enormous influence on the economic market change because they possess the ability to implement and saving in the purchase decision. Customer is influenced by their attitude towards the product and therefore marketers need to product to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware off and there that turns 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.

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 identify the problem faced by the respondents while using Himalaya product.
- To analyze the customer opinion and satisfaction with specific reference to Himalaya.
- To identify the factor influencing the satisfaction towards Himalaya product.

Hypothesis of the Study:

Ho: There is no significant association between income and satisfaction level of the respondents.

Research methodology

Sources of Data: Primary data has been collected for the study through the customer survey. The survey was conducted through personal interviews through questionnaire where in the respondents were met in person and there was a face to face contact. **Secondary data** have been collected from the organization records and company's profiles, journals, magazines and internet.

Sample design: Random sampling technique is applied according to the convenience of researcher.

Sample size: The sample size chosen for collections is 100 respondents covering in Cuddalore city.

Tools for analysis: Percentage analysis, Chi-square analysis are the used for this study.

Limitation of the Study:

The study suffers from the following limitation:

- Sample size is limited due to the limited period of study.
- The consumers have been approached with the questionnaire among the huge Himalaya products.

- The results of the study will be based on the response given by sample respondents.
- Getting accurate response due to their inherent problems is difficult .The may be partial or refuse to co-operate.

Data Analysis and Interpretation:

Test 1:

Ho: There is no significant association between income and satisfaction level of the respondents.

Cross tabulation on Income and Satisfaction level of Respondents

Monthly Income	Advertising media				
	Television	Magazines	Newspaper	Others	Total
Below RS 20000	10	20	6	4	40
RS 20000-30000	10	7	8	5	30
RS 30000-40000	10	3	3	3	19
Above RS 40000	2	3	4	2	11
Total	32	33	21	14	100

Sources: Primary Data

Calculation of Chi Square Test

O	E	O-E	(O-E) ²	(O-E) ² /E
10	12.8	-2.8	7.84	0.612
20	13.2	6.8	46.24	3.503
6	8.4	-2.4	5.76	0.685
4	5.6	-1.6	2.56	45.71
10	9.6	0.4	0.16	0.016
7	9.9	-2.9	8.41	0.849
8	6.3	1.7	2.89	0.458
5	4.2	0.8	0.64	0.152
10	6.08	3.92	15.36	2.526
3	6.27	-3.27	10.69	1.704
3	3.99	-0.99	0.98	0.245
3	2.66	0.34	0.11	0.04
2	3.52	-1.52	2.31	0.65
3	3.63	-0.63	0.39	0.10
4	2.31	1.69	2.85	0.23
2	1.54	0.46	0.21	0.136
$\sum (O - E)^2 / E$				58.616

Degree of freedom (χ^2) = (r-1)(c-1) = (4-1) (4-1) = 3×3 =9

Level of Significant = 5%

Table Value = 16.92

Inference:

The calculated value (58.616) is greater than the table value (16.92) at 5% level of significant and degree of freedom is 9. Therefore, the null hypothesis is rejected and there is no significant between the Income and advertising media.

Finding:

- Among (34%) of the respondents are motivated to purchase by the advertisement.
- Among (38%) of the respondents are purchases quantity of 200 Gms.
- Among (32%) of the respondents are purchases the Himalaya product in Super market.
- 42% of the respondents are liked most the Himalaya Face wash.
- 52% of the respondents using the Himalaya product last 5years.
- 48% of the respondents are reason for making purchase the variety of purchases.
- 33% of the respondents are influenced by Magazines and 40% of respondents are influenced by Advertisement.
- 31% of the respondents are competitor by V care product.
- 76% of the respondents are purchase from particular brand
- 58% of the respondents are purchase from one particular shop for the availability of brand.
- 64% of the respondents have heard about the Himalaya product.
- 41% of the respondents are opinion on the price of the Himalaya product is reasonable.
- 52% of the respondents are consuming Himalaya products twice in a day.
- 73% of the respondents prefer extra quality at more prices available.
- 65% of the respondents are recommended the product to others.
- 38% of the respondents are used health care and baby care of Himalaya Product.
- 81% of the respondents are not having awareness of Himalaya store.
- 45% of the respondents are like herbal product in Himalaya product.
- 54% of the respondents are preferred to purchase the Ayurvedic products.
- 73% of the respondents are look at features to buy the product.
- 84% of the respondents are satisfied with current product of Himalaya.
- 28% of the respondents are highly dissatisfied with the brand and 47% of the respondents are neither satisfied nor dissatisfied the price level of the brand of Himalaya Product.

Suggestion:

Customers are always price conscious. Therefore the marketers must give more importance to the price of their brand. Many customers are attracted through price discount and advertisement of the product so advertisement must be made for varieties of the product which had been in their brand. To know the product which was needed by the customer but they don't about the product which is also available in the brand. Brand awareness should be created within the country as more. Company should fix reasonable price in order to attract the lower income people. Sales promotional activities, like discount or gift offer flour cent performs should be adopted in Himalaya product to increase the sales as more.

Conclusion:

This study concerned with analysis of "Customer Satisfaction towards Himalaya products in Cuddalore Town". In a survey method of study conducted among 100 sample respondents in order to analyses the customer satisfaction towards quality, price and quantity consumption of Himalaya product. Many of them consume the Himalaya product because of it's an herbal product and also it has good quality. It gives good results to the users, because each of the Himalayas are researched and trailed by the research and development center of Himalaya Company. All people know about Himalaya product but price discount must be said that in television then it has varieties of product but more than customer are known about the baby skin care. So the producer should understand what is exactly expected from him by the consumers it facilitates to increase its sale as much.

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