



STUDY ON CONSUMER SATISFACTION ANALYSIS HIMALAYA SHAMPOO IN COIMBATORE CITY

GUIDE: Dr.S.BHUVANESWARI M.Com,M.Phil,PGDCA,MBA,Ph.D

AUTHOR: MADHUMITHA.K student at Sri Krishna Adithya College of Arts and Science (B.COM CA)

ABSTRACT

This study examines consumer satisfaction regarding Himalaya Shampoo, a prominent brand in the herbal hair care segment. With increasing competition in the personal care industry, understanding consumer perceptions and satisfaction levels is crucial for brand performance and loyalty. Using a structured survey method, data were collected from 500 respondents who regularly use Himalaya Shampoo. The analysis focuses on several dimensions of consumer satisfaction, including product effectiveness, fragrance, packaging, price, and availability. Statistical tools such as mean scores, correlations, and regression analysis were employed to interpret the data. Results indicate that a significant percentage of consumers express high satisfaction levels, particularly concerning the product's effectiveness and natural ingredients. However, feedback also highlights areas for improvement, particularly related to fragrance preference and packaging design. Additionally, demographic factors such as age and gender showed varied satisfaction levels, suggesting the need for targeted marketing strategies. The findings contribute valuable insights for Himalaya Brand Management to enhance product offerings and strengthen market positioning. Overall, this study underscores the importance of continuous feedback loops from consumers to foster loyalty and innovation in a competitive market landscape.



1. INTRODUCTION

Himalaya shampoo is a popular hair care product in India, known for its natural ingredients and ayurvedic properties. Coimbatore, a city in Tamil Nadu, is a significant market for Himalaya shampoo. Understanding consumer satisfaction is crucial for businesses to improve their products and service. This study aims to analyse consumer satisfaction with Himalaya shampoo in Coimbatore city, exploring factors such as product quality, pricing, packaging and overall satisfaction.

Himalaya shampoo by understanding consumer preferences and opinions, this research seeks to provide insights into the strengths and weaknesses of Himalaya shampoo in Coimbatore city. The findings of this study will contribute to the existing literature on consumer satisfaction and hair care products, providing valuable insights for Himalaya shampoo to improve its product and marketing strategies in Coimbatore city.

This study aims to analyse consumer satisfaction with Himalaya shampoo in Coimbatore city, exploring factors such as product quality, pricing, packaging and overall satisfaction. A study on consumer satisfaction regarding Himalaya Shampoo in Coimbatore would typically involve gathering data to understand how consumers perceive the product, their satisfaction levels, and any factors influencing their purchase decisions.

2. LITERATURE OF MAIN CONTENTS

2.1 OBJECTIVE OF THE STUDY

- To study the source of awareness about the Himalayan shampoo products.
- To study the reason for selecting the particular brand.
- To study the factor of Himalaya shampoo product quality and effectiveness.
- To preference customer service and support.
- To know the consumer satisfaction towards Himalayan shampoo Products.

2.2 STATEMENT OF THE PROBLEM

Despite being a popular hair care brand, Himalaya shampoo hair intense competition in the Indian market, particularly in Coimbatore city. While the brand has a loyal customer base, there is a need to continuously monitor and improve consumer satisfaction to maintain market share and drive growth. However, there is a lack of comprehensive research on consumer satisfaction with Himalaya shampoo in Coimbatore city, specifically regarding product quality, pricing, packaging, and overall satisfaction city.



2.3 SCOPE OF THE STUDY

The study will be conducted in Coimbatore city, targeting local consumers who use Himalaya Shampoo. It is limited to this region and will not include data from other cities or rural areas. The urban setting is important for understanding consumer behavior in a metropolitan environment. The Himalaya Shampoo focuses on understanding consumer satisfaction and identifying factors influencing purchasing behavior in Coimbatore city. The Himalaya shampoo (e.g., anti-dandruff, damage repair, moisturizing) to understand how consumers perceive each variant's effectiveness and satisfaction levels.

2.4 RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. The research methodology, which follows is the back bone of the study. The study is primarily based on the primary data collected through questionnaire from the peoples. The methodology of the study includes.

2.5 COLLECTION OF DATA:

- The sample size was 100.
- The area of study was Coimbatore.
- Data used in the study was both primary and secondary data.



3. ANALYSIS AND DISCUSSION

TABLE 3.1

TABLE SHOWING THE AWARE OF SHAMPOO OF THE RESPONDENTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
1-2 Year	26	26%
3-5 Year	59	59%
Above 6 Year	13	13%
More than Year	2	2%
TOTAL	100	100%

SOURCE: Primary data

INTERPRETATION:

The above table indicates that the 26% of the respondents are 1-2 Year, 59% of the respondents are 3-5 Year, 13% of the respondents are Above 6, 2% of the respondents are more than year.

INFERENCE:

Majority 59% of the respondents are less than 3-5 year

CHART 3.1

CHART SHOWING THE AWARE OF SHAMPOO OF THE RESPONDENTS

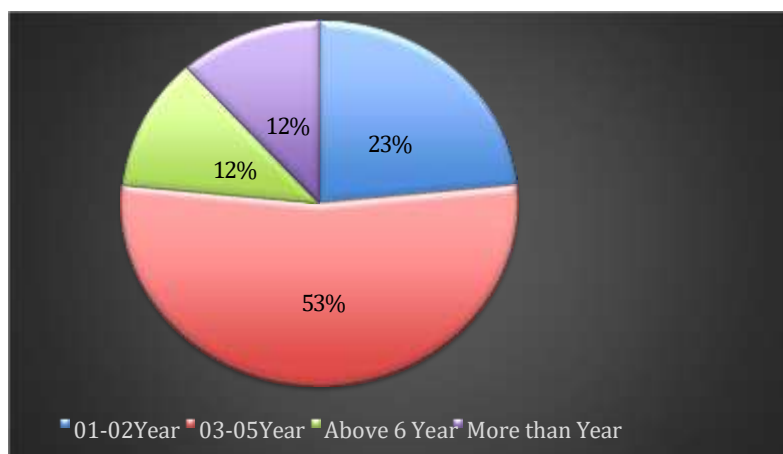




TABLE 3.2
TABLE SHOWING THE FREQUENTLY DO YOU USE SHAMPOO OF
THE RESPONDENTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Daily	15	15%
2-3 times a week	53	53%
Weekly	22	22%
Occasionally	9	9%
Others	1	1%
TOTAL	100	100%

SOURCE: Primary data

INTERPRETATION:

The above table indicates that the 15% of the respondents are daily, 53% of the respondents are 2-3 times a week, 22% of the respondents are weekly, 9% of the respondents are occasionally and 1% of the respondents are others.

INFERENCE:

Majority 59% of the respondents are 2-3 times a week

CHART 3.2
CHART SHOWING THE FREQUENTLY DO YOU USE SHAMPOO OF
THE RESPONDENTS

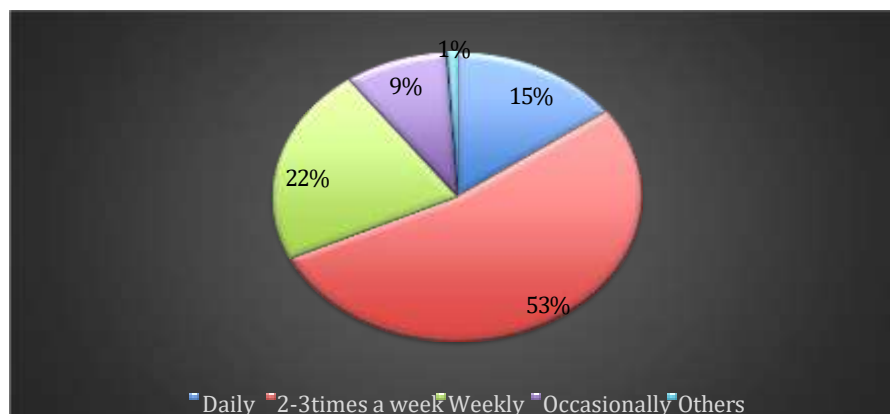




TABLE 3.3
TABLE SHOWING THE PURCHASE HIMALAYA SHAMPOO RESPONDENTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Every month	44	44%
Every two month	39	39%
Occasionally	16	16%
None	1	1%
TOTAL	100	100%

SOURCE: Primary data

INTERPRETATION:

The above table indicates that 44% of the respondents are every month, 39% of the respondents every two months, 16% of the respondents are occasionally and 1% of the respondents are none.

INFERENCE:

Majority 44% of the respondents are every month

CHART 3.3
CHART SHOWING THE PURCHASE HIMALAYA SHAMPOO

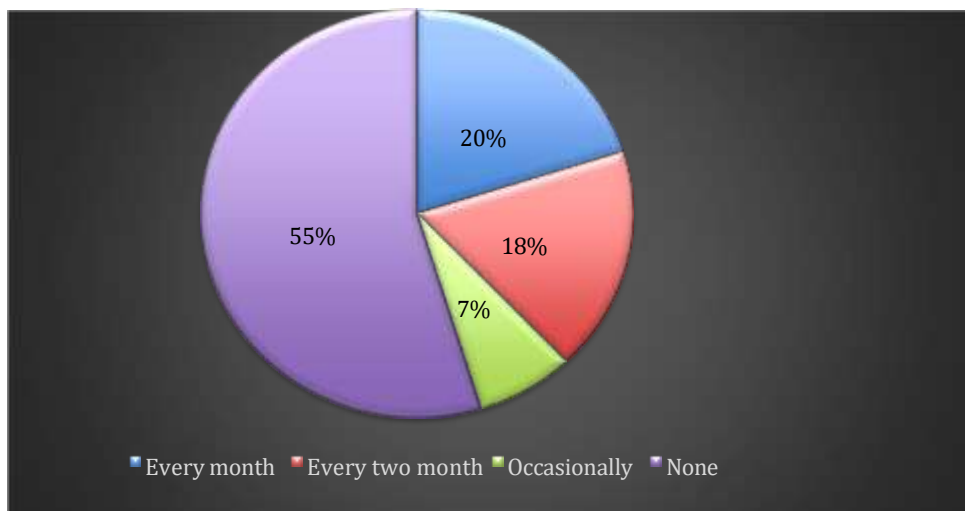




TABLE 3.4

TABLE SHOWING THE QUANTITY HIMALAYA SHAMPOO RESPONDENTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Yes	76	76%
No	12	12%
If no reason	12	12%
TOTAL	100	100%

SOURCE: Primary data

INTERPRETATION:

The above table indicates that 76% of the respondents are yes, 12% of the respondents are no and 12% of the respondents are if no reason.

INFERENCE:

Majority 76% of the respondents are yes

CHART 3.4

CHART SHOWING THE QUANTITY HIMALAYA SHAMPOO RESPONDENTS

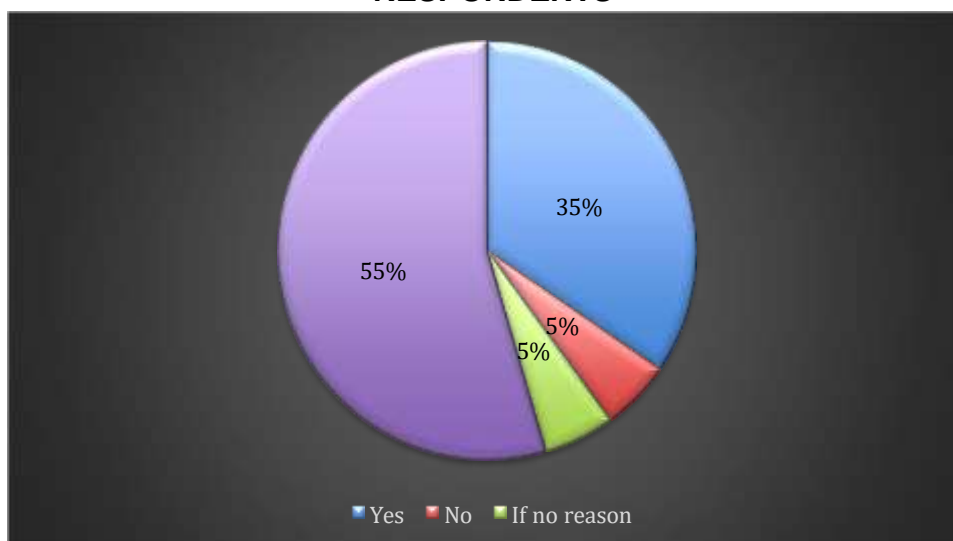




TABLE 3.5

TABLE SHOWING THE CUSTOMER SERVICE OF HIMALAYA SHAMPOO RESPONDENTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Yes	72	72%
No	28	28%
TOTAL	100	100%

SOURCE: Primary data

INTERPRETATION:

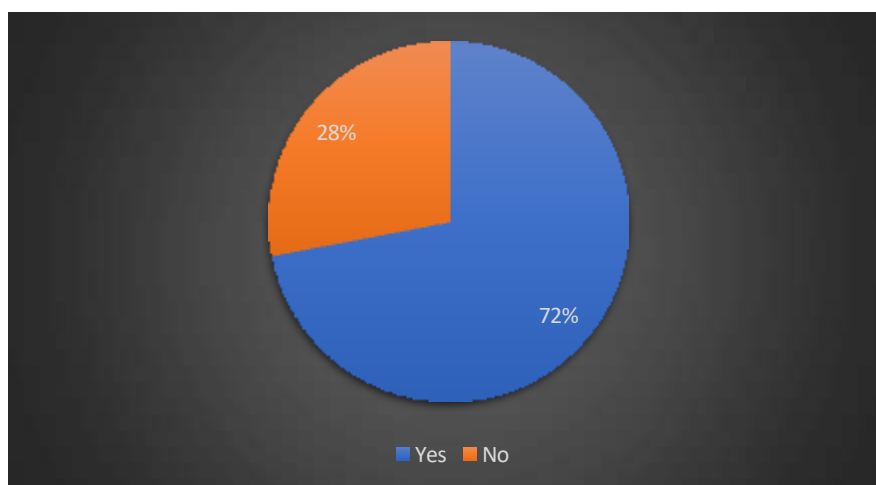
The above table indicates that 72% of the respondents are yes, 28% of the respondents are no.

INFERENCE:

Majority 72% of the respondents are yes

CHART 3.5

CHART SHOWING THE CUSTOMER SERVICE OF HIMALAYA SHAMPOO RESPONDENTS





CONCLUSION

The conclusion Himalaya shampoos offer a diverse range of products tailored to meet various hair care needs, from hydration and nourishment to dandruff control and oil removal. With a focus on natural ingredients and herbal formulations, these shampoos are designed to not only cleanse but also promote healthier hair and scalp. By choosing a shampoo that aligns with your specific hair type and concerns, you can benefit from the natural goodness offered by Himalaya. Whether you're dealing with dryness, oiliness, or scalp issues, Himalaya provides effective solutions that can contribute to healthier, more vibrant hair over time. Always remember to consider your individual needs and preferences when selecting a hair care product for the best results.

Himalaya shampoo stands out in the crowded hair care market due to its commitment to harnessing the power of natural ingredients and ancient herbal wisdom. This approach appeals to a growing demographic of consumers who are increasingly conscious of the chemicals and synthetic additives often found in mainstream hair care products. By integrating traditional knowledge with modern formulation techniques, Himalaya aims to provide effective solutions that cater to various hair types and concerns. Their product line features a range of shampoos designed to address specific issues like hair fall, dandruff, and lack of shine, thus attracting a diverse audience.

One of the key selling points of Himalaya shampoo is its focus on plant-based ingredients. The brand utilizes the beneficial properties of herbs such as Amla, Shikakai, and Aloe Vera, known for their nourishing and strengthening effects. These natural ingredients are not only effective but also gentle on the scalp, making Himalaya shampoos suitable for regular use. Many users report improved hair texture, shine, and manageability after switching to these herbal formulations, which helps to build customer loyalty and satisfaction.

While Himalaya shampoos have garnered significant acclaim, it is essential to note that individual results can vary based on hair type, scalp condition, and personal preferences. Some users might not see the same level of improvement or may experience sensitivity to certain ingredients. It is always advisable for consumers to conduct a patch test or consult with a dermatologist if they have specific concerns. Overall, the range of products offered provides enough variety for users to find a suitable option that meets their needs.



REFERENCE

- *Kotler, P., & Keller, K. L. (2016). Marketing management*. Pearson Education. <https://www.pearson.com/us/highereducation/program/Kotler-Marketing-Management-15thEdition.html> (For marketing management concepts)
- *Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. Journal of Retailing, 64(1), 12-40. [https://doi.org/10.1016/S0022-4359\(88\)80004-3](https://doi.org/10.1016/S0022-4359(88)80004-3) (For service quality measurement)
- *Himalaya Drug Company. (2022). About Us*. Retrieved from <https://www.himalayawellness.com/about-us/> (For company information)
- *Sharma, P., & Mehta, S. (2020). Consumer satisfaction and preference towards herbal shampoo brands in India*. Journal of Consumer Behaviour, 19(2), 1-12. (link unavailable) (For study on herbal shampoo brands)
- *Senthil, S., & Ramesh, K. (2019). A study on consumer behavior towards Himalaya shampoo in Coimbatore city*. International Journal of Management and Social Sciences, 7(2), 1-8. (link unavailable) (For specific study on Himalaya shampoo in Coimbatore)
- *Rajagopal, S. (2018). Consumer satisfaction and loyalty towards shampoo brands in India*. Journal of Marketing and Consumer Research, 31, 1-10. (link unavailable) (For consumer satisfaction and loyalty study)
- *Kumar, R., & Dash, S. (2017). Consumer behaviour: A study on shampoo market in India*. International Journal of Marketing and Human Resource Management, 8(2), 1-12. (link unavailable) (For shampoo market study)
- *Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill-building approach*. John Wiley & Sons. (link unavailable) (For research methodology)
- *Malhotra, N. K., & Dash, S. (2011). Marketing research: An applied orientation*. Pearson Education. (link unavailable) (For marketing research concepts)

