

A STUDY ON CONSUMER'S PREFERENCE TOWARDS HIMALAYA PRODUCTS IN TUMKUR

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ABSTRACT

Himalaya, prestigious for its accentuation on regular and natural fixings, develops an impression of tenderness and wellbeing among buyers, rather than items loaded down with manufactured synthetic substances. It's getting through presence and notoriety as a dependable brand highlight its obligation to quality. Upheld by thorough exploration and logical approval, Himalaya items rouse trust in their adequacy and wellbeing, forming buyer inclinations with trust in the brand's honesty and commitment satisfaction.

Keywords: consumer's preference

1. INTRODUCTION

Ayurveda, getting from 'Ayur' signifying 'life' and 'Veda' signifying 'to be aware', means 'the study of life'. Beginning from the Indo-European Nasatya or Aswin's, twin doctors of the divine beings, it finds notice in old texts like the Hurrian, Hittite, and Sanskrit dialects. Related with the Atharva Veda, Ayurveda is an all-encompassing clinical framework rehearsed basically in India, Sri Lanka, and Nepal. The Himalaya Medication Organization, starting around 1930, has blended Ayurvedic intelligence with present day research techniques to foster deductively confirmed natural arrangements.

2. STATEMENT OF THE PROBLEM

The main job includes evaluating the market execution of Himalaya items, a deep-rooted brand offering a different scope of skincare, hair care, child care, and medical services things. With expanding worldwide reception of Himalaya's Ayurveda items, understanding buyer buy conduct and inclinations becomes significant. In the present scene, Himalaya holds critical significance as an Ayurveda choice for buyers, who are progressively cognizant about picking such items. Subsequently, concentrating on purchaser inclinations towards Himalaya Ayurveda Items holds promising potential for the market.

Objectives of the study:

- To study the source of awareness about the Himalaya products.
- To study the reason for selecting the particular brand.
- To study the factor influencing the consumer to use the Himalaya products.
- To Identify the problems faced by the respondents while using Himalaya products.

Scope of the study:

As learning is a human movement and is as normal, as relaxing. In spite of the way that learning is all unavoidable in our lives, clinicians disagree on how learning happens. How people learn involves revenue to advertisers. They need to show buyers in their jobs as their jobs as purchasers. They believe customers should find out about their items, item credits, potential buyers benefit, how to utilize, keep up with or even discard the item and better approaches for acting that will fulfil the purchaser's requirements, yet the advertiser's targets. The extent of my review confines itself to the examination of purchaser inclinations, discernment and utilization of Himalaya items

3. RESEARCH METHODOLOGY

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools

Area of Research:

The area of the study is about Tumkur

Nature of Data:

Primary data: Essential information for the current review is gathered through poll and replied by the buyers of the Himalaya item

Secondary data: The optional information on creation and utilization of milk were gathered from different issues of Monetary Overview, Service of Money

Sources of Data:

Source of the essential information for the current review is gathered through poll and overview.

Sample Size:

Data has been gathered from 60 respondents of Tumkur city containing both male and female.

4. REVIEW OF LITERATURE

Abhijit Bhandari underscores the significance of dedication programs in building direct showcasing data sets and features the expense viability of client maintenance contrasted with procurement.

Bass Forthright M proposes that nonrational purchasers might show probabilistic exchanging conduct while choosing items or brands, demonstrating that brand steadfastness probably won't be an essential calculate their buying choices.

Depallsingh's concentrate on shopper conduct in financial retail items underlines the meaning of borrowers' mentalities in further developing lodging credit plans.

Dr. Raja Burn N's concentrate on reasonableness creams highlights the significance of brand value in supporting business sector presence for healthy skin items.

Michael Palin depicts his 2000-mile venture along a mountain range, featuring the stunning view and the effective connections with individuals en route.

KIWIFI(Fiona) acclaims the cinematography and data in an excursion narrative, stressing the personality of the moderator as a huge reward.

Different observational examinations referred to underline the significance of consumer loyalty in getting future incomes, diminishing exchange costs, limiting cost flexibility, and forestalling client surrender.

Smash and Goel talk about the absence of compelling medication for hepatic sicknesses brought about by xenobiotics and hepatitis infections, featuring the utilization of restorative plants in conventional frameworks like Ayurveda for treating liver illnesses.

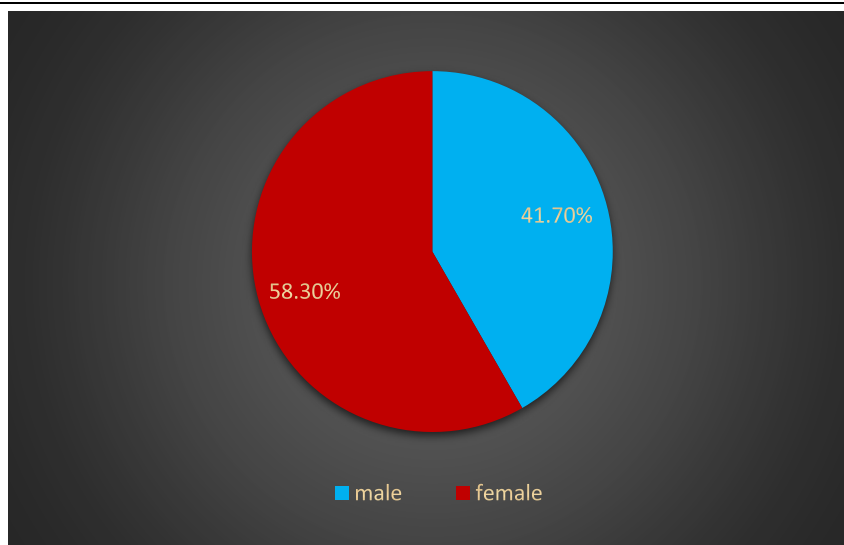
Bhanwar et al. concentrated on the impact of Azedarach indica remove on paracetamol-prompted hepatotoxicity in rodents, showing its true capacity in lessening liver harm.

5. ANALYSIS AND INTERPRETATION OF DATA

Simple Percentage method:

Table No: 1- Table showing gender classification.

SL No	Gender	No of Respondents	Percentage
1	Male	25	41.7%
2	Female	35	58.3%
	Total	60	100%



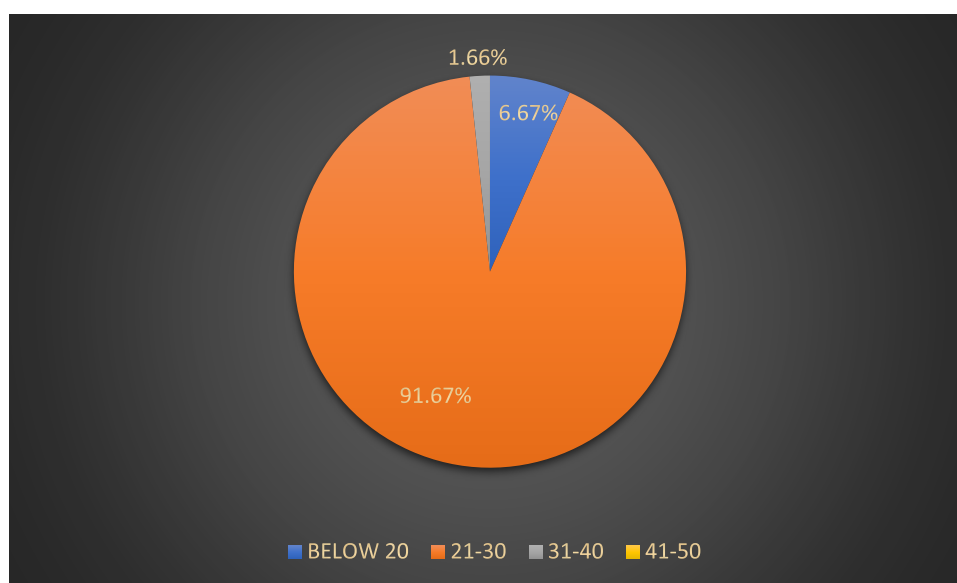
Interpretation:

The above table shows the data of the orientation that 41.7% respondents have a place with male and 53.3% has a place female.

Greater part 58.3% of the respondents are gathered from the female

Table No: 2- Table showing the residential age of the respondents

Age	No of Respondents	Percentage
Below 20	4	6.67%
21-30	55	91.67%
31-40	1	1.66%
41-50	0	0%
TOTAL	60	100%



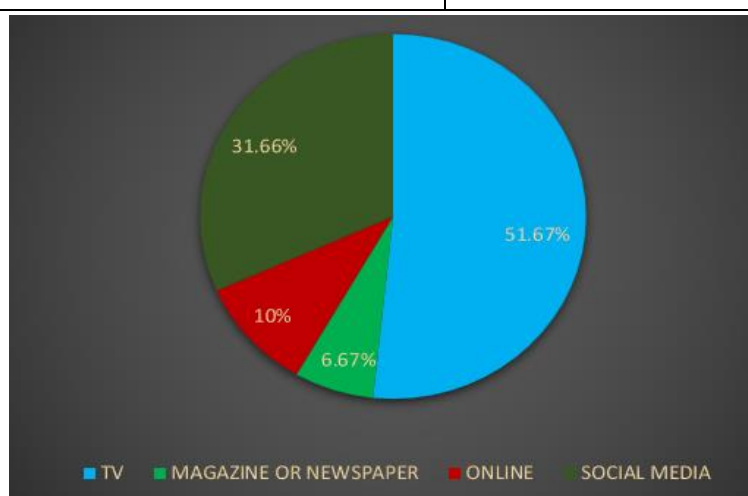
Interpretation:

The above shows the data on Age subtleties that 6.67% respondents have a place 10 to 20 91.67% respondents have a place with 21to30 1.66% respondents have a place with 31 to 40 and 0% respondents has a place with 41-50.

Greater part 91.67% of the respondents are gathered on Age for under 21 to 30

Table No: 3- Table Showing the Advertisement in the family.

ADVERTISEMENT FOR HIMALAYA PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
TV	31	51.67%
MAGAZINE OR NEWSPAPER	4	6.67%
ONLINE	6	10%
SOCIAL MEDIA	19	31.66%
TOTAL	60	100%



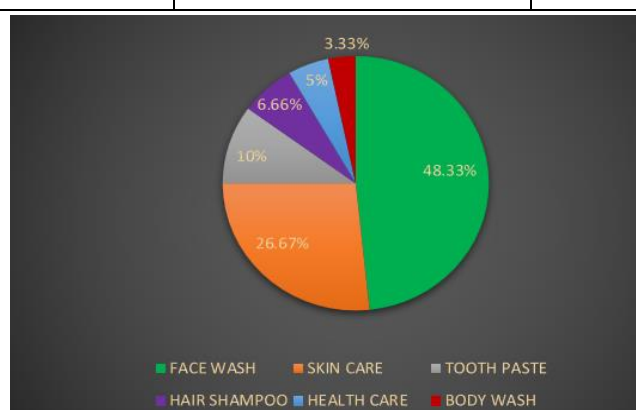
Interpretation:

The above table shows the data about Himalaya Items for Himalaya items that 51.67% respondents have a place with television, 6.67% respondents have a place with magazine or paper, 10% respondents have a place with on the web, 31.66% respondents have a place with virtual entertainment.

Greater part 51.67% respondents are gathered on Ads for Himalaya items from television

Table No: 4- Table Showing the product using

USING HIMALAYA PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
FACE WASH	29	48.33%
SKIN CARE	16	26.67%
TOOTH PASTE	6	10%
HAIR SHAMPOO	4	6.66%
HEALTH CARE	3	5%
BODY WASH	2	3.33%
TOTAL	60	100%

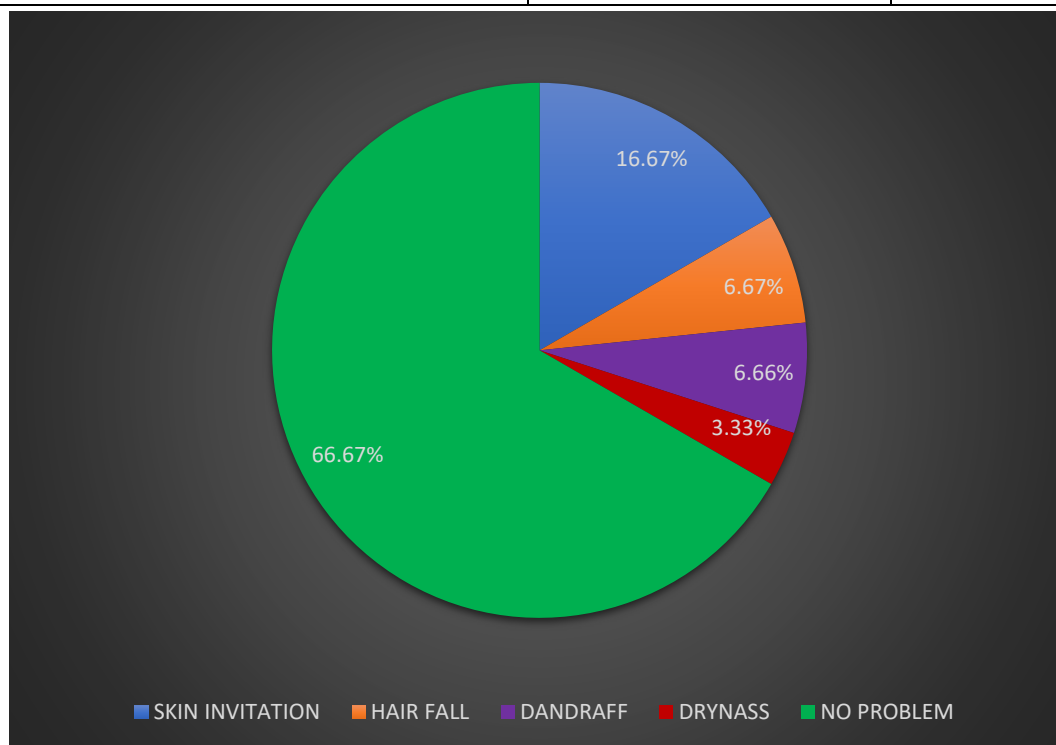


Interpretation:

The above table shows the data on make them use Himalaya item 48.33% respondents has a place with Face wash, 26.67% respondents have a place with healthy skin 10% respondents has a place with tooth glue 6.66% respondents have a place with hair cleanser. 5% respondents have a place with medical care and 3.33% respondents have a place with body wash Greater part 48.33% of the respondents are gathered from face wash make them use Himalaya item

Table No: 5- Table Showing the problem of product using

PROMLEM OF USING HIMALAYA PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
SKIN INVITATION	10	16.67%
HAIR FALL	4	6.67%
DANDRAFF	4	6.66%
DRYNASS	2	3.33%
NO PROBLEM	40	66.67%
TOTAL	60	100%



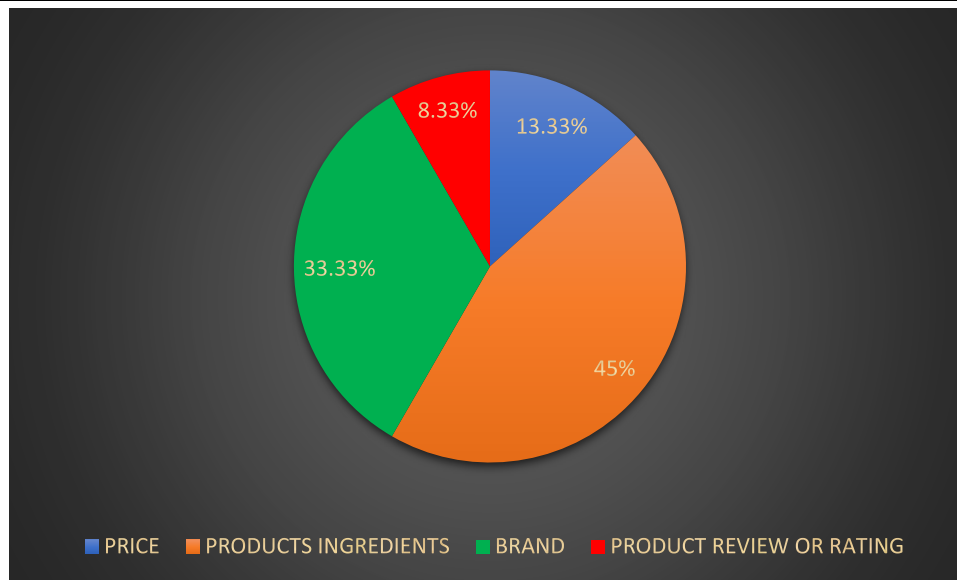
Interpretation:

The above table shows the data on any issues make them use Himalaya item 16.67% respondents has a place with skin greeting, 6.67% respondents have a place with hair fall 6.66% respondents has a place with dandruff 3.33% respondents have a place with dryness. 66.67% respondents have a place with no issue.

Larger part 66.67% of the respondents are gathered from no issue of have you utilize any issue Himalaya item

Table No: 6- Table Showing the factors Influencing Your Decision of using Himalaya Products

DECISION OF HIMALAYA PRODUCT	NO. OF RESPONDENTS	PERSENTAGE
PRICE	8	13.33%
PRODUCTS INGREDIENTS	27	45%
BRAND	20	33.33%
PRODUCT REVIEW OR RATING	5	8.33%
TOTAL	60	100%



Interpretation:

The above table shows the data on factors Impacting Your Choice of utilizing Himalaya Items 13.33% respondents has a place with cost, 45% respondents have a place with item fixings 33.33% respondents has a place with brand and 8.33% respondents have a place with item survey or rating.

Greater part 45% of the respondents are gathered from item elements of variables Affecting Your Choice of utilizing Himalaya item

6. FINDINGS

Percentage Analysis

- Greater part 58.30% of the respondents are gathered from the Female
- Greater part 91.67% of the respondents are gathered on age for 21-30
- Larger part 95% respondents are gathered notice for Himalaya items from yes
- Larger part 51.67% respondents are gathered notice for Himalaya items from television
- Greater part half of the respondents are gathered from in an online of limited time for Himalaya items
- Larger part 46.67% of the respondents are gathered from everyday do you use Himalaya items.
- Larger part 45% of the respondents are gathered from cost and item elements of impacting your choice Himalaya items
- Larger part 35% of the respondents are gathered from vital of significant of brand Himalaya choice to buy their items.
- Greater part 53.33% of the respondents are gathered from some better of Himalaya items to different brands utilized before.
- Greater part 41.67% of the respondents are gathered from significant of Himalaya items in your choice use.
- Greater part 51.66% of the respondents are gathered from to some degree fulfilled of fulfilled are Himalaya items use.
- Larger part 56.66% of the respondents are gathered from notice on promotion on television of first about Himalaya item.
- Greater part 48.33% of the respondents are gathered from facewash of Himalaya item most use.
- Larger part 31.66% of the respondents are gathered from indeed, when times suggested Himalaya items other.
- Greater part 65% of the respondents are gathered from no, any issues while utilizing Himalaya item.
- Greater part 66.66% of the respondents are gathered from s no issue of have you utilize any issue Himalaya item.

7. SUGGESTIONS

- ✚ Himalaya organization offers more items to men.
- ✚ The organization may straightforwardly contact the client. It will assist the organization with expanding
- ✚ Increase the sales volume.
- ✚ The organization might diminish the cost of the items to draw in additional clients of low-pay bunch

8. CONCLUSION

In the present serious and quickly changing business sector scene, organizations should cautiously pick their contributions and techniques to address client issues. Clients are progressively knowing, just tolerating items that reverberate with market requests. In this way, the cutting-edge market is innately client arranged, with item achievement or not set in stone by client gathering.

In this review, Himalaya arose as an early pioneer among comparable items, getting a charge out of high consumer loyalty. Notwithstanding, its shortcomings incorporate significant expenses and restricted accessibility. Contenders like INDHULEKHA, Amway, Lakhmi, and Garnier present critical difficulties. Thus, holding clients represents a genuine test for producers in this cutthroat climate.

Annexure:

- 1 Gender Details
- 2 Age Details
- 3 Have you ever seen advertisement of Himalaya product?
 - Yes
 - No
- 4 Which platform you seen advertisement of Himalaya Products?
 - Tv
 - Magazine Or Newspaper
 - Online
 - Social Media
- 5 In which of the following way you Ever Received Promotional for Himalaya Products?
 - In a store
 - Online
 - In the mal
 - Others
- 6 How Frequently Do You Use Himalaya Products?
 - Daily
 - Weekly
 - Monthly
 - Never
- 7 What Factors Influencing Your Decision of using Himalaya Products?
 - Price
 - Products ingredients
 - Brand
 - Product review or rating
- 8 How Important Was the Brand Reputation of Himalaya in your Decision to Purchase Their Products?
 - Very important
 - important
 - Neutral
 - Not important
- 9 How Does Himalaya Products Compare to Other Brands You Have Used in The Past?
 - Much better
 - Better
 - Not difference
 - Not much better
- 10 How Important Is Price of Himalaya Products in Your Decision to Continue Using Then?
 - Very important

- Important
 - Neutral
 - Not important
- 11 How Satisfied Are You with The Himalay Products You Use?
- Highly satisfied
 - Satisfied
 - Nature
 - Dis satisfied
 - Highly dis satisfied
- 12 How Did You First Here About Himalaya Products?
- Advertisement on tv
 - Advertisement in magazine or news paper
 - Online search
 - Saw it on a store
- 13 Have You Recommended Himalaya Products to Other?
- Yes, multiple times
 - Yes, once
 - No
- 14 Have You Ever Experienced Any Problems While Using Himalaya Product?
- Yes
 - No
- 15 Which Of the Following Himalaya Products Have You Use?
- Skin care
 - Facewash
 - Hair shampoo
 - Body wash
 - Tooth past
 - Health care product
- 16 Any Problems Have You Faced While Using Himalaya Products?
- Skin invitation
 - Hair fall
 - Dandruff
 - Dryness
 - No problem

9. REFERENCE

- [1] Milestones". Himalayan International Holding. on April 20st, 2021.
- [2] Beauty style "Himalaya Herbals Purifying Neem Face Wash Review