# A STUDY ON CUSTOMER-SATISFACTION WITH SPECIAL REFERENCE TO HIMALAYA HERBAL SKINCARE PRODUCTS IN-BANGALORE.

Praveen Kumar T M \*1, HEMANTH V\*2

\*1 Assistant Professor, Department of MBA, Shridevi Institute of Engineering and Technology, Tumkur, Karnataka, India,

\*2 MBA Student, Department of MBA, Shridevi Institute of Engineering and Technology, Tumkur, Karnataka, India,

# ABSTRACTS

**The research is to adjudge customer gratification toward Himalaya Herbal casing products. The Himalaya is serving many beauty and skin care commodity in the market, the are vast demand for the products, nowadays the customers are becoming very possessive toward their skin. The Himalaya herbal as became a pre-eminent in market and its as earned vast hard-core loyalty from customer.**

**It has been composed of review of literature, references of some books, for which it has been know notable of the customer satisfaction about the skincare. Its is included about the Himalayan Herbal profile the procedure they are following to satisfaction about their serving to the market. The using quantitative and qualitative approach for collecting the data by framing a questionnaire. the use of the demogrphic features alike gender age geographic location. The objective is to capture the customer satisfaction rather than other product, pricing, package, labelling about the product information. It is involved of the customer are buying the product either by emotional or by rationally thinking. It reported the customer are influence by brand awareness and user are willing it to recommending to others product.**

**By the collecting of the data and making analysis and interpretation of the respondent’s opinion about by insight of the Himalayan herbal products. The marketing strategies they are using to get priority preferences of their products by the customers by providing distinctive competencies in the market.**

**Keywords: CUSTOMER SATISFACTION, HIMALYA HERBAL SKIN PRODUCTS, DEMOGRAPHIC FACTORS, Purpose**

# 1. INTRODUCATION

The herbal skincare products from the Himalayas. The company that offers skincare goods has numerous products that have caught consumers' attention, including nourishing, face cleanses gel, body lotion, eye cream, and others. The business is widely renowned on the global market as well. Due to a variety of factors, the pandemic has had a substantial influence on the auctions. Bangalore, Karnataka, is home to its headquarters. By creating tactics such convenience stores, subsidiaries, online shopping, and other distribution channels to reach every corner of the market, it has been employing techniques to keep their clients. The Himalayan products are essentially ayurvedic base products; however, they also include a variety of other products, including makeup, colour cosmetics, fragrances, and hair products.

The public has great faith in the Himalayan company. It has more than 200 infrastructure serves. The company's internal evaluation identifies several strengths, a large working capital, the difficulty of offering products in rural areas due to high prices, as well as some weaknesses. They should attempt to turn these weaknesses into strengths. The study provides a clear picture of how customers feel about Himalayan herbal skincare products.

**2. LITREATURE REVIEW**

1. Lavanya D: The study's main focus is on the purchasing habits of women, and it also assesses how loyal they are to brands based on their demographic characteristics.
2. **Khadeeja Bilquees A (2021):** According to the study, social media greatly impacts cosmetic brands and fosters customer loyalty..
3. **Sayal Bhawan (2020**): The author researches the difficulties involved in producing the product. and how they communicate to their audience the value of natural ingredients and their brand.
4. **Smisha k (2018**): The author claims to be aware of product fairness among domestic and imported cosmetics and to be planning purchase a certain line of cosmetics from a particular company.
5. **Yuvaraj (2014) :** The results of the study demonstrate that consumers consistently choose the same brand of cosmetics like lipstick, nail polish, and makeup because they consider the pricing and quality of the item.
6. **According to Shankara Narayanan and Nandan Kumar Mekoth (2013),** there are two distinct forms of product utilisation: attitude and usage of the product. Consumer brand preference study indicates that a range of body spray products are used by consumers**.**

**7. Dinlersoz and Pereira (2007) -** The authors contend that brand ambassadors are crucial because of their greater impact on customer preferences and market awareness.

**GOALS OF THE STUDY**

* To ascertain the level of happiness with Himalaya herbal casing care products
* to look into the variables that influence Himalaya herbal skin attention product purchaser satisfaction.
* To find out what problems the Himalaya-herbal skin care products,caused the respondents.
* To ascertain the factors that influence the use of Himalaya herbal casing upkeep goods by respondents.

.

**RESEARCH METHODOLOGY**

In the continuing study, both primary as well as secondary data are employed. The collection of primary and secondary data takes place through surveys, papers, and books, respectively. The practical sampling technique is used to collect data from the respondents. The data that was acquired is shown in the tables.

**DATA COLLECTION:**

* Primary-data.
* Secondary-data.

**SAMPLE SIZE:**

**100 respondents make up the sample.**

**RESEARCH INSTRUMENT**

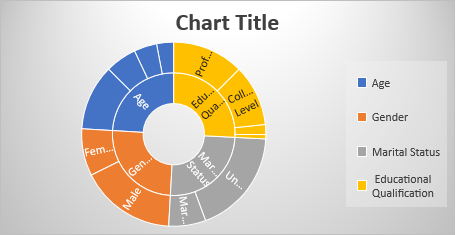
Charts and columns for percentage analysis.

**LIMATATIONS OF-THE STUDY.**

* The maximum figure of the defendants is 100.
* Since the study only lasts six weeks, its duration is constrained.
* Additionally, the analysis among buyers is restricted to a particular area.
* We are unable to describe the thoughts of a select few people for variability of reasons.

**DATA INVESTIGATION & ANALYSIS**

**GRAPH- 1 SHOWING THE DEMOGRAPHIC FACTORS OF RESPONDENTS:**



INTERPRETATION

The graph demonstrates that here more female respondents, single professionals, and respondents between the ages of 21 and 25.

**Graph- 2**

**A graph shows that based on how long people utilise Herbal skin care products from Himalaya**

**INTERPRETATION**;

The aforesaid shows that extra defendants 1 to 3 years old use the products.

Graph - 3

**Graph -3 showing the purpose of using the Himalaya product is only for allergy are not.**

I**NTERPRETATION**;

Because there are no side effects, 71% of respondents not usage product for the allergies, as shown in the graph above.

**Graph-4**

**Graph showing the gratification of the defendants by the availability of Himalaya herbal skincare products**

**Percentage**

8

Yes

No

92

**INTERPRTATION:**

**chart demonstrates that 92% of the defendants aree happy with the products' accessibility.**

**Graph -5**

**Table displays norm of goods by the respondent’s**

**Percentage**

25

34

12

Neem -Face Wash

Moisturizer -Face Scrub Antiwrinkle Cream

29

**INTERPRETATION:**

**The respondents, as shown by the graph, utilise neem face washes, which are better suited for those with oily skin.**

**FINDINGS**

* According to the analysis, 56% of respondents make less than $20,000 annually.
* The Himalaya herbal skin care products are used by 56% of respondents.
* A large percentage of respondents say that the product's quality is what makes them buy it.
* 66% of respondents thought the Himalaya herbal skin care product was good, 26% thought it was best in class, and 8% thought it was slow to react.
* 66% of respondents thought the Himalaya herbal skin care product was good, 26% thought it was best in class, and 8% thought it was slow to react.

## SUGGESTIONS / RECOMMENDATIONS

## Himalaya skin care products will be required for their product marketing, and the company must focus on advertising its products on other media, such as print and television.

## Consumers are unaware of the majority of Himalaya herbal skin care products.

## Samples for free can be distributed to clients to advance the product, but we are unable to read people's minds because some of them are resistant.

## CONCLUSION

## One of the most essential things for consumers right now is Himalaya herbal skin care. This study looked into consumer happiness using Himalayan natural skincare items. Because the research is just concerned with Bangalore, it is hard for us to gain a thorough understanding of consumer contentment.

**REFERENCE:**

“Milestones". Himalayan International Holding. on April 20st, 2021.

Beauty style "Himalaya Herbals Purifying Neem Face Wash Review"