

**BUYING BEHAVIOUR OF CONSUMERS TOWARDS HIMALAYA PERSONAL CARE
PRODUCTS IN POLLACHI**

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ABSTRACT

Himalaya is one of the leading healthcare products companies in the world. It has over 500 products available in more than 100 countries. The purpose of this study was to identify the level of familiarity and level of usage of Himalaya personal care products. The study also ascertains the Factors influencing the consumer to choose Himalayan herbal personal care products and also determines the association between demographic variables and the Level of Usage. The Sample for the study was 50 respondents who are Himalayan personal care products in Pollachi taluk. The snowball sampling method was used to collect the data from the respondents. The study uses Simple Percentages, Garretts ranking weighted mean score, and Chi-square was used to analyze the data. The study reveals that the majority of respondents' choice of purchase was through Online Platforms. It was also found that among the other products of Himalaya Personal care products, Himalaya cream, and hand wash were the most frequently used products. The Natural Ingredients were the most influential factor in purchasing Himalaya products. Respondents were highly satisfied with the products. In addition, it was found that there is an association between Product familiarity and Usage level and also found that there is no association between age, and Usage Level of Product and between Occupation and Usage Level of Product and between Monthly Income and their Usage Level.

Keywords Personal care product, Product Familiarity, Usage Level, Himalayan Product.

INTRODUCTION

The Himalaya Wellness Company produces pharmaceuticals and skincare products all over the world. Previously, it was known as Himalaya Drug Company. Himalayan is located in Bangalore, Karnataka, India. Mohammed Manal founded it in 1930 in Dehradun. In addition to promoting personal hygiene and overall health, well-being, and appearance, they provide several benefits. Himalaya Herbals has been providing herbal and natural solutions for health and personal care needs for many years. Its products are particularly renowned for using Ayurvedic principles. Himalaya offers a wide range of products to address specific needs, such as acne, dryness, dandruff, and aging.

REVIEW OF THE LITERATURE

Sukumar, A & Razak, A. R. (2023), aimed to analyze customer satisfaction towards Himalaya baby products and also to identify the sources of information used by customers when purchasing Himalaya baby products as well as to determine the fast-moving products in Himalaya's baby product and also to identify areas for improvement in Himalaya's baby products. The study involved collecting data from 152 customers in the Coimbatore district using random sampling techniques. Statistical tools such as percentage analysis and weighted score analysis was utilized to analyze the data. The study revealed that customers preferred Himalaya baby products due to their quality. Customers were found satisfied with the varieties, price, and appearance of Himalaya baby products.

Prabhu Venkatesh. T & Swetha. V (2023) examined factors influencing consumers in choosing Himalaya products and evaluated consumer satisfaction levels towards Himalaya products. The sample size for the study was 50 respondents in Coimbatore city. Chi-square and percentage analysis were used to analyze the data. The study reveals that age had a significant effect on the awareness of Himalaya products among respondents.

Sekar. P & Ramya. K (2017) The study aims to investigate consumer awareness and sources of awareness about Himalaya ayurvedic products and also identifies the reasons for selecting the brand and to understand the factors influencing consumers to use the products, and consumer satisfaction towards the products. The sample size used for the study was 200, and the sampling technique used was convenience sampling. The study found that most respondents were aware of Himalaya

ayurvedic products, The study used statistical tools such as simple percentage analysis, chi-square, and ANOVA to analyze the data. Personal factors such as age, gender, monthly income, and educational qualification did not have a significant relationship with the reasons for selecting Himalaya ayurvedic products whereas marital status and occupational status had a significant relationship with the reasons for selecting Himalaya ayurvedic products.

RESEARCH GAP

Previous researchers have conducted studies focusing primarily on consumer preferences and satisfaction with Himalaya products in some other states and cities. However, no studies have been conducted in Pollachi taluk on the buying behavior of consumer towards Himalaya herbal personal care products. The research gap was thereby filled by this study.

STATEMENT OF THE PROBLEM

Nowadays, consumers are more health conscious and prefer to purchase natural and herbal products instead of chemicals due to their harmful effects. There are a wide variety of Products offered by Himalaya which includes personal care, baby care, wellness, pharmaceuticals, nutrition, home care, and animal health. Understanding Consumer buying behaviour has a greater significance in the market because in this competitive world, products must be manufactured and marketed only according to the preferences and needs of the consumer. Moreover, it helps to determine the satisfaction level of consumers and as a result, the company can build a long-term relationship with the satisfied consumers. Moreover, it assists in identifying opportunities for expanding and diversifying markets. So, this forces a researcher to undertake a study on buying behaviors of Himalaya Herbal personal care products.

OBJECTIVES OF THE STUDY

- To identify the familiarity level of the product and Usage level of the product among respondents.
- To ascertain the Factors influencing the consumer to choose Himalaya Herbal personal care products.
- To determine the association between demographic variables and the Usage Level of respondents.

RESEARCH METHODOLOGY

Data collection

A structured questionnaire was used to collect the data. Primary data was collected through a questionnaire and in some cases interview schedule has been made. Secondary data was collected from Journals and websites.

Sampling Unit and Sampling Method

The Snow ball sampling technique was used to choose the 50 consumers using Himalaya personal care products in Pollachi.

Tools used

Simple Percentage, Garrett ranking, weighted average method, and chi-square have been used.

LIMITATIONS OF STUDY

Any research study will have its limitations and the present study is no exception to this. This study was restricted to 50 sample respondents which cannot be generalized. It is based on the information provided by the respondents.

ANALYSIS AND INTERPRETATION

The following table shows the demographic profile of consumers of Himalaya personal care products.

TABLE 1
Demographic Profile of Respondents

Demographic Profile		Frequency	Percentage
Age	18-25	13	26
	26-35	33	66
	36-45	4	8
	46-55 Above	0	0
Gender	Male	6	12
	Female	44	88
Marital status	Married	36	72
	Un married	14	28
Occupation	Student	4	8
	Professional	10	20
	Home maker	6	12
	Business	30	60
Monthly income	Dependent	4	8
	Below 20000	10	20
	Rs.20001-40000	10	20
	Rs.40001-60000	26	52
	Above 60000	0	0
Monthly Expenses	Below Rs.15000	26	52
	Rs.15000-25000	23	46
	Rs.25000-Above	1	2
Type of Family	Joint Family	30	60
	Nuclear Family	20	40
Number of members in your Family	Below 3 Members	0	0
	3-4 Members	20	40
	5-6 Members	20	40
	Above 6 Members	10	20
Total		50	100

Source: Primary Data

From the above table, it is clear that out of 50 Respondents, the highest 33 (66%) of the respondents fall under the age group of 26- 35 years, 13(26%) come under the age group of 18-25 years, and 4 (8%) are under the age group of 36-45 years. Regarding the gender of the respondents, the majority of 44 (88%) are Female, and the remaining 6 (12%) are Male. Regarding the marital status of respondents, the Majority of 36 (72%) Respondents are Married, and the remaining 14 (28%) Respondents are Unmarried. Considering the occupation of respondents, the Majority of 30 (60%) are doing their own Business, 10 (20%) of them are professionals, 6 (12 %) of them are homemakers, and 4 (8%) of them are students. Of the monthly Income respondents, the majority 26(52%) of them are earning an income ranging between Rs.40001 and 60000 per month, the next 10 (20 %) of them are earning an income of below Rs.20000 as well as Rs. 20001 - 40000 contributing equal percent. Regarding monthly Expenses of respondents, the Majority of 26 (52%) Respondents are spending Expenses below Rs.15000 per month, 23 (46%) of them are spending expenses between Rs. 15000 and 25000 per month and 1 (2%) of the respondents have spent expenses of Rs.25000 and above. Based on the Family type of respondents, the Majority 30 (60%) of them belong to Joint Families and the remaining 20 (40%) of them belong to Nuclear Families. Regarding the Number of members in the family, the majority 20 (40%) of the respondent's families consist of 3 to 4 members and 5 to 6 members respectively contributing an equal percentage. Next 10 (20%) of them have a family size of above 6 members.

TABLE 2
Preferred Purchasing Channel

Preferred Purchasing Channel	Frequency	Percentage
Physical Store	2	4
Online platform	28	76
Departmental store	20	40
Retail Outlet	0	0
Total	50	100

Source: Primary Data

The above table clearly shows that Out of the total 50 Respondents, the Majority of 28 (76%) prefer to buy through an Online Platform, 20 (40%) respondents prefer to buy from a departmental store, remaining 2 (4%) of them prefer to buy from physical Store. It is concluded that the majority of them by through Online platforms.

II . Weighted Mean Score

TABLE.3
Frequency of Usage

Personal care Products	Daily	Weekly	Monthly	Rarely	Not at all	Total	Total Mean Score	Weighted Mean	Rank
Body care	45	5	0	0	0	50	245	4.90	IV
Cream and hand wash	48	2	0	0	0	50	248	4.96	I
Eye care	46	4	0	0	0	50	246	4.92	III
Face wash	44	6	0	0	0	50	244	4.88	VI
Face Pack	20	30	0	0	0	50	220	4.40	VIII
Hair pack	23	27	0	0	0	50	223	4.46	VII
Lip care	42	8	0	0	0	50	242	4.84	V
Oral care	47	3	0	0	0	50	247	4.94	II

Source : Primary data

The above table portrays the result of weighted mean score that shows that Himalaya cream and hand wash was the most frequently used product with a weighted mean score of 4.96 followed by Oral care (4.94), Eye care (4.92) , Body care (4.90), Lip care (4.84), Face wash (4.88), Hair Pack (4.46), Face Pack (4.40).

III . Garretts Ranking Technique

TABLE 4
Factors influencing to choose Himalaya Herbal Personal Care product

Factors Influencing	Rank									Total Score	Mean	Rank			
	1	2	3	4	5	6	7	8	9						
	Garrets Score														
	81	69	62	56	50	45	38	31	19						
Natural Ingredients	16	17	5	4	5	4	-	-	2	3471	69.42	I			
Doctor recommendation	1	-	3	7	3	9	16	5	6	2091	41.82	IX			
Diverse Range of Products	1	2	2	14	7	5	3	8	8	2216	44.32	VIII			
Brand Image	15	8	5	5	1	1	4	6	5	2885	57.70	II			
Affordable Price	5	2	7	3	5	3	6	12	7	2263	45.26	VII			
Performance	7	7	4	4	6	6	8	3	5	2584	51.68	III			

Attractive Packaging	2	4	11	4	8	7	5	2	7	2444	48.88	V
Discount / Promotion	3	6	8	7	4	6	3	8	5	2502	50.04	IV
Easy Accessibility	-	4	5	5	11	9	5	6	5	2292	45.84	VI

Source: Primary data

The above table represents the result of Garrett's ranking technique used to identify the most influencing to choose Himalayan herbal personal care products. It shows that Natural Ingredients scored the highest rank with Garret's score of 3471 and a mean score of 69.42, next is Brand Image which secured second position next to Natural Ingredients with Garret's score of 2885 and a mean score of 57.7, followed by Better performance secured third rank with a garrets score of 2584 with a mean score of 51.68, Discount or Promotion offers secured fourth rank with Garret's score of 2502 and a mean score of 50.04, Attractive Packaging ranked five with Garrett's score of 2444 and a mean score of 48.88, Easy Accessibility ranked sixth with a garrets score of 2292 and a mean score of 45.84, Affordable price secured seventh rank with a Garret's score of 2263 and a mean score of 45.26, Diverse Range of Product ranked eighth Place with Garrets Score 2216, and a mean Score of 44.32, and doctors recommendation Ranked Ninth with Garrets Score 2091, and a mean Score of 41.82.

TABLE 5
Satisfaction Level

Satisfaction Level	Frequency	Percentage
Highly satisfied	30	60
Satisfied	20	40
Neutral	0	0
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	50	100

Source: Primary Data

From the above table, it is clear that Out of the total 50 Respondents, the Majority of 30 (60 %) Respondents are Highly satisfied, and 20 (40%) of the respondents are satisfied with the product.

IV. CHI -SQUARE ANALYSIS

Product Familiarity Level and Usage Level

Hypothesis

H₀1: There is no association between product familiarity level and Usage level of respondents.

H_a1: There is an association between product familiarity level and Usage Level of respondents.

TABLE 6
PRODUCT FAMILIARITY LEVEL AND USAGE LEVEL OF PRODUCT

Familiarity level	Usage Level			Chi-Square Value	P- Value	Result
	Low	Medium	High			
Low	5 (62.5)	3 (37.5)	0 (0)	17.210 Df :4	0.002	Significant
Moderate	5 (15.2)	26 (78.8)	2 (6.1)			
High	0 (0)	6 (66.7)	3 (33.3)			
Total	10	35	5			

Source: Primary data (Computed)

The above table shows the result of the Chi-Square value of Familiarity level and Usage level. The Chi-Square value is 17.210 with 4 degrees of freedom, resulting in a p-value of 0.002,

indicating it is statistically Significant. Hence it can be inferred that the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it can be said that there is an association between familiarity level and usage level.

Age and Usage Level

Hypothesis

H_0 : There is no association between age and usage level.

H_a : There is an association between age and Usage Level.

TABLE 7
AGE AND USAGE LEVEL OF PRODUCT

Age	Usage Level			Chi-Square Value	P- Value	Result
	Low	Medium	High			
18 – 25 years	4 (30.8)	8 (61.5)	1 (7.7)	4.714 Df:4	0.318	Not Significant
26 -35 years	4 (12.1)	25 (75.8)	4 (12.1)			
36 -45 Years	2 (50)	2 (50)	0 (0)			
Total	10	35	5			

Source: Primary data (Computed)

The above table indicates the result of the Chi-Square value of the Age and Usage level of respondents. The Chi-Square value is 4.714 with 4 degrees of freedom, resulting in a p-value of 0.318, indicating it is not statistically Significant. Hence it can be inferred that the null hypothesis is accepted. Therefore, it can be said that there is no association between Age and usage level.

Occupation and Usage Level

Hypothesis

H_0 : There is no association between Occupation and usage level.

H_a : There is an association between Occupation and Usage Level.

TABLE 8
OCCUPATION AND USAGE LEVEL OF PRODUCT

Occupation	Usage Level			Chi-Square Value	P- Value	Result
	Low	Medium	High			
Student	1 (25)	3 (75)	0 (0)	3.440 Df :6	0.752	Not Significant
Professional	2 (20)	6 (60)	2 (20)			
Homemaker	2 (33.3)	3 (50)	1 (16.7)			
Business	5 (16.7)	23 (76.7)	2 (6.7)			
Total	10	35	5			

Source :Primary Data (Computed)

The above table portrays the result of the Chi-Square value of the Occupation and Usage level of respondents. The Chi-Square value is 3.440 with 6 degrees of freedom, resulting in a p-value of 0.752, indicating it is not statistically Significant. Hence it can be inferred that the null hypothesis is accepted. Therefore, it can be said that there is no association between Occupation and usage level.

Hypothesis

H₀1: There is no association between Monthly Income and usage level.

H_a1: There is an association between Monthly Income and Usage Level

TABLE 9

MONTHLY INCOME AND USAGE LEVEL OF PRODUCT

Monthly Income	Usage Level			Chi-Square Value	P-Value	Result
	Low	Medium	High			
Below Rs.20000	2 (20)	8 (80)	0 (0)	4.000 Df :6	0.677	Not Significant
Rs.20001 – 40000	2 (20)	7 (70)	1 (10)			
Rs.40001 -60000	6 (23.1)	16 (61.5)	4 (15.4)			
Dependent	0 (0)	4 (100)	0 (0)			
Total	10	35	5			

Source: Primary Data (Computed)

The above table shows the result of the Chi-Square value of the Monthly Income and Usage level of respondents. The Chi-Square value is 4.000 with 6 degrees of freedom, resulting in a p-value of 0.677, indicating it is not statistically Significant. Hence it can be inferred that the null hypothesis is accepted. Therefore, it can be said that there is no association between Monthly Income and usage level.

FINDINGS

The study reveals that the majority of 33(66%) respondents are in the age group of 26-35 years. 44 (88%) of them are female, 36 (72%) of them are married, 30(60%) of them are Business. 26(52%) of them are earning an income ranging between Rs.40001 and 60000 per month, 26 (52%) Respondents are spending Expenses below Rs.15000 per month, 30 (60%) of them belong to Joint Families , 20 (40%) of the respondent's families consist of 3 to 4 members, 28 (76%) prefer to buy through an Online Platform, Among the Himalaya Personal care product, Himalaya cream and hand wash was the most frequently used product, The Natural Ingredients was most considered factor for choosing Himalaya Product, 30 (60 %) Respondents are Highly satisfied, There is an association between level of familiarity and level of usage and also found that there is no association between Level of usage and Age and Between Occupation and usage level and between Monthly Income and Usage level.

SUGGESTIONS

- Promotional Measures with Free samples must be offered to customers.
- Building trust by educating on herbal and natural ingredients among the public will attract more consumers.
- Frequent surveys to be conducted to know the satisfaction and expectation level of consumers.
- Products should be offered at a reasonable price and packaging.
- Discounts and Periodic follow-up among the consumers will help to retain the consumers.
- Product shall be offered with improved formulation, sustainable packaging, and with pleasant fragrances.

CONCLUSION

Himalaya personal care products are a reliable choice for consumers looking for herbal and natural ingredients. Himalaya company has established a strong reputation for quality because of its herbal ingredients and extensive research. The brand's diverse product line caters to a variety of skin

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