CUSTOMER SATISFACTION ON HIMALAYA PERSONAL CARE PRODUCTS WITH SPECIAL REFERENCE TO SALEM CITY

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ABSTRACT
The purpose of research is to identify the strategies implemented by the new entrants like Himalaya personal care and the level of customer satisfaction further the study portrays the awareness and the customer loyalty as the objective in this study further the study helps to identify the factors influencing the customer satisfaction in the modern world like purpose , spending power , awareness so on and the emerging business scenario from the customer side are observed and analyzed
Key Words : Customer satisfaction , Himalya personal care products , purpose , spending power , awareness

INTRODUCTION
India with a population of more the 100crores is potentially one of the largest consumer markets in the world. With urbanization and development of economy, brand identity, living style, suggestioand interests of the people changes according to the advance nation. Every year, 300 million Himalaya products enter the homes of consumers around the world. With a range of over 300 healthcare and personal care products including brands like Liv.52, Cystone, and Bonnisan, They touch the lives of millions of customers worldwide, giving them products that help them lead healthier, enriched lives

REVIEW OF LITERATURE
Amreen Fatima, Shashi Alok, Parul Agarwal, Prem Prakash Singh and AmitaVerma[1] in the paper "**Benefits of Herbal extracts in cosmetics**" have suggested that Herbal extracts are primarily added to the cosmetic formulations due to several associated properties such as antioxidant, anti inflammatory, antiseptic and antimicrobial properties. Even today, people in rural and urban areas depend upon herbs for traditional cosmetics. Herbal cosmetics products claimed to have efficacy and intrinsic acceptability due to routine use in daily life and avoid the side effects which are commonly seen in synthetic products. Due to the awareness of the environmental damage caused by industrialization, a trend has developed to use products with natural ingredients.

Anil Samleti, ShrinivasBumrela, SnehalDhobale, VaibhavKekre[2] in the paper "**Herbal cosmetics**" has suggested that Herbs are the endowment of Mother Nature which has been used for healthcare throughout different ages and cultures of human history. Herbal cosmetics are defined as the beauty products which posses desirable physiological activity such as healing, smoothing appearance, enhancing and conditioning properties because of herbal ingredient.

STATEMENT OF THE PROBLEM
1. Lack of Awareness on the Purpose of usage among Customer leads to Dissatisfaction
2. Reduction in Customer loyalty

OBJECTIVES OF THE STUDY
1. To study the factors contributing towards customer satisfaction
2. To analyze how Customer loyalty can be retained

TABLE SHOWING CHI-SQUARE TO FIND THE ASSOCIATION BETWEEN USAGE AND AWARENESS THE PRODUCT OF THE RESPONDENTS

$H0$ = There is no difference between USAGE and AWARNESS

$H1$ = There is difference between USAGE and AWARNESS

Usage / Awareness	1 year	1-2 year	2-3 year	More than 3 year	total
Magazines	08	05	02	02	17
Friends & relatives	19	20	15	2	56
Advertisement	21	19	6	12	58
Beauty Parlor	17	1	1	0	19
Total	65	45	24	16	150

Observed frequency	Expected frequency	$(O_{ij}-E_{ij})^2$	$(O_{ij}-E_{ij})^2/E_{ij}$
8	7.3666	0.4011	0.0556
5	5.1	0.01	0.0019
2	2.72	0.5184	0.1905
2	1.8133	0.0361	0.019
19	24.2666	27.6676	1.14046
20	16.8	10.24	0.6095
15	8.96	36.4816	4.0719
2	5.9733	15.7609	2.6385
21	25.1333	17.0569	0.6787
19	17.4	2.56	0.1471
6	9.28	10.7569	1.1593
12	6.1866	33.8724	5.4809
17	8.2333	76.9129	9.3450
1	5.7	22.09	3.8754
1	3.04	4.1616	1.3689
0	2.0266	4.0804	2.02
		total	33.9631

Degree of freedom:
=(r-1) (c-1)
= (4-1) (4-1)
=3*3
=9
Table value = 16.919
Level of significance: 5%

Since the calculation value is greater than table value. It is concluded that there is an association between usage of the product and awareness of the product. So null hypothesis is rejected.

TABLE SHOWING CHI-SQUARE TO FIND THE ASSOCIATION BETWEEN PURPOSES OF BUY THE PRODUCT AND SPENDING PER MONTH BUYING A PRODUCT OF THE RESPONDENTS

H0 = There is no difference between PURPOSE and SPENDING FOR BUY.
H1=There is difference between PURPOSE and SPENDING FOR BUY.

Spending / Purpose for buy	100	100-300	300-500	500 and above	total
Hair care	12	09	13	03	37
Health care	05	20	15	04	44
Baby care	03	08	04	08	23
Skin care	02	40	04	0	46
Total	22	77	36	15	150

Observed frequency	Expected frequency	$(O_{ij}-E_{ij})^2$	$(O_{ij}-E_{ij})^2/E_{ij}$
12	5.4266	43.20	7.9607
9	18.9933	99.8660	5.2576
13	8.88	16.9744	1.91
3	3.7	0.49	0.1324
5	6.4533	2.1120	0.3269
20	22.5866	6.6904	0.2961
15	10.56	19.7136	1.8664
4	4.4	0.16	0.0363
3	3.3733	0.1393	0.0385
8	11.8066	14.4902	2.6834
4	5.52	2.3104	0.4184
8	2.3	32.49	14.1260
2	6.7466	22.5302	3.3384
40	23.6133	268.52	11.3715
4	11.04	49.5616	4.4891
0	4.6	21.16	4.6
		total	58.8527

Degree of freedom:

=(R-1) (C-1)

= (4-1) (4-1)

=3*3

=9

Table value = 16.619

Since the calculated value is greater than table value. It is concluded that there is an association between purpose and spending. So null hypothesis is rejected.

TABLE SHOWING CHI-SQUARE TO FIND THE ASSOCIATION BETWEEN FACTORS OF THE INFLUEANCE AND PERIOD OF BUY THE PRODUCT THE RESPONDENTS

H0 = There is no difference between FACTORS and PERIOD OF BUY.

H1=There is difference between FACTORS and PERIOD OF BUY.

Factors & Period of buy	Purity	No. side Effect	Quality	Availability	Price	Package	Advertisement	beauty	total
weekly	5	2	7	4	2	1	1	1	23
15 days once	10	5	9	4	1	1	1	0	31
monthly	20	16	8	6	5	2	1	1	59
yearly	9	13	7	5	2	1	0	0	37
Total	44	36	31	19	10	5	3	2	150

Observed frequency	Expected frequency	$(O_{ij}-E_{ij})^2$	$(O_{ij}-E_{ij})^2/E_{ij}$
5	6.7466	3.0506	0.4521
2	5.52	12.3904	2.2446
7	4.7533	5.0476	1.0619
4	2.9133	1.1809	0.4053
2	1.5333	0.2178	0.1420
1	0.7666	0.0544	0.0709
1	0.46	0.2916	0.6339
1	0.3066	0.4808	1.5681
10	9.0933	0.8221	0.0904
5	7.44	5.9536	0.8002
9	6.4066	6.7257	1.0498
4	3.9266	5.3875	1.3720
1	2.0666	1.1376	0.5504
1	1.0333	1.1088	0.9319
1	0.62	0.1444	0.2329
0	0.4133	0.1708	0.4132
20	17.3066	7.2544	0.4191
16	14.16	3.3856	0.2390
8	12.1933	17.5837	1.4421
6	7.4733	2.1706	0.2904
5	3.9333	1.1378	0.2892
2	1.9666	1.1155	0.5672
1	1.18	0.0324	0.0274
1	0.7866	0.0455	0.0578
9	10.8533	3.4347	0.3164
13	8.88	16.9744	1.9115
7	7.6466	0.4180	0.0546
5	4.6866	0.0982	0.0209
2	2.4666	0.2177	0.0882
1	1.2333	0.0544	0.0441

0	0.74	0.5476	0.7332
0	0.4933	0.2433	2.0275
Total			20.5482

Degree of freedom:

=(R-1) (C-1)

= (8-1) (4-1)

=7*3

=21

Table value = 32.671

Level of significance: 5%

Since the calculation value is small than table value. It is concluded that there is no association between factors and period of buying a product. So null hypothesis is accepted.

CHI-SQUARE:

1. From the chi square analysis it was found that there is a relationship between usage and awareness since the calculated value is (33.9631) greater than table value (16.916). So Null hypotheses rejected.

2. From the chi square analysis it was found that there is a relationship between purpose and spending since the calculated value is (58.8527) greater than table value (16.916). So Null hypotheses rejected.

3. From the chi square analysis it was found that there is a relationship between factors influencing and period of buy since the calculated value is (20.5482) Less than the table value (32.671) So null hypotheses accepted.

CONCLUSION

The study highlights the customer satisfaction on personal care products in which it helps me in identifying the core value of business to customer and gives me an opportunity in solving the problems of kings in the market further this market survey helps the firms into an strategic vision to accomplish their goals.

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