

## **A Study on Female Customer Satisfaction on Hair Oil and Beauty Cream with Special Reference to Himalaya Products in Coimbatore District**

**A. Saravanakumar,**

Asst. Professor in Commerce,  
Rathinam College of Arts and Science,  
Eachanari, Coimbatore, Tamilnadu., India.

**Santhosh Kumar Bojan,**

Asst. Professor in Commerce,  
Rathinam College of Arts and Science,  
Eachanari, Coimbatore, Tamilnadu, India.

### **ABSTRACT**

*Customer satisfaction is a measure of how an organization's total product performs in relation to a set of customer requirements. Organizations have invested heavily in improving performance in areas that make a strong contribution to customer satisfaction, such as quality and customer service. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new products and upgrades existing products. Fast-Moving Consumer Goods (FMCG) is products that are sold quickly and at relatively low cost. Marketing concepts that encompass a customer's impression, awareness and consciousness about company offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Himalaya products are one of the great competitors of FMCG products in the market. Customer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. The primary objective of this study is to understand the customer perception and satisfaction studying the awareness of the products within the customers and the number of customers who consumes the cosmetics.*

**Keywords:** Himalaya Products, Customer Behaviour, Customer Behaviour of Women Customer satisfaction.

### **INTRODUCTION:**

The Himalaya drug company was founded in 1930 by Mr.M.MANAL with a clear vision to bring Ayurvedha to society in a contemporary form and to unravel the mystery behind the 5000 year old system of medicine. This included referring to ancient ayurvedic texts, selection in indigenous herbs and subject the formulation to modern pharmacological, toxicological and safety tests to create new drugs and therapies.

The company is focused on developing safe, natural innovation remedies that will help people lead richer, healthier live today, himalaya products have been endorsed by over 2, 50,000 doctors around the globe and customers in over 90 country's rely on himalaya for their health and personal care needs. Himalaya herbals is the range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurvedha with years of dedicated research. Batch to batch performance and complete purity and safety are assured through the application of advanced pharmaceutical technology at every stage of manufacture. So, go ahead and give us a try! We guarantee that you will be pleased.

### **HISTORY:**

Every year, 300 million Himalaya products enter the homes of customers around the world. With a range of over 300 healthcare and personal care products including brands like Liv.52, Cystone, and Bonnisan, we touch

the lives of millions of customers worldwide, giving them products that help them lead healthier, enriched lives. Himalaya's story began way back in 1930. A curious young man riding through the forests of Burma saw restless elephants being fed the root of a plant, *Rauwolfia serpentina*, which helped pacify them. Fascinated by the plant's effect on elephants, this young man, Mr. M. Manal, the founder of Himalaya, wanted to scientifically test the herb's properties. With no money and only a pocketful of dreams, he pawned his mother's jewellery to buy a hand-operated tabulating machine. The years that followed were a time of endurance and a test of the young man's patience, strength and passion. He spent his days learning about herbs from neighbourhood healers and his nights working on the machine to make a few hundred tablets. His vision was to 'bring the traditional Indian science of Ayurveda to society in a contemporary form'.

In a time when herbal products were regarded with scepticism, our founder's belief in the healing power of herbs was unwavering. He felt that if people were offered safe and effective herbal medicines, they would come to accept them as part of their healthcare routine. He believed that herbal medicines could and should be evaluated on the same quality and efficacy parameters as conventional medicine. This was possible through empirical research. Once scientific research proved that herbal products worked, even doctors could be won over. This was a big dream with big challenges. But he persevered on despite the obstacles. After four years of researching the herb *Rauwolfia serpentina*, *Serpina*, the world's first natural antihypertensive drug was launched in 1934. The discovery set the future course for Himalaya. It taught us the value of scientific research. It also taught us the importance of patience, passion and perseverance. We have since focused on converting Ayurveda's herbal tradition into a range of proprietary formulations dedicated to healthy living and longevity. With a history spanning eight decades in the area of herbal research, Himalaya shares a close relationship with nature. We are in the business of not only promoting good health but also safeguarding the health of our planet. Ever since our inception, we have taken great care to protect biodiversity, collect herbs in a sustainable way and promote good agricultural practices.

In 1955, Himalaya introduced Liv.52, a liver formulation that ensures optimum liver function. The product soon became our flagship brand and a top selling herbal medicine. Other brands soon followed including Cystone, Bonnisan and Rumalaya forte, products that went on to become household names. In 1999, Himalaya entered the personal care segment under the brand name 'Ayurvedic Concepts'. This was uncharted territory which brought with it new challenges and new opportunities for learning. People around the world were waking up to the benefits of herbal and natural products for their personal care needs. Himalaya had close to seven decades of research experience in herbal medicine and this legacy had helped us understand the world of herbs. The prospect of entering the personal care space was therefore exciting. We wanted to give customers herbal personal care products that were mild, gentle, hard-working and steeped in science! Our guiding philosophy was to develop a range of personal care products rooted in Ayurveda and backed by research, a mainstay of the Himalaya brand. By remaining true to our research ethic, we built credibility for our range of herbal personal care products and gained the trust of our customers. A year later, we expanded our portfolio to include animal health products with the objective of caring for the health and well-being of animals. With our expanding range of products and growth in international markets, Himalaya underwent a rebranding where the entire range was brought under a single umbrella- Himalaya Herbal Healthcare. With the present portfolio of pharmaceuticals, personal care, baby care, well-being and animal health products, Himalaya has evolved into a 'head-to-heel' herbal wellness company.

After close to 88 years, we remain committed to enriching the lives of people who use our products. Himalaya's therapeutic products have brought relief to people suffering from ailments like liver disorders, diabetes to kidney stones and joint disabilities. Our personal care range captures the best in nature and science, giving our customers products that are gentle, effective and safe for long-term use. Our vision is to offer wellness in every home and for the whole family through our herbal healthcare and personal care products. Today, the Himalaya brand is synonymous with safe and efficacious herbal products. Starting off operations in Dehradun way back in the 1930s, the company later spread its wings to Mumbai and across the country. In 1975, the company set up an advanced manufacturing facility in Makali, Bengaluru, India. In 1991, the company relocated its R & D facility to Bengaluru. We operate in over 90 countries, our products are prescribed by 400,000 doctors worldwide, and millions of customers trust us for their health and personal care needs. Himalaya Global Holdings Ltd. (HGH) is the parent of all Himalaya subsidiaries.

## **ITEMS OF THE PRODUCTS:**

### **HAIR Items:**

- Anti-Dandruff Hair Cream

- Anti-Dandruff Hair Oil
- Anti-Dandruff Shampoo
- Anti-Dandruff Conditioner
- Anti-Hair Fall Cream
- Anti-Hair Fall Hair Oil
- Anti-Hair Fall Shampoo
- Anti-Hair Fall Conditioner
- Damage Repair Protein Conditioner
- Damage Repair Protein Shampoo
- Dryness Defense Protein Shampoo
- Dryness Defense Detangler & Conditioner
- Gentle Daily Care Protein Conditioner
- Gentle Daily Care Protein Shampoo
- Himalaya Hair Detangle and Conditioner
- Himalaya Herbals Protein Hair Cream
- Himalaya Herbals Revitalizing Hair Oil
- Himalaya Hairzone Solution for Hairloss

**BEAUTY Items:**

- BE Anti-Wrinkle Cream. Helps fight wrinkles, naturally
- Clear Complexion Whitening Day Cream
- Lightens and evens skin tone
- Clear Complexion Whitening Face Scrub
- Deep Cleansing Apricot Face Wash
- Fairness Kesar Face Pack
- Fairness Kesar Face Wash
- Gentle Exfoliating Apricot Scrub
- Gentle Exfoliating Walnut Scrub

**Customer Behaviour:**

The field of customer behaviour tells us that how individuals, groups and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding customer behaviour is never simple, because customers may say one thing but do another. They change their minds at the last minute. Companies can use it as a strategic tool for making profit by understanding that how and why customers buy.

**Customer Behaviour of Women:**

Women are most powerful customers in the world as they control almost 80 percent of the household spending. And no longer can the women's spending powers and influence be neglected. The role of women in the society and their effects has changed. Most of the marketers know that 'women are different', but we actually need a deep rooted understanding of how and why they are different. Not all female are women, some are girls; not all women are moms; not all moms are women; they may or may not be 'forever young'. What is important to analyze are the multiple roles that a female plays in her everyday life. A marketer cannot ignore her role as a mom and talk to her as a girl or women, and similarly a girl cannot be approached like a woman. Purchases are emotionally significant and communication is important throughout the buying decision.

**Buying Behaviour of Women:**

Once women identify the need of a value, their first step towards buying is information search. They want a product that meets their demands and is easy and reliable. Women would try to get benefit from others' experience by asking the people around them. They prefer doing a front end research. Women would want detailed information from the staff and other people and attributes like opinion of her mates, the reputation of a company, environment of the store, price of a product/service would matter more. Women usually start with a generalized sense of their need and then continue to evaluate alternatives.

### **Customer Satisfaction:**

Customer satisfaction is a measurement used to quantify the degree to which a customer is happy with a product, service, or experience. Customer satisfaction is a critical concept for customer success professionals to understand and live by, and it's actually about more than a money-back guarantee. In this study, to discussing customer satisfaction: what it is, and why it's important for business to start measuring. When it comes down to it, customer satisfaction is a reflection of how a customer feels about interacting with brand. And businesses and brands quantify this positive or negative feeling primarily using surveys.

### **REVIEW OF LITERATURE:**

Anumesh Kariappa, (2016), this study to know the customer satisfaction of Indulekha products in Kasarkode market. This study assists to identify the opinion of the customers of Indulekha products. To assess the customer awareness about Indulekha brand. For the purposes of the study data collected are analyzed and arrived on some conclusions. The research is conducted with the help of well formed questionnaire to make this study in a better way and collected data from each sides of the kasarkode district and over 100 respondents are interviewed from the different parts of the District. It is concluded that customer satisfaction is the important thing in the marketing concept. Because without satisfying customers a company which cannot sustain in the market forever , not only that customers mind is a changing one.

M.Banu Rekha and K.Gokila, (2015), the study has been understand the customer attitude of the different strata people in the Indian society especially in Coimbatore city, Tamil Nadu towards Herbal Cosmetic Products. The classification of the different strata of the people in area wise, gender wise, age wise, income wise, etc., The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to understand clearly what the researcher wants and provides distinct information to measure the data. The data has been collected from the users of herbal cosmetics products. A sample of 50 respondents was taken into account for finding their uses for the herbal cosmetic products. It is concluded that the people now are not considering the cosmetics as luxury, most of the customers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics.

Dr. M. Rajarajan, (2016), It is to examine the customer's behaviour of herbal cosmetic products because customer behaviour is a very complicated field of study. There are many factors, which affect the behaviour of customers which purchasing, using and evaluating the products. They are changes is fashion, technology and so on, different types of user's skin, changes in customer attitude and so on. The first problem is the change in fashion, technology and so on. Modernity first makes its headway in urban areas. Not only economic & technological advancements find their place primarily in cities, but also new trends in fashion and personal health.

V.P.T. Dhevika, O.T.V Latastri and Libya Sangeetha Sharmila, (2013), this study is to investigate how the respondents are influenced by factors of brand loyalty towards hair oil brands. Brand loyalty is important for an organization to ensure that its product is kept in the minds of customers and prevent them from switching to other brands. Product quality plays a significant role in influencing customers to be brand loyal customers. Four hypotheses are accepted and two hypotheses are rejected.

Vanessa Apaolaza-Ibáñez, Patrick Hartmann, Sandra Diehl and Ralf Terlutter, (2011), conducted on a sample of 355 women aged 18 to 60, selected through random sampling (random street interviews) and establishing an age quota (50% between 18 and 35 years, 50% between 36 and 60 years). The study focused on anti-aging and body-firming/body-shaping creams, a relatively new category of cosmetic products where there are indeed no observable short-term effects, while advertising claims refer to medium and longer-term beneficial outcomes. The feeling of worry and/or guilt as a consequence of dissatisfaction with one's appearance and the perception of not doing enough to improve may be the combined result of the exposure to attractive women in advertising.

Dr. S. Jagadeesan & G. Vani, (2017), the study analyze to the customer satisfaction towards hair oil users by college Students in Salem City. Descriptive research method and Convenience sampling method used in the study. The Sample Size is 70. The sources of data were primary as well as secondary. The data collected in the Hair oil user's survey constitute primary data. Structured questionnaires were prepared for the customer satisfaction to hair oil users separately for the study. It concluded that the College students prefer parachute brand of hair oil and the factor analysis shows that value, quality, easy availability, relive dryness, suitable for hair, better shine, attractive package and quantity are the factors influencing the purchasing of hair oil brands by the customers.

K.Subbulakshmi P.Geethamani, (2017), the study descriptive analysis has been carried out, to study the customer's perception towards cosmetic items in patanjali products. The primary data used in the study through

questionnaire method. The secondary data were collected from various books, journals, magazines and websites. The sample size has been taken as 50 respondents. The sampling technique used in this study is convenient random sampling. The study concluded that most of the respondents are aware of the herbal cosmetics. The people now are not considering the cosmetics as luxury, most of the customers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. The cosmetic manufacturing company after realizing the need of the customer started providing herbal based cosmetics. Many respondents feel that there is more chemical combinations in the herbal cosmetics, which can be reduce by the manufactures, so that it would increase its usage by the customers.

Mrs. Gurmeet Kaur, 2016, The study is descriptive in nature. This study describes the customer retention and satisfaction level towards selected herbal cosmetic products. The present study is based on primary data collected through questionnaire administered on 100 female respondents using herbal cosmetic products in Yamuna Nagar only. All the relevant information was obtained by conducting the interview of customers with the help of pre tested and structured questionnaire. The present study depicts that majority of the respondents are satisfied with quality and price of herbal cosmetic products. It is found that the respondents of all the age group and income group are using personal care products. Herbal cosmetic products are preferred by the respondents as compared to non herbal cosmetic products due to awareness of harmful effects of non herbal cosmetic products.

### **RESEARCH METHODOLOGY:**

Research in simple terms, refers to a search for knowledge. It is also known as a scientific and systematic search for information on particular topic or issue. It is also known as the art of scientific investigation. Several social scientists have defined research in different ways In the Encyclopaedia of Social Sciences, D. Slesinger and M. Stephenson (1930) defined research as *“the manipulation of things, concept or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in practice of an art”*.

#### **Meaning of Research:**

Research in simple terms, refers to a search for knowledge. It is also known as a scientific and systematic search for information on particular topic or issue. It is also known as the art of scientific investigation. Several social scientists have defined research in different ways In the Encyclopedia of Social Sciences, D. Slesinger and M. Stephenson (1930) defined research as *“the manipulation of things, concept or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in practice of an art”*. According to Redman and Mory (1923), defined research is a *“systematized effort to gain new knowledge”*. It is an academic activity and therefore the term should be used in a technical sense. According to Clifford Woody (Kothari 1988) research comprises *“defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing”*.

#### **Research Design :**

The most important problem after defining the research problem is preparing the design of the research project, which is popularly known as the *‘research design’*. A research design helps to decide upon issues like what, when, where, how much, by what means, etc., with regard to an enquiry or a research study.

*“A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structures within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data”* (Selltiz, et.al. 1962). Thus, research design provides an outline of what the researcher is going to do in terms of framing the hypothesis, its operational implications, and the final data analysis.

According to Redman and Mory (1923), defined research is a *systematized effort to gain new knowledge*." It is an academic activity and therefore the term should be used in a technical sense. According to Clifford Woody (Kothari 1988) research comprises "defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing.

### **OBJECTIVES OF THE STUDY:**

1. To measure the level of awareness among customers towards the Himalaya Products.

2. To ascertain the factors that influencing the customer on choosing of Himalaya Products.
3. To study about the customer level of satisfaction towards Himalaya products.
4. To offer suitable suggestion based on the study.
5. Suggestion and conclusion towards Himalaya products.

#### **STATEMENT OF THE PROBLEM:**

Different varieties of the products are available in the market customers prefer the variety of products for high quality, low price and attractive wrappers .Most of the con summers are satisfied with quality products and some of the customers prefer other factors each product differs from one another in terms of price, quality, quantity, offers, advertisement etc. The competition is severe and the manufacturer has to consider the opinion of the customers. In this context, the researcher is interested in studying the customer preference and satisfaction towards the Himalaya products.

#### **SCOPE OF THE STUDY:**

- The present study will be helpful in understanding the customer attitude of the different strata people in the Indian society especially in Coimbatore city, Tamil Nadu towards Herbal Cosmetic Products.
- The classification of the different strata of the people in area wise, gender wise, age wise, income wise, etc.,.
- The study will also be helpful in analyzing the customer attitude towards the different factors identified after the focus group discussions for the future studies by the researchers and academicians.
- It will also help in studying the effect of cosmetics purchase of the study specifically among the segment under consideration.

#### **PERIOD OF THE STUDY:**

The chosen time – period of the present study is the nearly a period of December 2017 – May 2018. This study describes on Female customer Satisfaction on Hair products and Beauty cream with special Reference to Himalaya Products in Coimbatore. The study is descriptive in nature. This study describes the customer retention and satisfaction level towards selected cosmetic products. The present study is based on primary data collected through questionnaire administered on 500 female respondents using cosmetic products in Coimbatore only. All the relevant information was obtained by conducting the interview of customers with the help of pre tested and structured interview schedule. To achieve the objective of the study, collected data has been analyzed by percentage method.

#### **METHOD OF DATA COLLECTION:**

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities and business. It helps scientists and analysts to collect the main points as gathered information. In this project we use two methods

#### **TYPES OF DATA:**

1. Primary data
2. Secondary data

#### **Primary Data:**

A questionnaire is used as a tool for the systematic collection of relevant information. A well interview schedule consisting of simple questions has been prepared and directed to the respondents.

#### **Secondary Data:**

Secondary data is collected from the company's websites, fact sheet etc.

#### **Sampling:**

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of

analysis being performed, but may include simple\_random\_sampling or systematic\_sampling.

### Sample Size:

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. The sample size of the study 500 respondents.

### Sample Design:

A sample design is made up of two elements.

- **Sampling method.** Sampling method refers to the rules and procedures by which some elements of the population are included in the sample. Some common sampling methods are simple random sampling , stratified sampling , and cluster sampling .
- **Estimator.** The estimation process for calculating sample statistics is called the estimator. Different sampling methods may use different estimators. For example, the formula for computing a mean score with a simple random sample is different from the formula for computing a mean score with a stratified sample. Similarly, the formula for the standard error may vary from one sampling method to the next.

### TOOLS USED FOR THE STUDY:

Percentage Analysis for analyzing the data

$$\text{Percentage} = \frac{\text{No. Of respondents}}{\text{Total no. of respondent}} \times 100$$

### LIMITATIONS OF STUDY:

- 1.The samples have been taken only from respondents.
- 2.This result was conducted only in particular area so this result cannot suitable to other places.
- 3.Data collected under this technique is subjective nature therefore they may not lead to quantitative checks.

### ANALYSIS AND INTERPETATION:

Table-4.1: Age Group of the Repondents

Age	Frequency	Percentage
18-22	135	27.0
23-27	229	45.8
27-37	62	11.8
38-42	74	14.1
<b>Total</b>	<b>500</b>	<b>100</b>

### Interpretation:

From the above table reveals that 45.8% of than belong to the age group between 23-27 years, 2% of the respondents belong to the age group 18-22 years, 14.1% of the respondents belong to the age group between 38-42 years, 11.8% of the respondents belong to the age group of 27-37 years in category.

### Inference:

Majority. 45.8% of than belong to the age group between 23-27 year

Table 4.2: Gender of the Respondents

Gender	Frequency	Percentage
Male	231	49.9
Female	257	50.0
<b>Total</b>	<b>500</b>	<b>100</b>

### Interpretation:

From the above table reveals that 49.9% of the respondents in male and 50% of the respondents in female.

**Inference :**

Majority 49.9% of the respondents in male

**Table 4.3: Educational Qualification of the Respondents**

<b>Educational qualification</b>	<b>Frequency</b>	<b>Percentage</b>
SSLC	88	16.8
HSC	273	52.1
UG	85	16.2
PG	54	15.5
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table 52.1% of the respondents in HSC, 16.8 % of the respondents SSLC, 16.8% of the respondents to the UG and 15.5% of the respondents in PG.

**Inference:**

Majority 52.1% of the respondents in HSC.

**Table 4.4: Monthly Income of the Respondents**

<b>Monthly income</b>	<b>Frequency</b>	<b>Percentage</b>
Rs.5,000-10,000	102	19.5
Rs.10,001-15,000	256	48.9
Rs.15,001-20,000	126	24.0
Above 20,000	16	5.1
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table that 19.5% of than belong to the Rs.5,000-10,000, 48.9% of the respondents belong to the Rs10,001-15,000, 24.0% of the respondents belong to the 15,001-20,000, 5.1% Above 20,000 in category.

**Inference:**

Majority 48.5% of the respondents belong to the Rs.10, 001-15,000.

**Table 4.5: Buying of Cosmetic Product of the Respondents**

<b>Buy of cosmetic product</b>	<b>Frequency</b>	<b>Percentage</b>
Rarely	141	26.9
Frequently	131	30.0
Very frequently	153	29.2
Do not shop	75	14.3
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 26.9% of than belong to the Rarely, 30.0% of the respondents belong to the Frequently, 29.2% of the respondents belong to the Very Frequently, 14.3%of The respondents belong to the Do not Shop in category.

**Inference:**

Majority 30%of the respondents belong to the frequently.

**Table 4.6: Choosing of Cosmetic Brand for the Respondent**

Choosing of cosmetic brand	Frequency	Percentage
Peer group	35	6.7
Family	183	34.9
Advertisement	159	35.3
Other	123	23.5
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 6.7% of than belong to the Peer group, 34.9% of the respondents belong to the Family, 35.3% of the respondents belong to the Advertisement, 23.5% belong to the other in category.

**Inference:**

Majority 35% of the respondents belong to the Advertisement.

**Table 4.7: Advertisement Quality for the Respondent**

Quality advertisement	Frequency	Percentage
Yes	77	14.7
No	134	30.0
May be	243	46.4
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 14.7% of than belong to the Yes, 30.0% of the respondents belong to the No, 46.4% of the respondents belong to the May be in category.

**Inference:**

Majority 47% of the respondents belong to the May be.

**Table 4.8: Users Image for the Respondent**

Images of users	Frequency	percentage
Stylish	76	14.5
Confident	126	29.0
Groomed professional trendy	129	24.6
Can't answer	169	32.3
<b>Total</b>	<b>500</b>	<b>500</b>

**Interpretation:**

From the above table reveals that 14.5% of than belong to the Stylish, 29.0% of the respondents belong to the Confident, 24.6% of the respondents belong to the Groomed Professional Trendy,32.3% belong to Can't answer in category.

**Inference:**

Majority 35% of the respondents belong to the Can't Answer.

**Table 4.9: Kind of Advertisement for the Respondent**

Kind of advertisement	Frequency	Percentage
Tv advertisement	110	21.0
Online advertisement	144	27.5
Outdoor advertisement	141	26.9
Sales advertisement	105	25.0
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 21.0% of than belong to the TV Advertisement, 27.5% of the respondents belong to the Online Advertisement, 26.9% of the respondents belong to the Outdoor Advertisement,25% belong to Sales Advertisement in category.

**Inference:**

Majority 30% of the respondents belong to the Outdoor Advertisement.

**Table 4.10: Looking to Buy A Product for the Respondent**

Looking of buy a product	Frequency	Percentage
Price	102	20.4
Advertisement features	92	18.4
Quantity	219	43.8
Brand	87	17.4
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 20.4% of than belong to the Price, 18.4% of the respondents belong to the Advertisement Features, 43.8% of the respondents belong to Quantity, 17.4% belong to the Brand.

**Inference:**

Majority 43.8% of the respondents belong to the Quantity.

**Table 4.11: Celebrity Endorsement for the Respondent**

Celebrity endorsement	Frequency	Percentage
Yes	245	49
No	127	25.4
May be	128	25.6
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 49% of than belong to the Yes, 25.4% of the respondents belong to the No, 25.6% of the respondents belong to the May be in category.

**Inference:**

Majority 60% of the respondents belong to the No.

**Table 4.12: Spending on Products for the Respondent**

Spend on products	Frequency	Percentage
Below 500	99	19.8
500-1000	116	23.2
1001-1500	209	41.8
1501-2000	76	15.2
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 19.8% of than belong to the Below 500, 23.2% of the respondents belong to the 500-1000, 41.8% of the respondents belong to the 1001-1500, 15.2% belong to 1501-2000 in category.

**Inference:**

Majority 41.8% of the respondents belong to the 1001-1500.

**Table 4.13: Purchase of Cosmetic Product for the Respondent**

Purchase of cosmetic product	Frequency	Percentage
Shopping mall	48	9.6
Parlor	187	37.4
Whole seller/ Retailer	87	17.4
Medical shop	178	35.6
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 9.6% of than belong to the Shopping Mall, 37.4% belong to Parlor, 17.4% of the respondents belong to the Whole seller/ Retailer, 35.6% of the respondents belong to the Medical shop in category.

**Inference:**

Majority 37.4% of the respondents belong to the Parlor.

**Table 4.14: Buying of Cosmetic Product for the Respondent**

Buy of cosmetic products	Frequency	Percentage
Yes	186	40.0
No	190	30.0
May be	124	30.0
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 40% of than belong to the Yes, 30% of the respondents belong to No, 30% of the respondents belong to the May be in category.

**Inference:**

Majority 40% of the respondents belong to the May be.

**Table 4.15: Collecting of Information for the Respondent**

Collect information	Frequency	Percentage
Always	37	7.1
Sometimes	202	38.5
Rarely	101	19.3
Not at all	160	35.0
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 7.1% of than belong to the Always, 39% of the respondents belong to the Sometimes, 19.3% of the respondents belong to the Rarely, 35% belong to Not At All in category.

**Inference:**

Majority 39% of the respondents belong to the Not At All.

**Table 4.16: Satisfaction of Price Level for the Respondent**

Price level satisfy	Frequency	Percentage
Satisfied	51	10.2
Highly satisfied	127	25.4
Neutral	132	26.4
Dissatisfied	112	22.4
Highly Dissatisfied	78	15.6
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 10.2% of than belong to the Satisfied, 25.2% of the respondents belong to

Highly satisfied, 26.4% of the respondents belong to Neutral, 22.4% of the respondents belong to Dissatisfied and 15.6% of the respondents belong to Highly dissatisfied category.

**Inference:**

Majority 26.4% of the respondents belong to the Neutral.

**Table 4.17: Satisfaction Promise for the Respondent**

Satisfied promise	Frequency	Percentage
Satisfied	111	22.2
Highly satisfied	123	24.6
Neutral	75	15
Dissatisfied	110	22
Highly Dissatisfied	81	16.2
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 22.2% of than belong to the Satisfied, 24.6% of the respondents belong to the Highly Satisfied, 15% of the respondents belong to Neutral between, 22 of the respondents belong to Dissatisfied and 16.2% of the respondents belong to Highly dissatisfied category.

**Inference:**

Majority 24.6% of the respondents belong to the Highly Satisfied.

**Table 4.18: Purpose of Facial Care for the Respondent**

Purpose facial care	Frequency	Percentage
Satisfied	124	24.8
Highly satisfied	98	19.6
Neutral	96	19.2
Dissatisfied	117	23.4
Highly Dissatisfied	65	13
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 24.8% of than belong to the Satisfied, 19.6% of the Highly Satisfied, 19.2% of the respondents belong to the Neutral between,23.4% of the respondents belong to Dissatisfied and 13% of the respondents belong to Highly dissatisfied category.

**Inference:**

Majority 24.8% of the respondents belong to the Satisfied.

**Table 4.19: Purpose of Better Feeling for the Respondent**

Purpose better feeling	Frequency	Percentage
Satisfied	142	28.4
Highly satisfied	95	19
Neutral	105	21
Dissatisfied	89	17.8
Highly Dissatisfied	69	13.8
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 28.9% of than belong to the Satisfied, 19% of the respondents belong to the Highly Satisfied, 21.0% of the respondents belong to the Neutral between, 17.8% belong to Dissatisfied and 13.8% of the respondents belong to Highly dissatisfied category.

**Inference:**

Majority 28.9% of the respondents belong to the Satisfied.

**Table 4.20: Purpose of Medical for the Respondent**

<b>Purpose of medical</b>	<b>Frequency</b>	<b>Percentage</b>
Satisfied	177	35.4
Highly satisfied	118	23.6
Neutral	129	25.8
Dissatisfied	47	9.4
Highly Dissatisfied	29	5.8
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 35.4% of than belong to the Satisfied, 23.6% of the respondents belong to the Highly Satisfied, 25.8% of the respondents belong to the Neutral between, 9.4% belong to Dissatisfied and 5.8% of the respondents belong to Highly dissatisfied category.

**Inference:**

Majority 35.4% of the respondents belong to the Satisfied.

**Table 4.21: Purpose of Being Fashionable for the Respondent**

<b>Purpose of being fashionable</b>	<b>Frequency</b>	<b>Percentage</b>
Satisfied	142	28.4
Highly satisfied	162	32.4
Neutral	58	11.6
Dissatisfied	85	17
Highly Dissatisfied	53	10.6
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 28.4% of than belong to the Satisfied, 32.4% of the respondents belong to the Highly Satisfied, 11.6% of the respondents belong to the neutral between, 17% belong to Dissatisfied and 10.6% of the respondents belong to Highly dissatisfied category.

**Inference:**

Majority 32.4% of the respondents belong to the Highly Satisfied.

**Table 4.22: Long Using of Product for the Respondent**

<b>How long using of products</b>	<b>Frequency</b>	<b>Percentage</b>
Less than 1 year	129	25.8
Above 1-3 years	116	23.2
Below 3 years	136	27.2
4 years	119	23.8
<b>Total</b>	<b>500</b>	<b>100</b>

**Interpretation:**

From the above table reveals that 25.8% of than belong to the Les than 1 year, 23.2% of the respondents belong to the Above 1-3 years, 23.8% of the respondents belong to 4 years between,27.2% below 3 years in category.

**Inference:**

Majority 27.2% of the respondents belong to the age group of below 3 years.

**Table 4.23: Paying of Product for the Respondent**

<b>Paying of products</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	154	32.2
No	173	33.2
May be	193	38.6
<b>Total</b>	<b>500</b>	<b>100</b>

### **Interpretation:**

From the above table reveals that 32.2% of than belong to the Yes, 33.2% of the respondents belong to No, 38.6% of the respondents belong to May be in category.

### **Inference:**

Majority 39% of the respondents belong to the May be.

### **FINDINGS:**

1. There exist of perfect positive correlation between the two factors. I.e. family income per month of the respondents and spend for herbal cosmetics product per month of the respondents.
2. Majority of respondents, ranked first to quality of the product.
3. There is a significant relationship between age and period of using the products.
4. There no relationship between Educational Qualification and level of satisfaction about herbal cosmetics products.

### **SUGGESTIONS:**

1. The price of the herbal cosmetics product can be reduced which would attract more customers.
2. The manufacturers could reduce the chemical combination in the herbal cosmetics products.
3. The manufacturers can conduct a survey for knowing the customer need.
4. Window display is also an attractive method for attracting the minds of the people, especially the housewives.

### **CONCLUSION:**

The study reveals that most of the respondents are aware of the herbal cosmetics. The people now are not considering the cosmetics as luxury, most of the customers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. The cosmetic manufacturing company after realizing the need of the customer started providing herbal based cosmetics. Many respondents feel that there is more chemical combinations in the herbal cosmetics, which can be reduce by the manufactures, so that it would increase its usage by the customers. This study enables the manufactures to know the need and preference of the customers which can be implemented by them to improve their products.

### **References:**

- Anumesh Kariappa, (2016). A Descriptive Study on Customer Satisfaction with Special Reference to “Hul Ltd” *International Journal of Engineering Research and Modern Education*, Volume 1, Issue 2, Pp: 240 – 245.
- Dr. M. Rajarajan, (2016). Customer Buying Behaviour Towards Herbal Cosmetic Products In India - An Overview, *International Journal of World Research*, Volume: 1 Issue 34, October, Pp: 36-46.
- Dr. S. Jagadeesan1 & G. Vani, (2017). Customer Satisfaction Towards Parachute Hair Oil Usage Among College Student’s In Salem City, *International Journal of Advanced Scientific Research & Development*, Volume. 04, Issue. 10, Ver. I, October , Pp. 01 – 11.
- K.Subbulakshmi1 P.Geethamani, (2017). A Study On Customers Perception Towards Cosmetic Items In Patanjali Products With Special Reference To Tirupur City, *Intercontinental Journal Of Marketing Research Review*, Volume 5, Issue 9, September Pp. 25 – 34.
- M.Banu Rekha And K.Gokila, (2015). A Study On Customer Awareness, Attitude and Preference towards Herbal Cosmetic Products with Special Reference to Coimbatore City, *International Journal Of Interdisciplinary And Multidisciplinary Studies*, Volume 2, No.4, Pp: 96-100.
- Mrs. Gurmeet Kaur, (2016). A Study Of Customer Satisfaction Towards Selected Herbal Cosmetic Products, *International Journal of Business Management and Scientific Research*, Volume: 19, July, Pp: 51-57.
- V.P.T. Dhevika, O.T.V Latasri And Libya Sangeetha Sharmila, (2013). A Study On Brand Loyalty Of Hair Oil Among College Student, *Elixir Marketing Mgmt.* Volume: 59, Pp: 15767-15772.
- Vanessa Apaolaza-Ibáñez1, Patrick Hartmann, Sandra Diehl and Ralf Terlutter, (2011). Women Satisfaction With Cosmetic Brands: The Role Of Dissatisfaction And Hedonic Brand Benefits, *African Journal Of Business Management*, Volume: 5, Issue 3, February, Pp. 792-802.