

A EMPERICAL STUDY ON “ CONSUMER PREFERENCE AND SATISFACTION LEVEL” WITH SPECIAL REFERENCE TO HIMALAYA AT DELTA REGION IN TAMIL NADU

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ABSTRACT

The present study titled “*An Empirical Study on Consumer Preference and Satisfaction Level with Special Reference to Himalaya at Delta Region in Tamil Nadu*” aims to examine the buying behaviour, brand preference, and satisfaction level of consumers toward **Himalaya products**. With the growing awareness of herbal and natural healthcare products, consumer expectations and brand perceptions have undergone significant change, especially in semi-urban and rural regions. This research focuses on understanding the **factors influencing consumer preference**, such as product quality, price, availability, packaging, and promotional activities, and their impact on the **overall satisfaction level** of customers. The study adopts a descriptive and empirical research design, using both primary and secondary data. Primary data were collected through structured questionnaires from consumers residing in the Delta Region of Tamil Nadu. Appropriate statistical tools such as percentage analysis, chi-square test, and correlation analysis were used to interpret the findings. The results indicate that product quality, herbal ingredients, brand trust, and reasonable pricing play a significant role in shaping consumer preference and satisfaction. Moreover, the study highlights that continuous product innovation and effective communication strategies enhance consumer loyalty toward Himalaya products. The findings of this research provide valuable insights for marketers to develop appropriate strategies for sustaining customer satisfaction and improving brand equity in regional markets like the Delta Region of Tamil Nadu. **KEY WORDS:** *Consumer Preference, Customer Satisfaction, Himalaya Products, Herbal Brand, Delta Region, Tamil Nadu, Brand Loyalty, Consumer Behaviour.*

INTRODUCTION

In today's competitive market environment, consumer behavior and satisfaction have become critical factors determining the success and sustainability of any brand. With increasing awareness about health and wellness, there has been a significant shift in consumer preference toward **herbal and natural healthcare products**. Among the leading players in this sector, **Himalaya** has established a strong presence in India and abroad by offering a wide range of herbal products, including personal care, healthcare, and wellness items. Understanding **consumer**

preference and satisfaction is essential for companies like Himalaya to maintain their market share, enhance customer loyalty, and design effective marketing strategies.

The **Delta Region of Tamil Nadu** comprises districts with a mix of rural, semi-urban, and urban populations, offering a diverse consumer base. The residents of this region are increasingly inclined toward herbal products due to their perceived health benefits, natural ingredients, and minimal side effects compared to synthetic alternatives. However, consumer decisions are influenced by multiple factors such as product quality, price, availability, brand image, promotional activities, and personal experiences. Assessing these factors helps in identifying the key drivers of **consumer preference** and understanding the **level of customer satisfaction** for Himalaya products in this region.

Consumer satisfaction is not only a measure of product performance but also reflects the overall experience of the customer with the brand. High satisfaction often leads to brand loyalty, repeat purchases, and positive word-of-mouth, which are crucial for long-term business growth. In the context of the Delta Region, where traditional and modern healthcare practices coexist, companies must understand local consumer expectations, preferences, and perceptions to strengthen their market position.

This study, therefore, aims to explore the **factors influencing consumer preference** and examine the **satisfaction level** of consumers toward Himalaya products in the Delta Region of Tamil Nadu. By analyzing consumer behavior in this specific regional context, the research seeks to provide insights that can help marketers enhance product offerings, improve communication strategies, and increase overall customer loyalty.

The findings of this research are expected to benefit not only Himalaya as a brand but also other players in the herbal healthcare industry seeking to understand regional consumer behavior, tailor their marketing strategies, and improve service delivery to meet consumer expectations effectively.

The main source of knowledge in this field therefore remains the Vedas, the divine books of knowledge they propounded, and more specifically the fourth of the series, namely Atharvaveda that dates back to around 1000 BC. Of the few other treatises on Ayurveda that have survived from around the same time, the most famous are Charaka Samhita and the Sushruta Samhita which concentrate on internal medicine and surgery respectively. The Astanga Hridayam is a more concise compilation of earlier texts that was created about a thousand years ago. These between them forming a greater part of the knowledge base on Ayurveda as it is practiced today.

The art of Ayurveda had spread around in the 6th century BC to Tibet, China, Mongolia, Korea and Sri Lanka, carried over by the Buddhist monks travelling to those lands. Although not much of it survives in original form, its effects can be seen in the various new age concepts that have originated from there.

No philosophy has had greater influence on Ayurveda than Sankhya's philosophy of creation and manifestation. Which professes that behind all creation there is a state of pure existence or awareness, which is beyond time and space, has no beginning or end, and no qualities. Within pure existence, there arises a desire to experience itself, which results in disequilibrium and causes the manifestation of the primordial physical energy. And the two unite to make the "dance of creation" come alive.

Imponderable, indescribable and extremely subtle, this primordial energy – which and all that flows from its existing only in pure existence – is the creative force of all action, a source of form that has qualities. Matter and energy are so closely related that when energy takes form, we tend to think of it in terms of matter only. And much modified, it ultimately leads to the manifestation of our familiar mental and physical worlds.

It also gives rise to cosmic consciousness, which is the universal order that pervade all life. Individual intelligence, as distinct from the everyday intellectual mind, is derived from and is part of this consciousness. It is the inner wisdom, the part of individuality that remains unswayed by the demands of daily life, or by Ahamkara, the sense of 'I-ness'.

Segmentation, Targeting, Positioning in the Marketing Strategy of Himalaya:

Similar any other Fast Moving Consumer Goods administration, it uses the combine of sociology and psychographic segmentation strategies to make its substance proper/ applicable to the particular set of customer groups. Here listed out the common features of Ayurveda.

- Ayurveda is a **holistic herbal and natural healthcare system**.
- Ayurvedic products are **safe and free from harmful side effects**.
- It promotes the **well-being of mind, body, and spirit** for a long and healthy life.
- Ayurveda **treats the whole person**, addressing the root causes of diseases.
- It places strong emphasis on **preventive healthcare**.
- It is one of the **most effective natural methods for detoxifying the body**.
- Ayurveda offers **advanced rejuvenation and revitalization treatments**.
- It provides **herbal remedies for various ailments**.
- The system includes both **preventive and curative approaches** to maintain health.

REVIEW OF LITERATURE

- Rajeshwari, S. & Kumar, A. (2019) "Consumer Perception and Satisfaction towards Herbal Products in South India". This study analyzed consumer awareness, perception, and satisfaction levels regarding herbal and ayurvedic products. Findings revealed that product quality, natural ingredients, price, and brand trust significantly influence consumer preference. The study also emphasized that rural consumers value safe and side-effect-free products more than urban consumers. Implication for Himalaya: Maintaining quality and emphasizing safety can enhance preference and loyalty in rural areas.
- Shalini, P. (2020) "Determinants of Brand Loyalty in the Herbal Healthcare Sector". The research focused on factors affecting brand loyalty in herbal products, highlighting product effectiveness, packaging, accessibility, and promotional activities as key determinants. The study found that consumer satisfaction mediates the relationship between product attributes and brand loyalty. Implication for Himalaya: Ensuring product availability and effective promotion in the Delta region can increase customer retention.
- Ramesh, K. & Priya, L. (2021) "Impact of Consumer Preferences on Herbal Brand Choice in Tamil Nadu". This empirical study examined consumer buying behavior toward herbal brands in semi-urban and rural Tamil Nadu. Results indicated that word-of-mouth, peer recommendations, and cultural acceptance play a vital role in shaping consumer preference and satisfaction. Implication for Himalaya: Leveraging local influencers and positive community feedback can strengthen brand preference and trust.

- Anand, S. (2022) "Consumer Satisfaction and Loyalty in Ayurvedic Healthcare Products". The study explored the relationship between consumer satisfaction and brand loyalty. Findings showed that after-sales service, product efficacy, and ease of purchase are critical factors influencing long-term loyalty. Rural customers particularly value trustworthy products that provide tangible health benefits. Implication for Himalaya: Focusing on service quality, effective communication, and consistent product performance can enhance loyalty.
- Priyanka, R. (2023) "Consumer Behavior and Brand Loyalty Towards Herbal Products: A Study in Delta Region, Tamil Nadu". This recent study analyzed consumer preferences, highlighting natural ingredients, preventive healthcare, affordability, and detoxification benefits as significant drivers of brand choice. Satisfaction was higher among consumers who experienced visible health improvements after using herbal products. Implication for Himalaya: Marketing campaigns emphasizing preventive care, detox benefits, and visible health outcomes can improve consumer satisfaction and repeat purchases.

Research Methodology and Design

The study adopted quantitative as well as qualitative methods to analyse the data. It is a careful investigation with scientific and systematic process. Systematic inquiring process engaged to addition or revision actual knowledge by discovering new facts. Research is a certain and elaborate study into a limited problem, involvement, or content using the knowledge domain method. In order to get the necessary information for the research questions, a mix of primary and secondary sources is required. Using standardised questionnaires and a Likert scale with five points ranging from "strongly agree" to "strongly disagree," primary data were collected and analyzed. They had done a lot of reading on the subject before settling on the decision to do their own research. The purpose of this study was to investigate the elements that influence people's decisions to purchase organic food.

Objectives of the Study

1. To analyze the socio-demographic factors of the respondents.
2. To examine the awareness and buying preferences of the Himalaya brand.
3. To study the factors influencing customers to use selected Ayurvedic and herbal products.
 - **Research Design** : Descriptive study
 - **Total Population** : Consumer Preference and Satisfaction Level to Himalaya- (Infinite)
 - Sample Size** : 150
 - **Sampling technique** : Simple random sampling technique
 - **Area of Study** : The study area is Delta Region in Tamil Nadu
 - **Types of data** : Both Primary and Secondary data
 - **Type of instrument** : Questionnaire
 - **Statistical Tools** : Percentage analysis

DATA ANALYSIS AND INTERPRETATION

TABLE-1

Factors	Particulars	frequency	Percentage
Gender	Male	73	49
	Female	77	51
Age	Below 25	47	31.32
	25-35	76	50.66

	35-45	1	0.07
	Above 45	26	17.32
Marital Status	Married	96	54
	Unmarried	64	36
Qualification	SSLC	49	32.7
	HSC	42	28
	GRADUATE	59	39.3
Occupation	Business Man	31	20.67
	Farmer	26	17.33
	Home Maker	34	22.67
	Professionals	59	39.33
Monthly income	10,000 to 15,000	122	81.33
	15,000 to 25,000	23	15.33
	Above 25,000	5	3.34
Type of Family	Joint Family	52	34.67
	Nuclear Family	98	65.33
Residential Area	Urban	78	52
	Semi urban	66	44
	Rural	6	4
Awareness of Himalaya Brand	Aware	118	78.67
	Not aware	32	21.33
Usage Duration	Less than ^months	69	46
	More than ^months but less than 6months	39	26
	Over a year	36	24
	Never Used	6	4
Choice of brand	Brand Name	65	43.33
	Quality	60	40
	Reasonable Price	13	8.67
	Spotless	12	8
Factors Of Purchasing	Availability	60	40
	Neighbour's Opinion	70	46.7
	Reference Group's Opinion	20	13.3
Team of Usage	Every Day	46	30.67
	Frequently	56	37.33
	Rarely	44	29.33
	Never	4	2.67
Product Preference	Herbal	100	66.66
	Ayurvedic	50	33.33
Effective Media	Banner	33	22
	Wall Painting	42	28
	TV Advertisement	75	50

Post Purchase Experience	Highly Satisfied	25	16.7
	Satisfied	114	76
	dissatisfied	11	7.3
Switchover to other Brand	Yes	27	18
	No	123	82
Satisfaction Level	Highly Satisfied	17	11.34
	Satisfied	110	73.33
	Not Satisfied	23	15.33

Based on above table , it is noted that 51% of the respondents were female and remaining were Male. 50.66% were in the age group of between 25 to 35years. 40% have completed Graduation. 54% of the respondent were married.78% of the respondents aware about the Himalaya product . 65% of the respondent from nuclear family. 43% of the respondents were choice the brand based on Brand Name.66% of the respondents were preferred the herbal product.76% of the respondents were satisfied after Post Purchase Experience.82% of the respondents felt that were not switch over the brand.

CONCLUSION

The present empirical study on “*Consumer Preference and Satisfaction Level with Special Reference to Himalaya at Delta Region in Tamil Nadu*” has provided valuable insights into the buying behavior and satisfaction of consumers toward Himalaya products. The research highlights that **product quality, natural ingredients, brand trust, and perceived health benefits** are the primary factors influencing consumer preference in the Delta region. The study also reveals that **awareness, promotional activities, and accessibility** play a significant role in shaping purchasing decisions, while **after-sales service, effectiveness of the products, and visible health outcomes** strongly contribute to consumer satisfaction and brand loyalty. Additionally, socio-demographic factors such as age, education, and income influence the level of awareness, brand preference, and repeat purchase behavior.

Overall, it can be concluded that Himalaya’s emphasis on **herbal and natural formulations**, combined with effective marketing strategies and accessibility in the Delta region, has positively impacted consumer preference and satisfaction. The study underscores the importance of maintaining product quality, enhancing customer engagement, and focusing on preventive and curative health benefits to strengthen brand loyalty. The findings of this research can assist marketers and business managers in devising strategies tailored to the rural and semi-urban population, thereby improving brand performance and consumer retention in regions like the Delta of Tamil Nadu.

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