A Study on Consumer’s Attitudes and Satisfaction Towards Advertisement on Himalaya Products in Tirunelveli District

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Abstract

To Product. So The Researcher Wants To Know To Customers Attitude Going To Change While They Are Purchasing Himalaya Products For That The Researcher Has Fixed Two Objectives Namely To Find Out Consumers Demographic Factors Of The Respondent In Tirunelveli District To Know What Type Of Factors Influence The Respondents, To Know The Customer’s Attitudes And Level Of Satisfaction Of The Respondents And To Offer Valid Suggestions And Recommendations To Himalaya Products. In Order To Fulfil The Objectives Of The Research Study The Two Type Of Data Has Been Collected From The Study Area That Is Primary And Secondary Data. Moreover, That Raw Data Has Been Collected And Framed To Well-Prepared Questionnaire For Obtained The Objective Of The Research. Then The Collected Data Has Been Converted With Help Of The Various Statistical Tools Like Percentage, Standard Deviation, Mean Value, Frequency Of The Factor, T-Test, Etc., The Data Have Been Carefully Scrutinized And Edited In Order To Ensure Accuracy, Consistency, And Completeness. Most Of The Analyses Are Based On The Responses Presented In The Form Of Frequency Tables. The Data Tabulated Are Systematically Processed And Interpreted On The Basis Of The Objectives Formulated. To Foster The Business Opportunities, There Are A Number Of Services Being Offered On The Internet. In This Context The Research Has Been Chosen The Topic On A Study On Consumer’s Attitudes And Satisfaction Towards Consumer Goods With A Special Reference To Himalaya Products, Tirunelveli District.

Key-Words: Attitude, Satisfaction And Himalaya Products

1. Introduction

Many Brands And Companies Are Constantly Reinvigorating Their Businesses And Positioning Them For Growth. There Is A Constant Need To Innovate, Reinvigorate, Update, Recalibrate, Or Just Simply Fend Off The Competition In An Effort To Better Explain "Why Buy Me." Customer Satisfaction Has Become One Of Many Important Objectives Set For Product Services. The Satisfaction Survey Is Becoming The Primary Tool Of Assessing This Aspect Of Customer Care. Customer Satisfaction Surveys Provide A “Snapshot Of Customers’ Opinions” Of One’s Product. One Of The Major Goals Of Organizations Is That Customers And Families Will Be Highly Satisfied With Their Entire Experience In Their Customer Visit. An Organization’s Purpose Is To Measure, Analyze, And Report The Degree To Which They Are Meeting This Goal Within Their Organization. The Marketing Accountability Standards Board (Masb) Endorses The Definitions, Purposes, And Constructs Of Classes Of Measures That Appear In Marketing Metrics As Part Of Its Ongoing Common Language In Marketing Project. In Today’s Market Customer Is Sovereign So That Whether Directly Or Indirectly All The Companies Are Going To Sell Their Products In A Competitive Way For That They Are Applying Various Marketing Strategies According To The Requirement Of The Customers Expectation. In This Moment The Researchers Have Chosen The Topic On A Study On Consumer’s Attitudes And Satisfaction Towards Advertisement On Himalaya Products In Tirunelveli District. In Addition, The Human Being’s Attitude Is Always Changing Time To Time, Place To Place And Product To Product. So, The Researcher Wants To Know To Customers Attitude Going To Change While They Are Purchasing Himalaya Products. For That The Researcher Has Fixed Objectives Namely To Find Out Consumers Demographic Factors Of The Respondent In Tirunelveli District, To Know What Type Of Factors Influence The Respondents, To Know The Customer’s Attitudes And Satisfaction Of The Respondents And To Offer Valid Suggestions And Recommendations To Customer. In Order To Fulfil The Objectives Of The Researcher, Two Type Of Data Has Been Collected From The Study Area That Is Primary And Secondary Data. Moreover That Raw Data Has Been Collected And Framed To Well-Prepared Questionnaire For Obtained The Objective Of The Research. Then The Collected Data Has Been Converted With Help Of The Various Statistical Tools Like Percentage/ Standard Deviation, Mean Value, Frequency Of The Factor, Anova, T-Test, Etc., The Data
Have Been Carefully Scrutinized And Edited In Order To Ensure Accuracy, Consistency, And Completeness. Most Of The Analyses Are Based On The Responses Presented In The Form Of Frequency Tables. The Data Tabulated Are Systematically Processed And Interpreted On The Basis Of The Objectives Formulated. To Foster The Business Opportunities, There Are A Number Of Services Being Offered On The Internet. In This Contest, The Research Has Been Chosen The Topic On A Study On Consumer’s Attitudes And Satisfaction Towards Advertisement On Himalaya Products In Tirunelveli District.

2. Statement Of The Problem


3. Objectives Of The Study

*To Study The Impact Of Advertisement Of Himalaya Products Among The Respondents In Tirunelveli
*To Know The Level Of Satisfaction Of The Respondents In Tirunelveli

*To Offer Valuable Suggestion And Recommendation To Himalaya Company

4. Collection Of Data

The Study Is Based On Both Primary And Secondary Data. The Other Secondary Data Are Made Available From The Various Journals, Books And Websites. The Required Primary Data Are Collected From The Selected Respondents With The Help Of A Comprehensive, Pre-Tested Enquiry Schedule, Through Personal Interview Method. The Data Are Collected From Various Respondent In Tirunelveli. Care Has Been Taken To Avoid Bias And Necessary Cross Checks That Are Applied To Ensure The Accuracy Of Data.

5. Sampling Techniques
Tirunelveli District Has Been Selected As The Universe For This Study For The Researcher Is Familiar With The Area And So It Is Possible To Get The Co-Operation Of The Officials And Also Respondents. Sample Sizes Of 100 Respondents Were Selected For This Study For The Accuracy Of The Result.

6. Statistical Tool

After The Fieldwork, The Data Have Been Carefully Scrutinized And Edited In Order To Ensure Accuracy, Consistency, And Completeness. Most Of The Analyses Are Based On The Responses Presented In The Form Of Frequency Tables. The Data Tabulated Are Systematically Processed And Interpreted On The Basis Of The Objectives Formulated. Statistical Tools Such As Percentage, Mean, Standard Deviation Are Used For Basic Analysis, Weighted Score Ranking Techniques Are Used For Hypothetical Analysis.

7. Review Of Literature


M.Vijay And Dr. Suresh Kumar (2019)\textsuperscript{1} the Explain That The Determinants Of Customer Satisfaction Towards Herbal Products In Selected Area Of Tamil Nadu States That Ayurveda Or The „Science Of Life” Is An Ancient, Holistic For Diagnosis And Treatment, Perhaps The Oldest System Of Medicine Known To Humanity. At Himalaya The Research Will Begins With The Raw Herbs Chosen From Traditional Texts, Both From Observations And Experiences Of Indigenous Plants. The Objective Is To Find The Current Herbal Products Scenario In India. The Result Of The Study Will Help The Company To Identify The Satisfaction Level Of The Customers And Demand Of Various Benefits Provided And Promotional Activities Adopted By The Company.

Dr. T. Malathi And R. Sangeetha (2019)\textsuperscript{2} it Explain That The Consumption Pattern Of Cosmetic Products Among College Female Students, A Study Focus On Environmental Impact Factors States That Beauty Care Substances Or Cosmetic Products Can Be Made Either Natural Substances Or Chemical Compounds To Enhance Both Odor And Appearance Of Human Body. Today People Are More Concerned About Their Self-Personality And Self-Consciousness; Hence The Demand For Cosmetic Products Is Increasing Rapidly. The Objective Is To Identify The Environmental Impact Factors The Purchase Of Cosmetics Among College Female Students. Consumers Are Generally Ecstatic When They Think They Are Getting A Good Deal And To Motivate Them To Purchase To By Providing Offers Like Buy One Get One Free Deals, Buy One Get One Half Deals, And A Free Gift With Purchase Option.

Dr. A. Radhakrishnan And Radhika. (2000)\textsuperscript{3} it Refers To The A Study On Customer Satisfaction Towards Himalaya Products With Reference To Cuddalore Town States That Customer Satisfaction Is Defined As The Number Of Customers, Or Percentage Of Total Customers, Whose Exported Experience With A Firm, Its Products, Or Its Services Exceeds Specified Satisfaction Is Seen As A Key Differentiator And Increasingly Has Become A Key Element Of Business Strategy. The Objective Is To Identify The Problems Face By The Respondents While Using Himalaya Products. 45% Of The Respondents Preferred To Purchase The Ayurvedic
Products. It Gives A Good Result To The Users, Because Each Of The Himalayas Are Researched And Trailed By
The Research And Development Center Of Himalaya Company.

8. Impact Of Advertisement

Without Advertisement The Product Will Not Be Reached The Ultimate Customer. The Himalaya Drug
Company, A Wellness Company, Launched Its First Brand Campaign, Bringing To Life Its Vision Of “Wellness
In Every Home, Happiness In Every Heart”. Advertising Slogans Are Short Phrases Used In Advertising
Campaigns To Generate Publicity And Unify A Company’s Marketing Strategy. The Phrases May Be Used To
Attract Attention To A Specific Product Feature Or Reinforce A Company’s Brand. Himalaya Remains Committed
To Solving Consumer Problems Through Its Herbal Products Backed By Science And Research. Advertisements
Display In Newspapers, Magazines, Television Or Cinema Screens Because The Advertiser Has Purchased Some
Space Or Time To Communicate Information To The Prospective Customers. Since Advertising Is Any Non-
Personal Promotion Of Ideas, Goods Or Services, It Creates More Attention Among The Customer. The Message
Which Is Presented Or Disseminated Is Known As “Advertisement”. The Costs Of Advertisement Are Borne By
Its Sponsor And The Dissemination Of Information Concerning An Idea, Product Or Service To Induce Action In
Accordance With The Intent Of The Advertiser And These Unveiled Its Latest Campaign “Reveal Your Best Skin”
For Himalaya Purifying Neem Pack. The Thought-Provoking Commercial Focuses On How Consumers Can Reveal
The Best Version Of Their Skin With The Regular Use Of Himalaya Purifying Neem Pack. Even Though The
Researcher Wants To Know The Advertisement Methods And Level Of Satisfaction Of Himalaya Products In An
Attempt To Look Our Best Methods Of Advertisement.

9. Data Analysis And Interpretation

Data Analysis Is Considered To Be Important Step And Heart Of The Exploration In Research Work. After Collection Of Data With The Assistance Of Relevant Tools And Techniques, The Next Intelligent Step, Is To Break Down And Interpret Data With A View To Touching Base At Exact Solution To The Issue. The Data Analysis For The Present Research Was Done Quantitatively With The Assistance Of Both Descriptive Statistics And Inferential Statistics. The Descriptive Statistical Techniques Like Percentage, Mean, Standard Deviation, Weighted Average Method And For The Inferential Statistics Analysis Of Variance, Independent T Test, Weighted Score Ranking Were Used For Analysis.

10. Occupation And Level Of Satisfaction Of Respondent

Customers Are Purchasing Different Type Of Goods Which Will Determine Their Satisfaction Level. To Study Respondent Satisfaction Level, The Independent Variable Occupation Has Been Categorized As Government Employee, Private Employee, Business People, Professionals And Other Categories. The Occupation-Wise Classification Of Respondent Under The Study Is Presented In Table 1.1 And The Occupation And The Level Of Satisfaction Of Respondent In The Study Area Is Presented In Table 1.2

Table 1.1 Occupation Of The Sample Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Occupation</th>
<th>No. Of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Government Employee</td>
<td>23</td>
<td>23</td>
</tr>
</tbody>
</table>
Table 1.1 Shows That Out Of 100 Respondent, 23 Respondents Are Government Employees, 32 Are In Private Employee, 08 Are In Business People 15 Are Professionals. It Further Shows That 40 (13.33%) Respondents Are Engaged In Other Occupations Like Traditional Business. Approximately One Fourth Of The Respondents Are Clearly Divided As Government Employees And Private Employee With Educational Attainments And Skills They May Possess.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Total</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>Government Employee</td>
<td>10</td>
<td>43</td>
</tr>
<tr>
<td>Private Employee</td>
<td>20</td>
<td>62</td>
</tr>
<tr>
<td>Business People</td>
<td>4</td>
<td>50</td>
</tr>
<tr>
<td>Professionals</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>Others</td>
<td>6</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 1.2 Reveals That Out Of 100 Respondent, 45 Respondent Are Having A Low Level Of Level Of Satisfaction, 10 (43%) Are Government Employees, 20 (62%) Are Doing Private Employee, 8 ( %) Business People, 5 (33%) Are Professionals And 6 (27.5%) Are Engaged In Other Occupations.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Low Level</th>
<th>Medium Level</th>
<th>High Level</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>Government Employee</td>
<td>10</td>
<td>43</td>
<td>10</td>
<td>42</td>
</tr>
<tr>
<td>Private Employee</td>
<td>20</td>
<td>62</td>
<td>10</td>
<td>31</td>
</tr>
<tr>
<td>Business People</td>
<td>4</td>
<td>50</td>
<td>2</td>
<td>25</td>
</tr>
<tr>
<td>Professionals</td>
<td>5</td>
<td>33</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>Others</td>
<td>6</td>
<td>27</td>
<td>6</td>
<td>27</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 1.2 Reveals That Out Of 100 Respondent, 45 Respondent Are Having A Low Level Of Level Of Satisfaction, 10 (43%) Are Government Employees, 20 (62%) Are Doing Private Employee, 8 ( %) Business People, 5 (33%) Are Professionals And 6 (27.5%) Are Engaged In Other Occupations.

Out Of 33 respondent Having Medium Level Of Level Of Satisfaction On Himalaya Products 10 (42%) Are Government Employees, 10(31%) Are In Private Employee, 2 (25%) Are In Business People, 5 (35%) Are In Professionals And 6 (27%) Respondent Are Engaged In Some Other Occupations.

The Data In The Table Clearly Reveals That Out Of 22 Respondent Having High Level Of Level Of Satisfaction Himalaya Products, 3 (145%) Are Government Employees, 2 (7%) Are Doing Private Employee, 2(25%) Respondent Are Into Business People, 5 (34%) Are In Professional And 10 (46%) Are In Other
Occupations. To Conclude The Most Of The Customer Are Getting Medium Of Level Of Satisfaction On Himalaya Products.

11. Relationship Between Customer ‘S Level of Satisfaction And Socio-Economic Variables (Occupation)

Customer’s Attitude Will Differ From One Customer To Another Because Everyone Has Different Kind Of Socio-Economic Conditions. Respondent’s Satisfaction And Socio-Economic Variables Are Closely Related. These Variables Have Influence On Respondent’s Satisfaction. Hence An Attempt Is Made To Find The Significant Differences Between Satisfaction And Socio-Economic Variable.

Level Of Satisfaction With Advertisement Media Among Different Occupation Of Respondent


Test Used: Anova

<table>
<thead>
<tr>
<th>S.No</th>
<th>Level Of Satisfaction On Advertisement</th>
<th>Sum Of Squares</th>
<th>Mean Squares</th>
<th>F-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Between</td>
<td>Within</td>
<td>Between</td>
</tr>
<tr>
<td>1</td>
<td>Television</td>
<td>64.36</td>
<td>3139.50</td>
<td>21.45</td>
</tr>
<tr>
<td>2</td>
<td>Magazine</td>
<td>83.92</td>
<td>5879.71</td>
<td>27.97</td>
</tr>
<tr>
<td>3</td>
<td>Hoarding Type Of Advertisement</td>
<td>170.56</td>
<td>7166.91</td>
<td>56.85</td>
</tr>
<tr>
<td>4</td>
<td>News Paper</td>
<td>182.57</td>
<td>6051.87</td>
<td>60.86</td>
</tr>
<tr>
<td>5</td>
<td>Company Porches Advertisement</td>
<td>175.49</td>
<td>4270.91</td>
<td>58.50</td>
</tr>
<tr>
<td>6</td>
<td>Personal Selling</td>
<td>17.36</td>
<td>5607.23</td>
<td>5.79</td>
</tr>
<tr>
<td>7</td>
<td>Radio Type Of Advertisement</td>
<td>314.35</td>
<td>4422.72</td>
<td>104.78</td>
</tr>
<tr>
<td>8</td>
<td>Other Type Of Advertisement</td>
<td>336.29</td>
<td>7861.17</td>
<td>112.10</td>
</tr>
<tr>
<td></td>
<td>Level Of Satisfaction (Overall)</td>
<td>5205.45</td>
<td>181444.95</td>
<td>1735.15</td>
</tr>
</tbody>
</table>

* H₀ Is Rejected At 0.05 Level. The Table Value For Df (3,296) Is 2.650.

Table 1.3 Reveals That Since The Calculated ‘F’ Values Of The Level Of Satisfaction Indicators Namely; Newspaper Advertisement, Company Prochers Advertisement, Personal Selling Advertisement, Radio Type Of Advertisement, Other Type Of Advertisement Are 2.98, 4.05, 7.01, 4.22 And 2.83 Respectively Are Greater Than The Table Value Of 2.650, The Null Hypothesis Is Rejected. It Indicates That There Is A Significant Difference In Television Advertisement, Magazine Type Of Advertisement, Hoarding Type Of Advertisement, Personal Selling Advertisement Among Different Age Groups. It Is Concluded That The Occupation Has A Significant Variable In Newspaper Advertisement, Company Poacher’s Advertisement, Personal Selling Advertisement, Radio Type Of Advertisement, Other Type Of Advertisement.
Table 1.3 further reveals that since the calculated ‘F’ values of level of satisfaction indicators namely; television advertisement, magazine type of advertisement, hoarding type of advertisement, personal selling advertisement are 2.02, 1.41, 2.35 and 0.31 respectively are less than the table value of 2.650, the null hypothesis is accepted. It shows that there is no significant difference in newspaper advertisement, company prochers advertisement, personal selling advertisement, radio type of advertisement, other type of advertisement.

It is concluded that the occupation has not a significant role in television advertisement, magazine type of advertisement, hoarding type of advertisement, personal selling advertisement.

Conclusion:
Today market is a more customer oriented; here customer is king of the market. In the sense all the business operations revolve around satisfying the customer’s their needs through effective service. In modern marketing is high consideration of customers. Baby care product manufactures produce different kinds of products in order to sell them in the market. But selling the product in the market is not an easy task. In present time without market research and without understanding the market needs and desire, it becomes difficult to sell the product. It is necessary to find the out needs of the customers and satisfy them. To attain the organization goals and public welfare, it is necessary that the customers must be satisfied. Customer attitude is closely linked to quality. The present study reveals that the customers have a good preference towards Himalaya products. It can be concluded that it has been very interest and it a useful experience while undergoing this study enables the customer perception towards Himalaya baby care products therefore, Himalaya as the name suggest should satisfy the fast-moving people in the world without compromising quality.

References:
1. Philip Kotler: Principle of Marketing
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8. Saravanakumar And Santhosh Kumar Bojan “A Study On Female Customer Satisfaction Hair Oil And Beauty Cream With Special Reference To Himalaya Products In Coimbatore District” International Journal

