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**CORONA: AN EFFECT ON CONSUMER SATISFACTION  
WITH SPECIAL REFERENCE TO WOMEN  
USING HIMALAYA BABY CARE PRODUCTS**

**VRUSTI JOSHI**

Ph. D. Research Scholar,

Department of Commerce,

VIDHYAYANA

Saurashtra University, Rajkot, Gujarat, India



## ABSTRACT

The aim of this study is to investigate the consumer satisfaction with special reference to Women who using Himalaya baby care products and their satisfaction remains the same in the time of Covid-19 effect. Today's market is a more customer oriented in the sense all the business operations revolve around satisfying the customers by meeting their needs through effective service. When it comes to babies, things are expensive and companies are always looking to develop the most cutting edge products. Parents are constantly concerned with getting the best products in the market and doing everything right so that their child is safe and sound. For examine the satisfaction of the Women consumer, the researcher has to examine the satisfaction components and all those components are works in same as in before and after covid-19 towards using Himalaya baby care products. To test the research model, researcher framed a structured questionnaire and with collected data analyzed by percentage analysis. The study reveals that the effect of the satisfaction on repurchasing intention is giving greater results for capture the market in the study area.

**Keywords:** Consumer Satisfaction, Women, Baby Care Products, Corona Effect.

## INTRODUCTION:

Understanding the needs of a baby's body is essential to their proper development both mental and physical. Himalaya's baby care products are ayurvedic formulations, containing 100 percent pure herbal actives, and conform to the standards of the Pharmaceutical industry, thus making each product effective, mild and soothing to suit and nourish the baby's delicate skin. Parenthood is the most challenging part of anyone's life. Suddenly, and wonderfully, life is no longer just about you. There is a new person to love and nurture, an education to plan. And most importantly a strong healthy body and mind to build. Himalaya range of products has been carefully developed to give the best start in life for the most important person in universe. At Himalaya, science of baby care is geared towards bringing the very best of natural care for the most precious person in customers' life. Their science of baby care is backed by a strong team of research scientists who have carefully selected time-tested



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herbal ingredients for the Baby care range. The products have been developed, keeping in mind the special requirements of baby's skin. They are clinically tested to ensure safety and efficacy. So, when people choose Himalaya for their little ones, the rest can be assured that very best product has been chosen.

### **ABOUT THE HIMALAYA DRUG COMPANY:**

In 1930, a young visionary by the name of Mr. M. Manal foresaw the benefits of herbal remedies while riding through the forests of Burma. After diligently researching the science of the traditional field of Ayurveda, he decided to dedicate his life to creating products that would improve millions of lives across the world. Today, with a history spanning more than eight decades in herbal research, Himalaya has positioned itself as a brand that cares about not only enriching people's lives but also the environment. With their 'head-to-heel' range of products, Himalaya aims at providing a holistic solution to everyday ailments that affect our bodies.

Seeped in a legacy of researching nature, Himalaya has successfully been able to harness the science of Ayurveda through cutting-edge research to become a brand that is safe, gentle, and trustworthy.

### **REVIEW OF LITERATURE**

**Amreen Fatima, Shashi Alok, Parul Agarwal, Prem Prakash Singh and Amita Verma** 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.



**Ramesh and Pavithra (2015) “A study on customers preference and satisfaction towards Himalaya product with reference to Coimbatore city, India”** viewed that to identify the customers’ preference and satisfaction towards Himalaya products and to investigate the influence of product dimensions on customer satisfaction and customer loyalty as well as to understand the Himalaya effect of the product. Himalaya products are part of the knowledge of indigenous cultures and marginal societies across the globe which has stood the test of time.

### **OBJECTIVES OF THE STUDY**

Without an objective there is no meaning of any kinds of work. The present work also has some objectives, which are as below:

- 1) To analyze the difference in the product features of the pre and post Covid-19.
- 2) To study the women consumer behavior regarding purchase and usage of baby care products.
- 3) To forecast the future effect of Covid-19 from consumer perspective.

### **METHODOLOGY**

- ✓ A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The research design will be experimental for the study.

### **SAMPLE AND SAMPLING TECHNIQUES**

- ✓ The present study is descriptive in nature as it attempts to understand the consumer satisfaction towards Himalaya baby care products and purchase behavior of product specially in Covid-19 quarantines duration. For this purpose, a questionnaire tool has prepared and collects the opinion of the consumers who have been utilizing the Himalaya baby care products. The sample size of 50. Convenience and Simple Random sampling technique has been used in this research. For proving the objectives of the study, the following statistical tools have been used like simple percentage analysis.

### DATA SOURCES

The researcher will gather both secondary data and primary data. The primary data will be collected from women consumers through a well-structured questionnaire. The secondary data will be collected from the reports, articles, journals, newspapers and websites.

### DATA ANALYSIS & INTERPRETATION

| Table:1 Analysis of Interpretation | Frequency | Percentage |
|------------------------------------|-----------|------------|
| Age                                |           |            |
| 18 to 25 Years                     | 10        | 20         |
| 26 to 35 Years                     | 32        | 64         |
| 36 to 45 Years                     | 04        | 08         |
| Above 45Years                      | 04        | 08         |
| Educational Qualification          |           |            |
| Illiterate                         | 00        | 00         |
| Up to School Level                 | 03        | 06         |
| Up to College Level                | 33        | 66         |
| Professional                       | 13        | 26         |
| Other                              | 01        | 02         |
| Occupation                         |           |            |
| House Wife                         | 24        | 48         |



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|  |    |    |
|--|----|----|
| Employed   | 10 | 20 |
| Business woman   | 08 | 16 |
| Professional   | 07 | 14 |
| Other  | 01 | 02 |
| No. of Child   |    |    |
| One  | 42 | 84 |
| More than One  | 08 | 16 |
| Frequency of Using Himalaya Baby Care Products         |    |    |
| Daily  | 29 | 58 |
| Weekly   | 14 | 28 |
| Fortnightly  | 01 | 02 |
| Monthly  | 04 | 08 |
| Quarterly  | 02 | 04 |
| Period/Tenure of using Himalaya Baby Care Products     |    |    |
| For One Year   | 26 | 52 |
| For Two Years  | 09 | 18 |
| For More than Two Years                                | 15 | 30 |
| Preferable Location to Buy Himalaya Baby Care Products |    |    |
| Medical Store  | 23 | 46 |

|                  |    |    |
|------------------|----|----|
| Retail Store     | 05 | 10 |
| Supermarket/Mall | 19 | 38 |
| Online           | 03 | 06 |

**ANALYSIS OF EFFECT OF COVID-19 ON THE WOMEN USING HIMALAYA BABY CARE PRODUCTS**

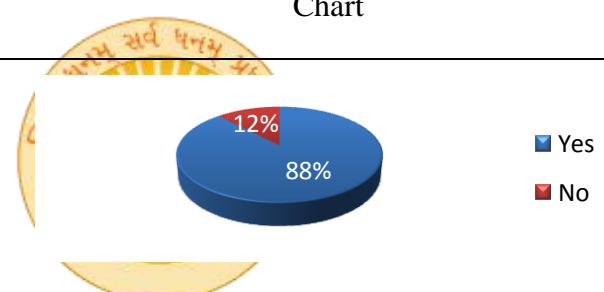
|   |           |  |
|---|-----------|--|
| Table 2 : Do you able to purchase all the Product / Products of Himalaya Baby Care (whichever you want)/ to reach at product at this quarantine Period of Corona Virus? |           |  |
| Options   | Frequency | Chart  |
| Yes   | 44        |  |
| No  | 06        |  |

Table 3 : Notifying Factors of Product Purchase

| Factors       | Before     |       |           |       | After      |       |           |       |
|---------------|------------|-------|-----------|-------|------------|-------|-----------|-------|
|               | Effects    | Freq. | Effects   | Freq. | Effects    | Freq. | Effects   | Freq. |
| Price         | Affordable | 45    | High      | 5     | Affordable | 39    | High      | 11    |
| Availability  | Easy       | 46    | Hard      | 4     | Easy       | 39    | Hard      | 11    |
| Bulk Purchase | Possible   | 45    | Difficult | 5     | Possible   | 35    | Difficult | 15    |



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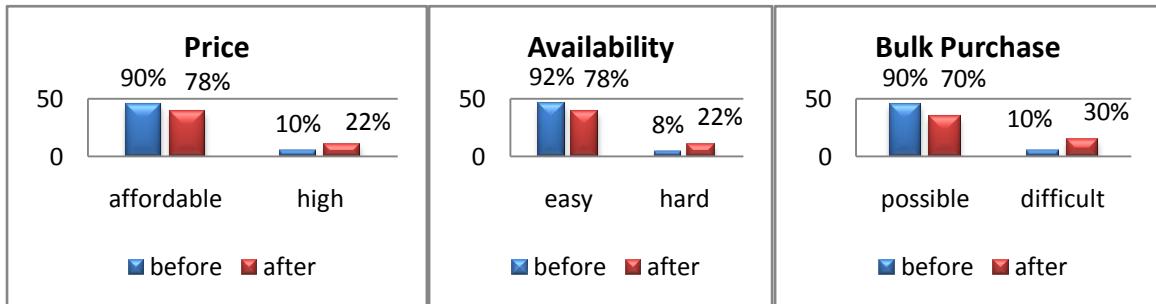


Table 4 : Do you think any changes will happen in the features of the Product after Lockdown Period?

| Options   | Frequency | Chart |
|-----------|-----------|-------|
| Yes       | 08        |       |
| No        | 14        |       |
| Can't Say | 28        |       |

Table 5 : If Yes, What changes will be there by Company?

| Options  | Frequency | Chart |
|--|-----------|-------|
| Product will be More Expensive                   | 14        |       |
| Company will be reduce the weight of the Product | 12        |       |
| Company will Compromise in Quality               | 04        |       |
| Product will be Unavailable for some time        | 07        |       |
|  |           |       |





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|  |    |  |
|--|----|--|
| Any Other  | 03 |  |
| None of the Above(Company will not do any kind of changes) | 15 |  |

Table 6 : Company may change the features of the products due to Corona then also will you want to purchase only Himalaya Baby Care Products?

| Options | Frequency | Chart |
|---------|-----------|-------|
| Yes     | 14        |       |
| No      | 15        |       |
| May Be  | 21        |       |

**FINDINGS**

- ✓ Researcher can come up with the results likewise: Majority of women almost 64% belongs to the Age group of 26 to 35 years, 66% Educated up to college level, 48% are House wives, 84% women have one child, More than 58% women using Himalaya baby care products in daily basis, 52% women using that baby care product for one year. So they have vast experience of the products. 46% women purchasing that specific baby care products from Medical store, i.e. preferable location to purchase such specific baby care products.

- ✓ Mainly the Researcher wants to identify the difference between before and after quarantine period. Through collected data researcher come to know that in quarantine Period of Corona Virus, women will able to purchase such baby care products or not. Amazingly 88% said Yes.
- ✓ In Table 3 researcher compares Price, Availability and bulk purchase in before and after time period of corona. Before lockdown effect of price, availability and bulk purchase on the mindset of women consumer and the same factors are as much as will affect after the period of lockdown.
- ✓ In that 90% women agreed that the price of Himalaya baby care products are much affordable compare to others, if only 10% women believes that after lockdown price would be increases. Scenario of availability about the product 92% women believes product are easily available in market. In case of bulk purchase 90% women believes that bulk purchase are possible before quarantine time.
- ✓ After the quarantine time only 22% from the total respondent thinks that price of the product will be go high. 22% women believes that availability of the products becomes hard, and about bulk purchase 30% women's thinks that bulk purchase becomes difficult.
- ✓ According to survey 28% respondent are not able to say about changes will happen or not. 8% confidently said yes, and 14% respondent said no. the company will not doing any kind of changes in baby care product.
- ✓ This question is asked only for that 8%, who said company will change in product, then researcher provide some possible options in which company's difference would be represent. But loyal consumer have faith in product as well as company, 30% said company will not make any kind of change after lockdown period.
- ✓ To check the level of satisfaction researcher asked suppose company come up with changes, then also consumer willing to buy only Himalaya product or can switch over from it. In that 28% totally brand loyal and satisfied consumer who said that they purchase Himalaya baby care products only.



**CONCLUSION:**

The researcher is undertaken only to know the effect of covid-19 on consumer satisfaction. So, it can be conclude that the satisfaction ratio of women who using Himalaya baby care product are same as it is. No any kind of major change will be happen after quarantine time. Loyal women consumers prefers to using Himalaya baby care products only for their lovely babies.

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