

## **PROJECT REPORT**

### **“A STUDY TO MEASURE MARKET POTENTIAL AND CUSTOMER BUYING MOTIVES WITH REFERENCE TO HIMALAYA DRUG COMPANY”**

Submitted to

**DMSR- G.S. College of commerce & Economics, Nagpur**

Affiliated to

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfillment for the award of the degree of

**Master of Business Administration**

Submitted by

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Under the Guidance of

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**NAAC Re- Accredited “A” Grade Autonomous Institution**



**Academic Year 2021 – 22**

**G.S. College Of Commerce & Economics, Nagpur**



**CERTIFICATE**

This is to certify that **“Pratiksha Save “** has submitted the project report titled **“A STUDY TO MEASURE MARKET POTENTIAL AND CUSTOMER BUYING MOTIVES WITH REFERENCE TO HIMALAYA DRUG COMPANY”** towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he/she has ingeniously completed his/her project as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to **RashtrasantTukadojiMaharaj Nagpur University, Nagpur.**

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**Nagpur**

**DECLARATION**

I here-by declare that the project with title “**STUDY TO MEASURE MARKET POTENTIAL AND CUSTOMER BUYING MOTIVES WITH REFERENCE TO HIMALAYA DRUG COMPANY**” has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by DMSR -G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to RashtrasantTukadojiMaharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Pratiksha Save

Place: Nagpur

Date: 25/07/2022

**G.S. College Of Commerce & Economics, Nagpur**

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, of G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Dr. Aniruddha Akarte for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Sonali Gadekar for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Pratiksha Save

Place: Nagpur

Date: 22/07/2022

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# CHAPTER-1

## INTRODUCTION

It is detailed study of market potential performance to detect strengths and weaknesses. The gathering, classifying, comparing & studying of company's sales data, strictly speaking, gathering of sales data is not a part of analytical efforts but it substantially and vitally affects the quality of market potential. Market potential provides additional information. For example that the increased sales volume came from product carrying a lower than average gross margin.

Through sales analysis, management seeks insight on strong and weak territories, high volume, low volume products and type of customers providing satisfactory and unsatisfactory sales volume. It uncovers details that otherwise lie hidden in the sales record. It provides information that management needs to allocate sales efforts effectively.

If sales management relies on the raw data, the result may be misleading. It depends solely on summary of the sales data. It has no way to evaluate the effectiveness of its own activities and those of the sales force if we say that sales have gone up by 5% over previous year's with 1% decline profit.

Market potential provide the management with additional information make an in-depth study of why the margin is insufficient though sales management seeks insight on the sales territories with the most satisfactory and the least satisfactory sales volume. Market potential will then uncover significant details why it is so. It provide necessary information, management need in order to allocate future sales

effort effectively. The role of sales manager in market potential is to make a detailed analysis of the available data and use them properly to initiate action.

The sample selection process requires the form of sample be specified. For this purpose, researcher has subjectively decided which particular group will be part of the study. In a sample survey a small part of the entire population is subjected to the research. This sample is considered to be the true representative of the entire universe and decided upon certain criteria.

Data for market potential : Market potential is nothing but to collect, classify, study the company sales data. Collection of data is not part of analytical part, but it vitally affect the quality of the sales analysis. Market potential is generally based on data already in existence.

It is called secondary data. Secondary data may be gathered either from internal sources such as invoice or shipping records or from external sources such as marketing research agencies, government agencies, trade association and trade journals. Secondary data are often readily available but their use should be with caution. The sales management has to rearrange them according to their needs.

Himalaya Drug Company maintain their internal sales records in some detailed manner showing individuals sales, sales by products, by classes of customers, by size of order and other pertinent break downs of sales data.

Data are sometimes especially collected for the purpose of finding the market potential. This may be called primary data and may be collected under the control of sales management according to its needs.

The main purpose of market potential is to convert raw sales data into actionable information for sales manager. The process involving editing, tabulating and cross tabulating and also breaking them down into various way to make them comparable.

When the sales planning is done, the sales manager finds out the potential market. Sales manager collects the information and analyses it and then compare the actual one with standards.

An evaluation program review both the nature and extend of sales force efforts and influence of external variables, once the degree of influence of controllable and uncontrollable factors are determined. Sales management can decide whether to corrective action or to revise the sales plan or both.

## **MARKET SIZE**

India to have that with the greater digital adoption, the Indian healthcare market, which is worth about \$ 200 billion, will grow at a compound annual rate of 28% up to \$ 280 billion by 2025. The health care market can increase upto four times to \$ 472 billion in 2025. India experience 28-32% growth of the medical industry is expected to double from today (April 2017) from \$ 5 billion to \$ 20 billion from r. By 2020. Medical tourists in India have increased by more than 50 percent to 200,000 in 2016 from 130,000 in 2015 The healthcare information technology market is currently valued at US \$ 1 billion (April 2016) and is expected to increase 1.5 times by 2020. More than 80 percent of the antiretroviral drugs used worldwide to fight Acquired Immune Deficiency Syndrome (AIDS) are provided by Global pharmaceutical companies. A total of 3,598 hospitals and 25,723 dispensaries across the country offer AYUSH treatments (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy), thus ensuring the availability of alternative medicines and treatments for people. In 2017, the Indian government granted subsidies for the establishment of AYUSH educational institutions in the states and territories of the Union.



## COMPANY PROFILE



The Himalaya Drug Company is an Indian company established by M Manal in 1930 and based in Bengaluru, Karnataka, India. It produces health care products under the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients. It is spread across locations in India, United States, Middle East, Asia, Europe and Oceania., while its products are sold in 92 countries across the world.

The company has more than 290 researchers that utilise ayurvedic herbs and minerals. A Hepatic drug, named Liv.52, is its flagship product, first introduced in 1955. Liv.52 to date has now over 215 clinical trials backing it. Himalaya Global Holdings Ltd. (HGH), is the parent of The Himalaya Drug Company worldwide. It is also the global headquarters of all Himalaya subsidiaries.

Founded by M Manal , the company was founded to commercialise the roots and herbs products being used in natural form earlier. Today, the company has offices across the globe, including India, USA, South Africa and other countries in Europe, middle east, and Asia.

### **Global markets**

As of 2015, the company sold its products in 91 countries with about 50% of its revenue from outside India.

## **Products**

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Himalaya Herbal Healthcare has a very wide range of products, which include "pharmaceuticals, personal care, baby care, well-being, nutrition and animal health products."TheNeem Face Wash is one of their most popular and well known products. Mothercare products have been launched in 2016 with foray into extensive research and development in systems of ancient Ayurveda medicines of India. The company has a presence in 92 countries.

## **History of Himalaya:**

Eighty years ago, on a visit to Burma, Himalaya's founder, Mr. M. Manal, saw restless elephants being fed with a root to pacify them. The plant from which this was taken is Rauwolfia serpentine. Fascinated by the plant's effect on elephants, he had it scientifically evaluated. After extensive research, Serpina, the world's first anti-hypertensive drug, was launched in 1934.

This legacy of researching nature forms the foundation of Himalaya's operations. Himalaya uses the tools of modern science to create pharmaceutical-grade ayurvedic products. We have pioneered research that has converted Ayurveda's herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity. Today, these products have found acceptance with medical fraternities and serve the health and personal care needs of consumers in 67 countries.

## **VISION**

To bring ‘Ayurveda – the source of natural medication’, to the society in a modern-day form and to untangle the mystery behind the 5000 year old system of medicine.

## **MISSION**

Establish Himalaya as a science based, problem solving holistic brand with its source entrenched in the ancestry of nature and characterized by trust and healthy lives.

## **PRODUCT & SERVICES**

Himalaya’s products can be broadly classified into 3 main ranges viz.

### **Healthcare**

Health maintenance, eye care, skin care, cardiac care, immune booster and cough control

### **Personal Care**

Health care, oral care, hair care, skin care and baby care

### **Animal Health**

Daily care products for sensitive cats and dogs

Each of the products under the categories mentioned above are ayurvedic and have no side effects after use.

## **CHAPTER 2**

### **LITERATURE REVIEW**

MahaboobBasha (2020) This article highlights “A Study on Consumer Behaviour towards Fmcg Goods An Empirical Study with Special Reference to Nellore District of Andhra Pradesh. The author finds that creating awareness regarding products is essential to grab the market in the competitive world. The researcher evaluates that when customer satisfied the purchasing level of the customer would gradually increase by that the sales of the company will increase. Here in this research work researcher is trying to find out differences in the opinion of consumers on the basis of Age, educational qualification, location and gender regarding consumer behaviour towards fast moving consumer goods in Nellore District of Andhra Pradesh.

Ganesh (2019) In his article titled Consumers’ Perception towards Brand Loyalty of FMCG Products -An Analysis. The author analysed that the consumers’ perception towards +brand loyalty of the FMCG product is awareness, knowledge, attitude of the brand, risk aversion to change the brand, satisfaction and brand trust of the consumers, variables namely brand, image, product quality, product knowledge, product involvement, products attributes and brand loyalty of consumers. Singh and Sharma (2019) analyzed the customers’ perception towards brands of cosmetic products. The study used exploratory-cum-descriptive research design. It was used judgment sampling to select female respondents from the Hisar city of the Haryana State.

The study found that Majority of the customers used the major cosmetics like shampoo, powder, cream. Lakme is the top brand of cosmetic which are preferred by customers. Vibhuti, et.al (2019) In their article titled “A study on Consumer Buying Behavior towards Selected FMCG Products” The consumer behaviour plays an important role in marketing of fast moving consumer goods. The authors highlighted

that the present era of globalisation needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's [www.ijcrt.org](http://www.ijcrt.org) © 2021 IJCRT | Volume 9, Issue 4 April 2021 | ISSN: 2320-2882 IJCRT2104573 International Journal of Creative Research Thoughts (IJCRT) [www.ijcrt.org](http://www.ijcrt.org) 4773 GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products.

The study reveals examines the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision making process. The study found that consumer behaviour is largely effected by place, product, price, promotion, physiological and psychological factors. However effect of these factors also differ from product to product. Thanigachalam (2019) In his article highlights “the consumer behaviour towards fast moving consumer goods in Puducherry.” The importance promotional offers, availability of brands are important that companies must give it sufficient consideration before they plan and implement their marketing strategies.

The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of consumer and their target markets more effectively and efficiently. Thanisorn and Byaporn (2018) investigated the factors that influence perception of Thai consumers on facial herbal cosmetic products in Thailand. They revealed that most of the interviewees were female with age between 26-30 years, casual worker, bachelor degree being the highest education and salary from 10,000 -15,000 baht (\$285-430) per month. The marketing mix (4Ps: product, price, place and promotion) were the key factors influencing Thai consumers' perception on facial herbal cosmetic products.

The result found that Thai consumers were satisfied with physical appearance of products; texture, odor, penetration characteristic and viscosity. Thai consumers trust in the safety of the Thai and imported products. The imported products have new manufacturing technologies of production compare with the Thai products but imported products are more expensive than Thai products. Thai consumers were satisfied with packaging design and pump bottle shape of imported products.

The imported products had more interesting marketing promotion than the Thai products. The marketing promotions are new product premium, promotion campaign eg. Cash discount, gift premium, fortune, tarot horoscope, makes up and massage workshop. Eze et al. (2018) examined the influence of brand image, product knowledge, product quality, and price promotion on consumers' purchase intention for cosmetic products. They used a survey questionnaire to collect 204 responses from Generation Y female consumers in Malacca, Malaysia.

Data collected were analyzed using multiple linear regression. The findings revealed that product image, product knowledge and brand image emerged with a significant influence on intention to purchase cosmetics. However, price promotion was not significant. Sarfaraz and Pratik (2018) examined the consumer's perception towards the private label and feeling associated with the purchase of private label brand with special focus on Anand and Vadodara region. The study aimed to uncover current consumer perceptions and attitudes towards, private label brands in the FMCG sector. The results of the study indicated that the private label brands can be positioned as premium quality products with price levels ranging from marginally below to the prices of category-leading manufacturer brands.

On the other hand, retailers can position their private label brands based on pure value  
www.ijcrt.org © 2021 IJCRT | Volume 9, Issue 4 April 2021 | ISSN: 2320-2882 IJCRT2104573  
International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org 4774 for money. This equates to average quality products at very affordable prices. Unfortunately, private label brand packaging was considered, for the most part, to be unattractive and failed to convey a sense of high product quality. A key limitation of this study was the sampling frame.

## **CHAPTER- 3**

### **RESEARCH PROBLEM**

- 1) Due to high price of the product it may be unaffordable for people of rural areas to pay for the product.
- 2) Giant competitors in the market like Colgate, Peepsodent that are already establish in the market.
- 3) Himalaya needs to reach out to more customers.

# RESEARCH METHODOLOGY

## **What is Research Methodology?**

- A Voyage of Discovery, A journey, An Attitude, An Experience, A Methods of Critical Thinking, A Careful critical Enquiry in seeking facts for principles.
- An Art of scientific investigation
- A Systemized effort to gain new knowledge, a movement from known to unknown

## **Types of Research Methodology**

- **Exploratory Research**

Exploratory research is a type of research conducted for a problem that has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subject. It should draw definitive conclusion only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist.

- **Constructive Research**

Constructive research is perhaps the most common computer science research method. This type of approach demands a form of validation that



doesn't need to be quite as empirically based as in other types of research like exploratory research.

- **Empirical Research**

Empirical research is a way of gaining knowledge by means of direct observation or experience, Empirical evidence (the record of one's direct observations or experiences) can be analyzed quantitatively or qualitatively.

## **Methods of Research Methodology**

These are two types of Research Methodology

- **Qualitative Method**

Qualitative research helps to gain insight into people's behaviors, value systems, motivations, culture or lifestyles, and how these attributes have a role to play in decision and policy making, communicating, and conducting research.

### **Approaches of Qualitative Research**

**Direct Observation:** In direct observation method, there is no participatory involvement on the observer's part. The observer is more a part of the background and is as unobtrusive as possible. As there is no direct participation, the observations are more detached. The researcher is watching, and making notes for future use.

**Interviews:** Interviewing involves direct interaction between the researcher and a respondent or group. There are two types of interviews; structured and unstructured. Structured interviews are carefully worded questionnaires and don't allow much scope to deviate from it. Unstructured interviewing is more informal, as compared to the former. It allows more exploration and deviation in its approach, which is useful for exploring a subject more broadly.

**Participant Observation:** This method for qualitative research is highly dependent on the researcher's ability to blend and extract information by being part of an inventor group. This method requires the researcher to become an active participant, while observing. It aims to gain a close insight of individuals or social groups and their practices through an intensive participation with them, in their natural environment, and often requires months or years to collect the required data for analysis.

- **Quantitative Method**

In the social sciences, quantitative research refers to the systematic empirical investigation of quantitative properties and phenomena and their relationships. The objective of quantitative research is to develop and employ mathematical models, theories and/ or hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships.

Quantitative research is generally made using scientific methods, which can include:

1. The generation of models, theories and hypotheses.
2. The development of instrument and methods for measurement.
3. Experimental control and manipulation of variables.
4. Collection of empirical data.
5. Modeling and analysis of data.
6. Evaluation of results.

### **Information about Research in “HIMALAYA DRUG COMPANY”**

**Research Type:** Empirical Research

**Research Method:** Qualitative Method

**Research Design:** Convenience Sampling

**Data Collection:** Secondary Data

**Sample Size:** 50

**Sample City:** Nagpur

## **OBJECTIVE OF STUDY**

- 1) To study the various product range & forms of Himalaya Drug Company.
- 2) To study the market potential of other similar products of competitors.
- 3) To study the customer buying motives towards Himalaya.
- 4) To study the market share of Himalaya.

## **HYPOTHESIS**

A hypothesis is a tentative statement about the relationship between two or more variables. It is specific, testable prediction about what you expect to happen in a study.

In line with the problem of this study has following hypothesis.

1. **H<sub>1</sub>1:**Customers prefer more to buy Himalaya products compared by their other substitutes because of their sincere approach towards customers
2. **H<sub>1</sub>2:** Himalaya has a market share of around 19%, ahead of other brands.

## CHAPTER-4

# IMPORTANCE OF MARKET POTENTIAL AND CUSTOMER BUYING MOTIVES



Understanding the buying motive of a customer is essential for a company as it helps the company to target the customer better. Buying motive means that the customer requires a particular product to fulfill a certain need. No matter how good a product is or how good the marketing is, unless the customer has a need it would not matter. This makes buying motive extremely important in business.

Motive and instincts are completely different keywords. Motives are voluntary made such that a particular stimulus will take place where as instincts are involuntary and generally inborn quality of a person. Ex: Thirst is an instinct but aspire to buy a bottle of mineral water to quench thirst is a motive.

## **DEFINITION OF MARKET POTENTIAL AND CUSTOMER BUYING MOTIVES**

Buying motive is the motive to persuade the desires of people so that they buy a particular good or service. Buying motive relates to the feelings and emotions of people which generates a desire to purchase. Any person does not buy a product or service just because of excellent salesman pitch but he does also due to the desire generated within him towards the product or service.

### **NEED OF MARKET POTENTIAL AND CUSTOMER BUYING MOTIVES**

Data for market potential : Market potential is nothing but to collect, classify, study the company sales data. Collection of data is not part of analytical part, but it vitally affect the quality of the sales analysis. Market potential is generally based on data already in existence. It is called secondary data. Secondary data may be gathered either from internal sources such as invoice or shipping records or from external sources such as marketing research agencies, government agencies, trade association and trade journals. Secondary data are often readily available but their use should be with caution. The sales management has to rearrange them according to their needs.

Some companies maintain their internal sales records in some detailed manner showing individuals sales, sales by products, by classes of customers, by size of order and other pertinent break downs of sales data. Data are sometimes especially collected for the purpose of finding the market potential. This may be called primary data and may be collected under the control of sales management according to its needs.

The main purpose of market potential is to convert raw sales data into actionable information for sales manager. The process involving editing, tabulating and cross tabulating and also breaking them down into various way to make them comparable. A number of comparisons are possible such as:

1. Current data can be compared with the past result measuring trend over the years.
2. Current results of different territories, product or class of customers can be compared with each other.
3. Internal performance data can be used for compared with each other .Different ratio and percentages or variances can be used for comparison purposes. The final step in the analysis process is interpretation or drawing conclusion from the compiled data.

When the sales planning is done, the sales manager finds out the potential market. Sales manager collects the information and analyses it and then compare the actual one with standards. An evaluation program review both the nature and extend of sales force efforts and influence of external variables, once the degree of influence of controllable and uncontrollable factors are determined. Sales management can decide whether to corrective action or to revise the sales plan or both.

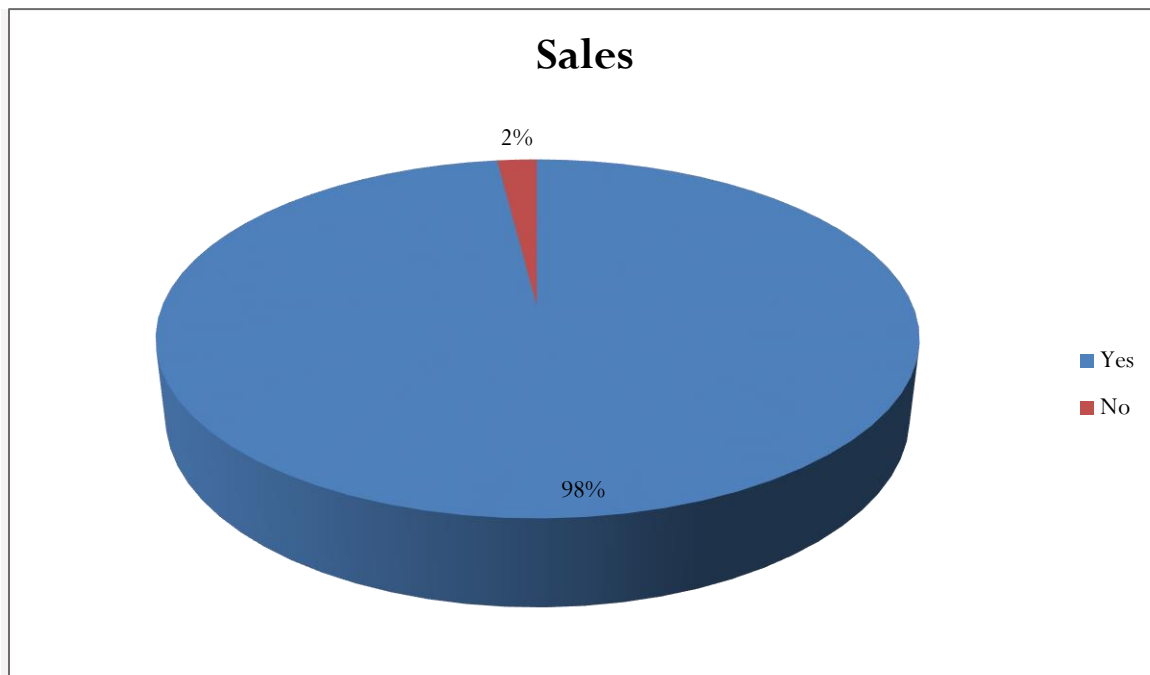


## CHAPTER-5

# DATA ANALYSIS AND INTERPRETATION

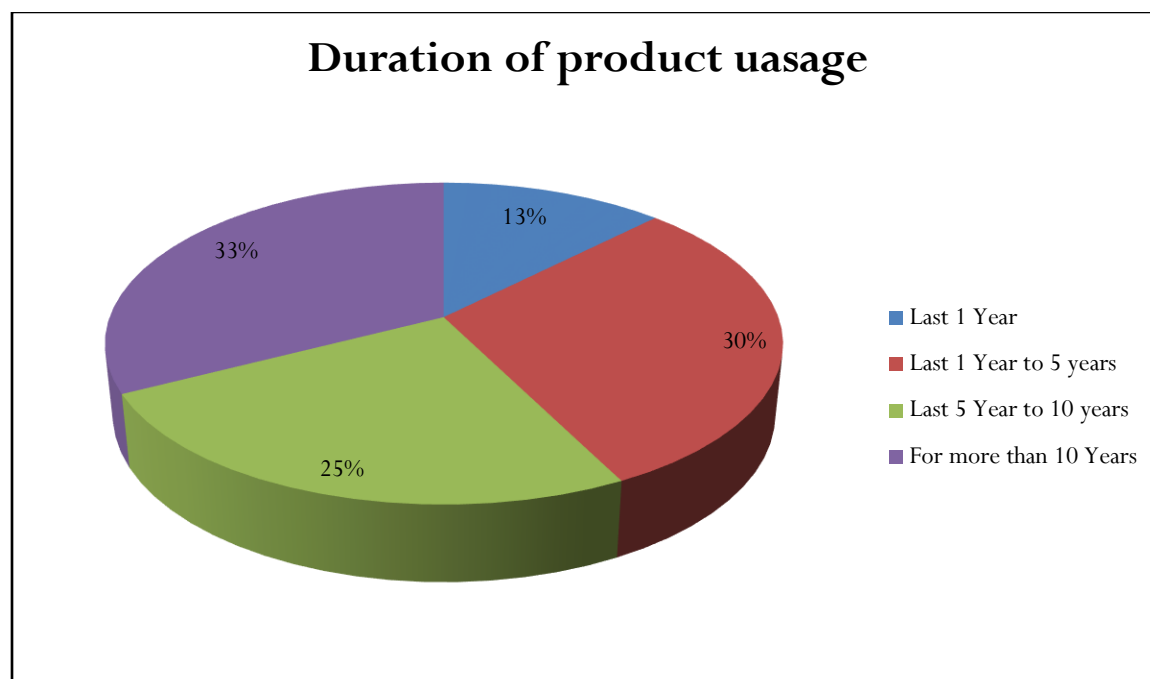
**Q.1 Do you know about Himalaya drugs company:**

Options	No. of Respondents	Percentage
Yes	39	98%
No	1	2%



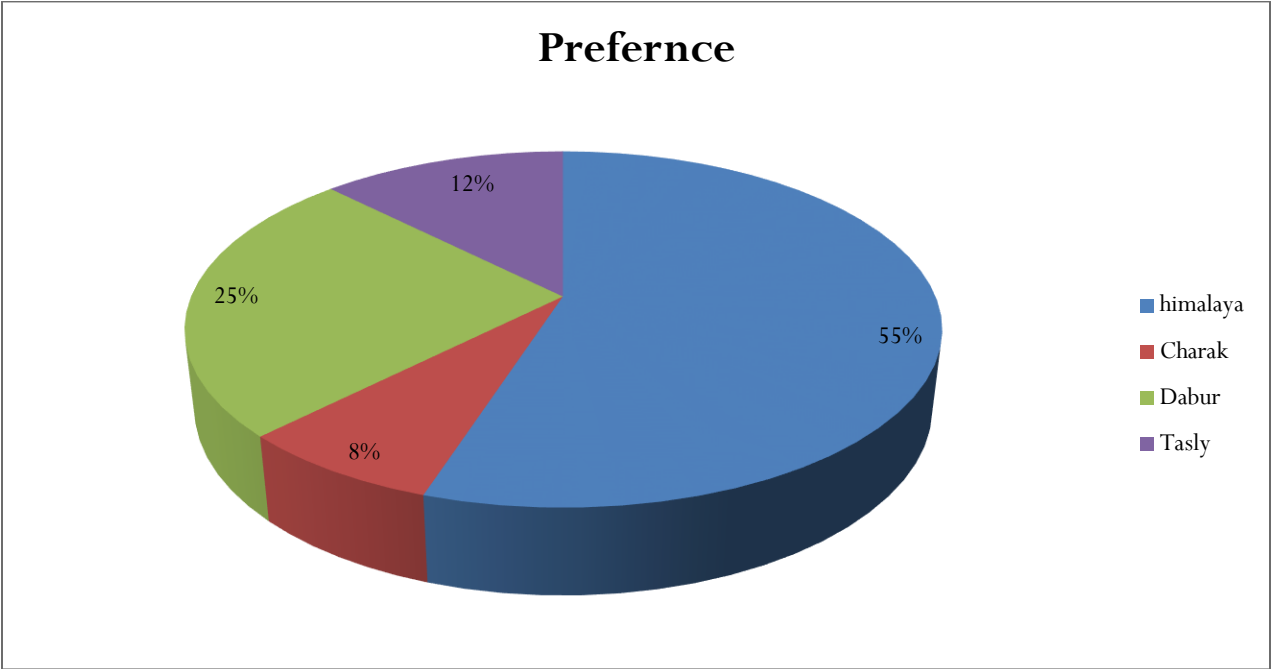
**Q.2 Since how long you are using Himalaya drugs company products:**

Options	No. of Respondents	Percentage
Last 1 year	5	12.5%
Last 1 year to 5 years	12	30%
Last 5 years to 10 years	10	25%
For more than 10 years	13	32.5%



**Q.3 What company you prefer for drug products:**

options	No. of Respondents	Percentage
Himalaya	22	55%
Charak	3	7.5%
Dabur	10	25%
Tasly	5	12.5%



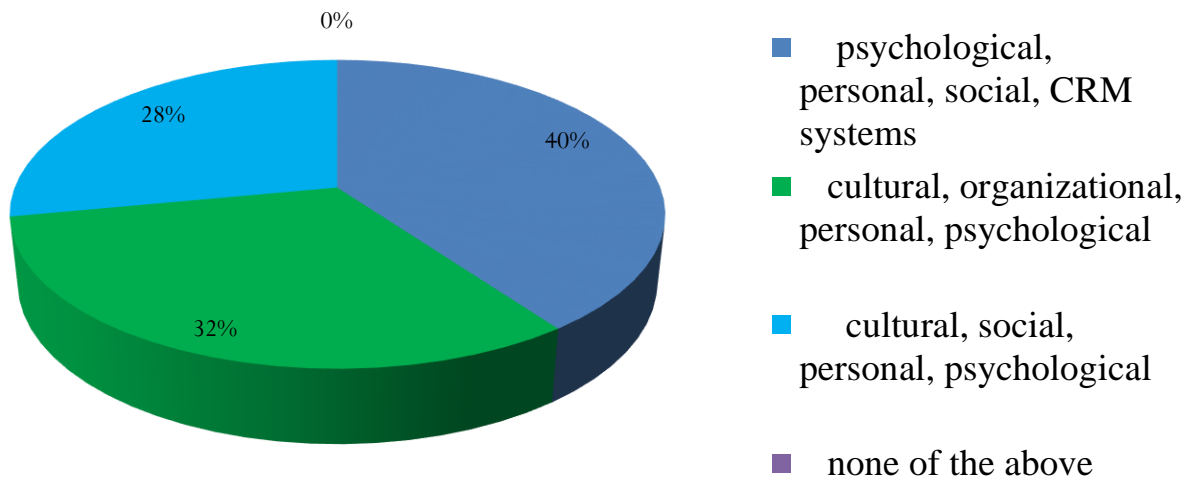
**Interpretation:**

From the above study we conclude that maximum market share of Himalaya is 55% whereas minimum market share is Charak.

**Q.4 Which are the four factors that influence consumer buyer behavior according to you:**

Options	No. of Respondents	Percentage
psychological, personal, social, CRM systems	20	40%
cultural, organizational, personal, psychological	16	32%
cultural, social, personal, psychological	14	28%
none of the above	0	0%

## Influence Consumer Buyer behaviour



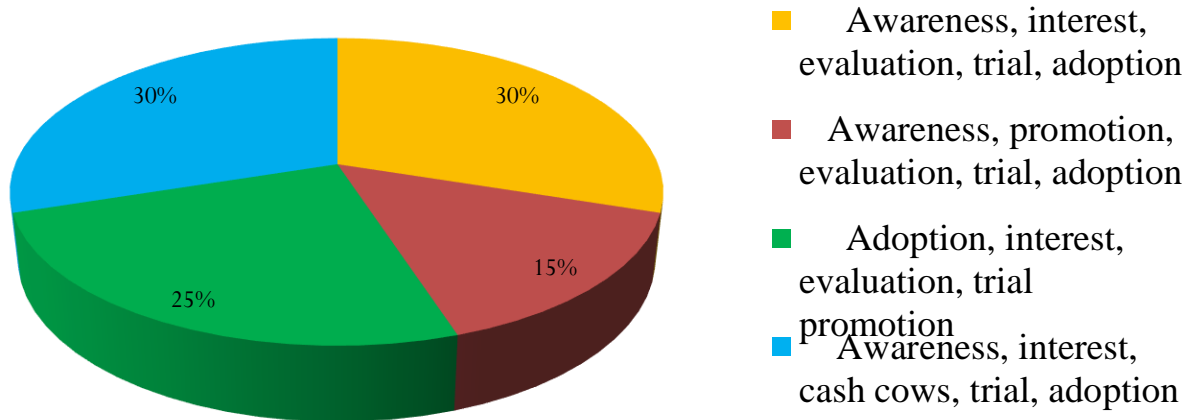
### Interpretation:

According to 40% respondent are prefer psychological, personal, social, CRM systems are the four factors that influence consumer buyer behavior according to them , 16% respondent are prefer for cultural, organizational, personal, psychological, 28% respondent are prefer for cultural, social, personal, psychological, 0% respondent are prefer none of the above.

**Q.5 The consumers' five steps of adopting a new product refer to which of the following, According to you?**

Options	No. of Respondents	Percentage
Awareness, interest, evaluation, trial, adoption	12	24%
Awareness, promotion, evaluation, trial, adoption	6	12%
Adoption, interest, evaluation, trial promotion	10	20%
Awareness, interest, cash cows, trial, adoption	12	24%

### Five steps of adopting a new product



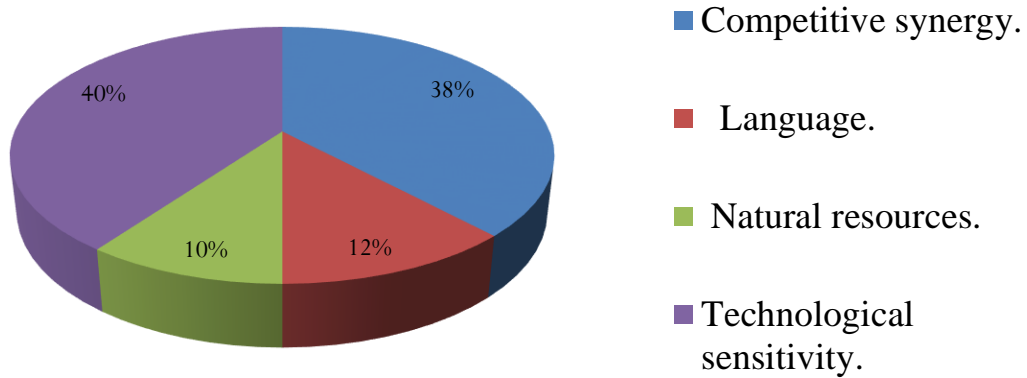
### Interpretation:

According to 24% respondent are prefer for Awareness, interest, evaluation, trial, adoption are the five steps of adopting a new product, 12% respondent are prefer for cultural, organizational, personal, psychological, 20% respondent are prefer for cultural, social, personal, psychological, 24% respondent are prefer none of the above.

Q.6 Which of the following is an important cultural factor that should be considered by marketers seeking international development?

Options	No. of Respondents	Percentage
Competitive synergy.	19	38%
Language.	6	12%
Natural resources.	5	10%
Technological sensitivity.	20	40%

## Important Cultural factor

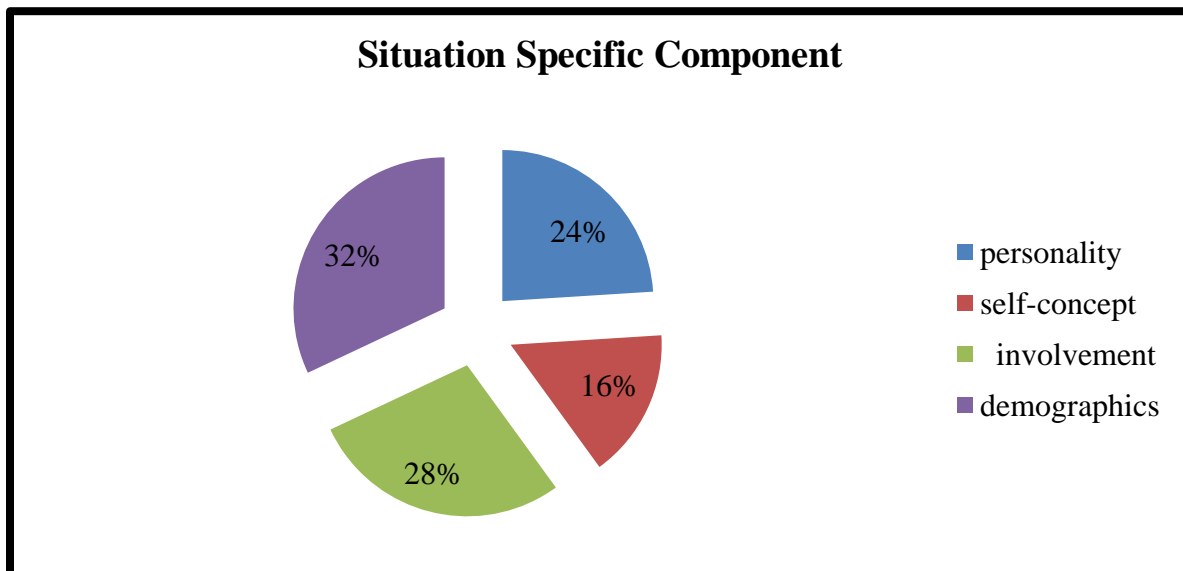


### Interpretation:

According to them 38% respondent are prefer for Competitive synergy, 12% respondent are prefer for Language, 10% respondent are prefer for Natural resources, 40% respondent are preferfor Technological sensitivity, is an important cultural factor that should be considered by marketers seeking international development.

Q.7. Which of the following also includes a situation-specific component?

Options	No. of Respondents	Percentage
personality	12	24%
self-concept	8	16%
involvement	14	28%
demographics	16	32%

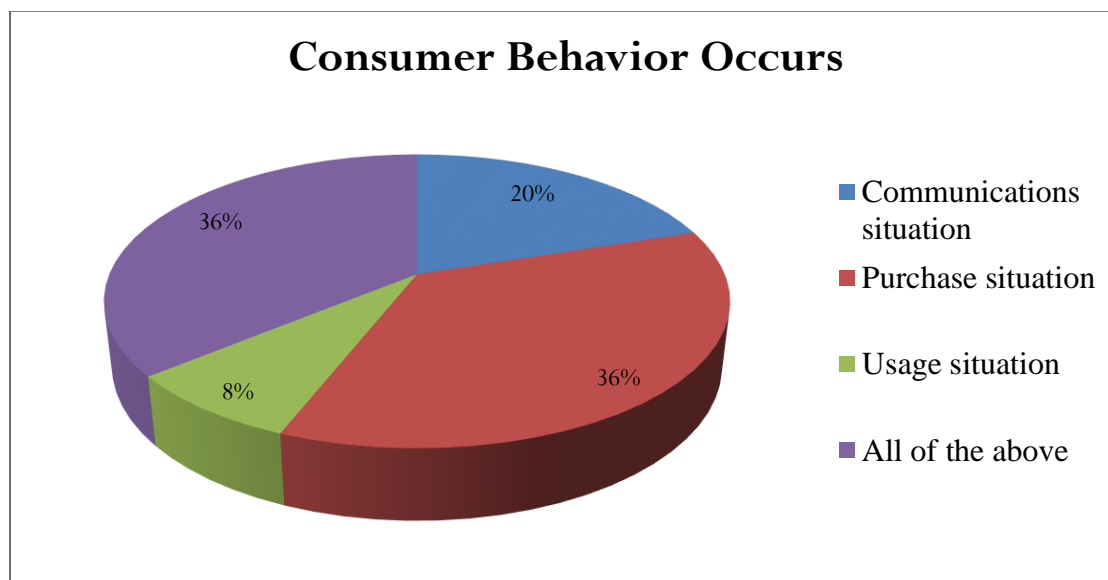


**Interpretation:**

According to them 24% respondent are agree for Personality, 16% respondent are prefer for Self-Concept, 10% respondent are prefer for Involvement, 28% respondent are prefer for Demographics, also includes a situation-specific Component.

Q. 8 Which of the following is a situation in which consumer behavior occurs?

Options	No. of Respondents	Percentage
Communications situation	10	20%
Purchase situation	18	36%
Usage situation	4	8%
All of the above	18	36%



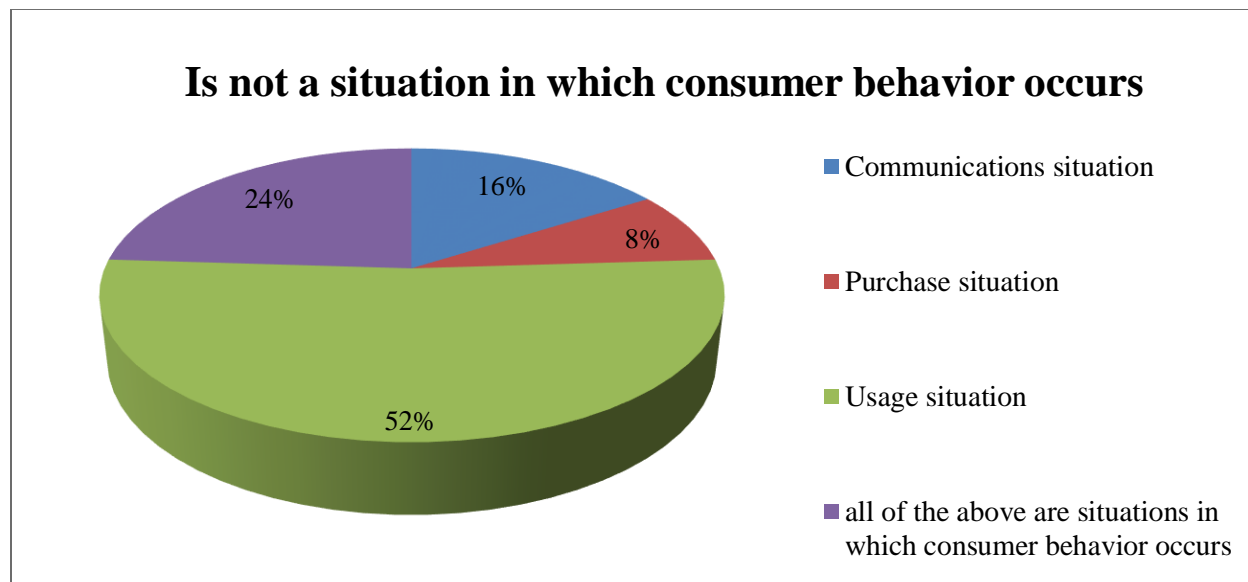
### **Interpretation:**

According to them 20% respondent are agree for Communication Situation , 36% respondent are prefer for Purchase Situation, 8% respondent are prefer for Sage Situation, 36% respondent are prefer for All of above is a situation in which Consumer Behavior Occurs.



Q.9 Which of the following is NOT a situation in which consumer behavior occurs?

Options	No. of Respondents	Percentage
Communications situation	8	16%
Purchase situation	4	8%
Usage situation	26	52%
all of the above are situations in which consumer behavior occurs	2	4%

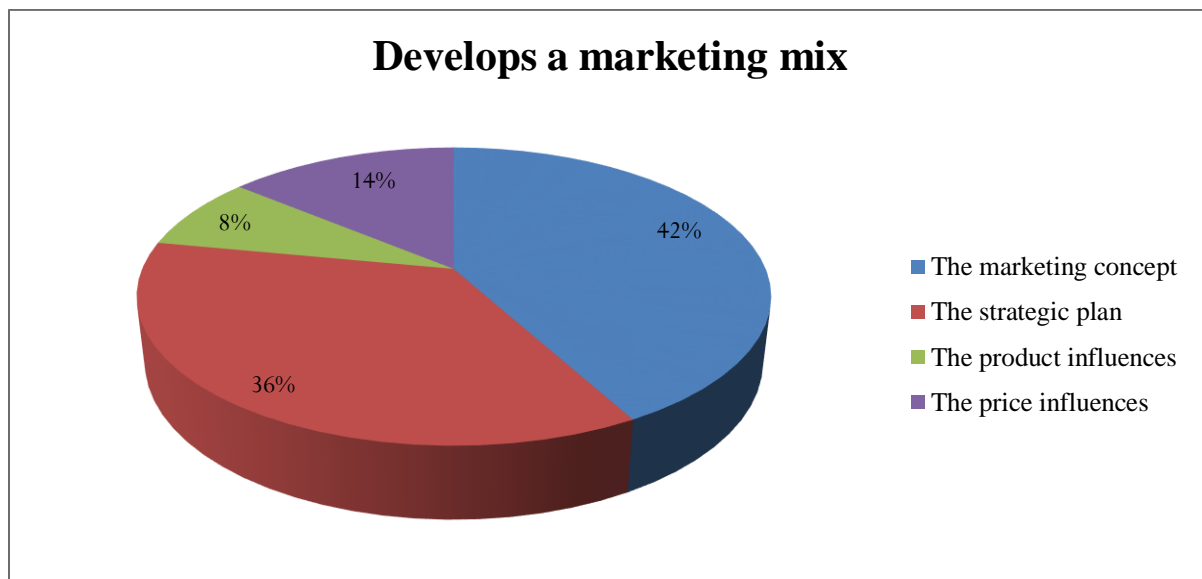


**Interpretation:**

According to them 16% respondent are agree for Communication Situation , 8% respondent are prefer for Purchase Situation, 52% respondent are prefer for Usage Situation, 4% respondent are preferfor All of above are situation in which Consumer Behavior Occurs, is NOT a situation in which consumer behavior occurs.

**Q.10** Understanding of consumer needs and then develops a marketing mix to satisfy these needs.

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage</b>
The marketing concept	21	42%
The strategic plan	18	36%
The product influences	4	8%
The price influences	7	14%

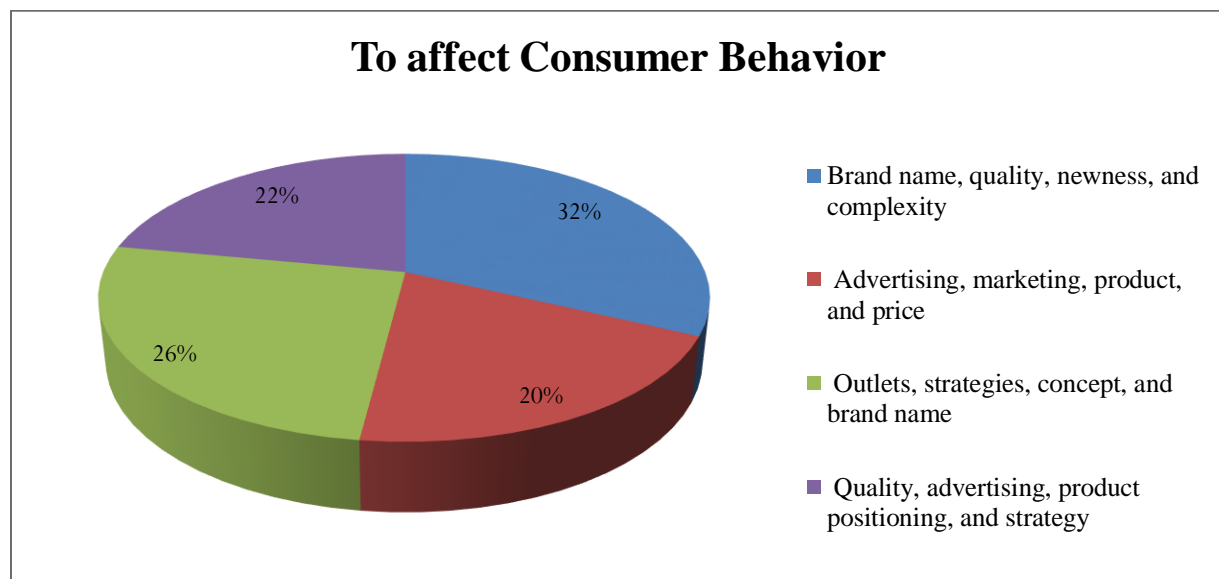


**Interpretation:**

According to them 42% respondent are agree forThe marketing concept, 36% respondent are prefer forThe strategic plan , 8% respondent are prefer forThe product influences, 14% respondent are prefer for The price influencesare the Understanding of consumer needs and then develops a marketing mix to satisfy these needs.

Q.11 Which are the factors that have been shown to affect consumer behavior.

Options	No. of Respondents	Percentage
Brand name, quality, newness, and complexity	16	32%
Advertising, marketing, product, and price	10	20%
Outlets, strategies, concept, and brand name	13	26%
Quality, advertising, product positioning, and strategy	11	22%

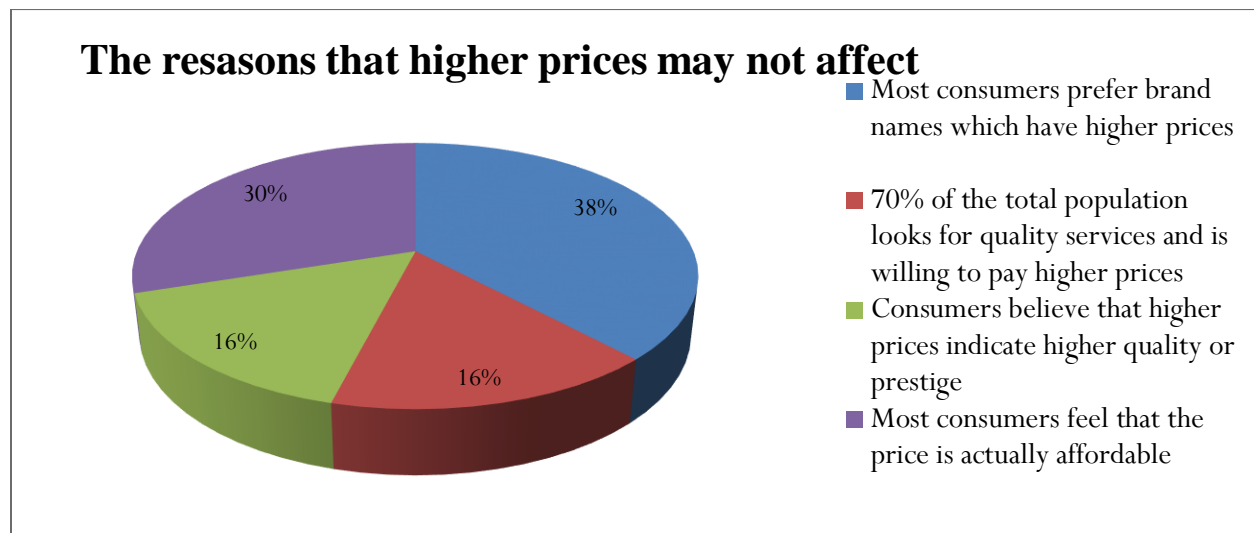


**Interpretation:**

According to them 32% respondent are agree for Brand name, quality, newness, and complexity, 20% respondent are agree for Advertising, marketing, product, and price, 26% respondent are agree for Outlets, strategies, concept, and brand name and 22% respondent are agree for Quality, advertising, product positioning, and strategy are the factors that have been shown to affect consumer behavior.

Q.12 What are the reasons that higher prices may not affect consumer buying?

Options	No. of Respondents	Percentage
Most consumers prefer brand names which have higher prices	19	38%
70% of the total population looks for quality services and is willing to pay higher prices	8	16%
Consumers believe that higher prices indicate higher quality or prestige	8	16%
Most consumers feel that the price is actually affordable	15	30%

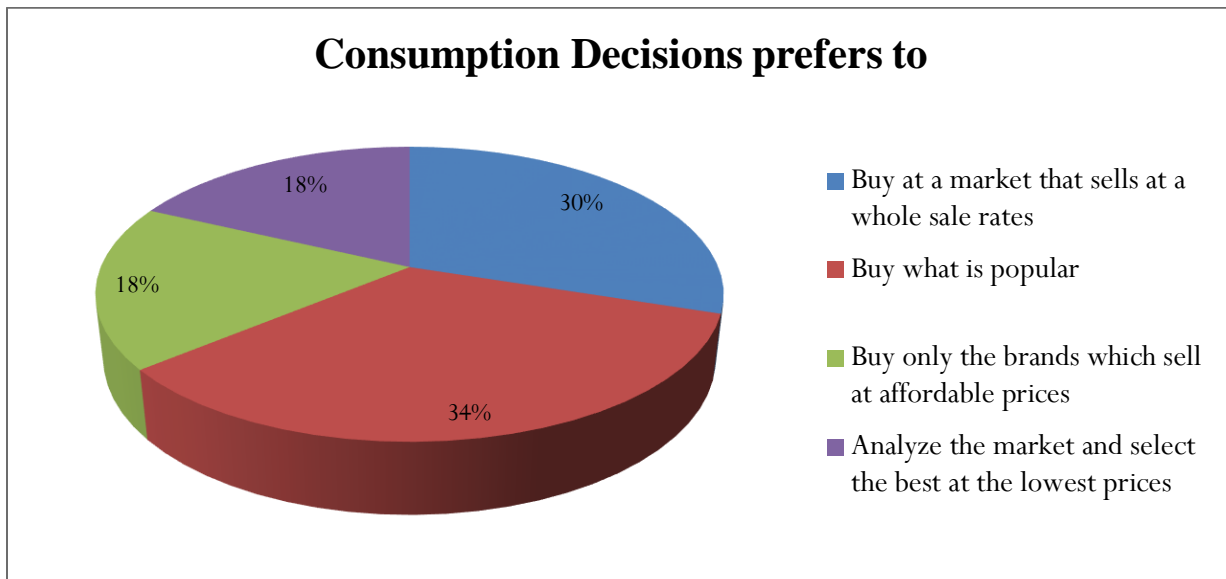


**Interpretation:**

According to them 38% respondent are agree for most consumers prefer brand names which have higher prices, 16% respondent are agree for 70% of the total population looks for quality services and is willing to pay higher prices, 16% respondent are agree for Consumers believe that higher prices indicate higher quality or prestige and 30% respondent are agree for Most consumers feel that the price is actually affordable.

Q.13. In terms of consumption decisions, middle class consumers prefer to \_\_\_\_\_

Options	No. of Respondents	Percentage
Buy at a market that sells at a whole sale rates	15	30%
Buy what is popular	17	34%
Buy only the brands which sell at affordable prices	9	18%
Analyze the market and select the best at the lowest prices	9	18%



**Interpretation:**

According to them 30% respondent prefer to buy at a market that sells at a whole sale rates, 34% respondent are prefer to buy what is popular, 18% respondent are prefer to buy only the brands which sell at affordable prices and 18% respondent are prefer to analyze the market and select the best at the lowest prices in terms of consumption decisions, middle class consumers.

## **CHAPTER-6**

### **FINDINGS OF THE STUDY**

This is an important aspect of marketing since one has to do market research related to their industry product which can be business to consumer or business to business. Market potential is basically carried out to know the strength in the industry also to allocate the target to the sales force based on optimum market research which normally includes the customer requirement, there expansion plans, investment etc. With optimum information sales manager knows the amount of investment a company is going to make for the coming years. Based on this authentic information a company can take steps.

Before going for market potential analysis you need to initially know on which products you are carrying out market potential and then go for it. Market potential is carried out by visiting to your customer or consumer site asking them questions about your products.

Most important thing to note is market potential is very essential for the company, so it should be carried out seriously and effectively. Now biggest question arises that what you will be asking. You know market potential basically gives company position in the market by finding how many players are there in the Anti-Asthmatic Pharma Drugs market and finding who all are their customers. Now to know about company's future position you need to ask what are your future plans, investment, expansion plans, and accordingly you need to arrange data and handed over to marketing department they will be deciding about allocating the targets to sales force .

## **CONCLUSIONS**

- 1) Customers get value for their money when they purchase a product or on service rendered.
- 2) The Himalaya Drug Company is eyeing the organic segment for personal care products in India with its Botanique brand, a readymade body care range catering to international markets.
- 3) Customer are satisfied with the brand, availability and price of the Himalaya products. Its reputation is for clinically studied, pure, and safe herbal healthcare products that are based on extensive scientific validation and straighten quality controls.
- 4) Last year, the segment contributed around 40% to turnover. Himalaya has a market share of around 19%, ahead of brands such as Garnier, Clean & Clear and Ponds.

### **Conclusion of Hypothesis**

- 5) We accept the first hypothesis, customer prefer Himalaya products more because of their trust over the company.
- 6) We accept the second hypothesis, from the survey it is concluded that market share of Himalaya is more than its competitors.

## **SUGGESSTIONS**

Himalaya Drug have to ensure that all customers are satisfied, the service provider should avoid biasness, prejudice or discrimination against some customers. Developing a genuine desire and passion to serve others with skills and knowledge to serve their customers excellently. The business should engage in collection of customers opinion on services they render. The personnel dealing directly with the customers improves their satisfaction ,training and seminar should be conducted so that the best quality of service is delivered.

High quality of services leads to customer satisfaction. The immediate response to customers complain increases emotional satisfaction as assurance that problems are solved on time which helps them retain their customers which increases loyalty. Customers express brand association through behavior. Brand associations are represented as emotional impression in the memory such that customers are emotionally satisfied by services received which gives no room considering an alternative.

Supphellen suggests emotional brand association increases brand loyalty by becoming the dominating determinant of choices. Retaining customers is cheaper compared to attracting new ones. A business usually puts emphasis on the relationship between the consumers perceptions about the quality of the service they receive.Information of data from consumers promotes the improvement of services which inturn increase brand loyalty.



## **CHAPTER-7**

### **BIBLIOGRAPHY AND ANNEXURE**

#### **BOOKS:**

1. Digital Marketing for Dummies By Ryan Deiss and Russ Hennesberry, 2017
2. For recommended SEO books, see my Best SEO Books post.
3. Don't Make Me Think Revisited: A Common Sense Approach to Web Usability By Steve Krug
4. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising
5. Introduction to Programmatic Advertising By DominikKosorin, 2016
6. Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015

#### **WEBSITE:**

- 1) <https://himalayausa.com/>
- 2) <https://himalayawellness.in/pages/our-story>
- 3) <http://www.himalayawellness.com/>
- 4) <https://in.linkedin.com/company/the-himalaya-drug-company>

# **QUESTIONNAIRE**

## **PROFILING FORM**

**Name:**

**Age:**

**Qualification:**

**Q.1 Do you know about Himalaya drugs company:**

**a) Yes**

**b) No**

**Q.2 Since how long you are using Himalaya drugs company products:**

**a) Last 1 year**

**b) Last 1 year to 5 years.**

**c) Last 5 year to 10 years.**

**d) For more than 10 years.**

**Q.3 What company you prefer for drug products.**

**a) Himalaya**

**b) Charak**

**c) Dabur**

**d) Tasly**

**Q.4 Which are the four factors that influence consumer buyer behavior according to you:**

- a) psychological, personal, social, CRM systems
- b) cultural, organizational, personal, psychological
- c) cultural, social, personal, psychological
- d) none of the above

**Q.5 The consumers' five steps of adopting a new product refer to which of the following?**

- a) Awareness, interest, evaluation, trial, adoption
- b) Awareness, promotion, evaluation, trial, adoption
- c) Adoption, interest, evaluation, trial promotion
- d) Awareness, interest, cash cows, trial, adoption

**Q.6 Which of the following is an important cultural factor that should be considered by marketers seeking international development?**

- a) Competitive synergy.
- b) Language.
- c) Natural resources.
- d) Technological sensitivity.

**Q.7 Which of the following also includes a situation-specific component?**

- a) personality
- b) self-concept
- c) involvement
- d) demographics

**Q. 8 Which of the following is a situation in which consumer behavior occurs?**

- a) communications situation
- b) purchase situation
- c) usage situation
- d) All of the above

Q.9 Which of the following is NOT a situation in which consumer behavior occurs?

- a) communications situation
- b) purchase situation
- c) usage situation
- d) all of the above are situations in which consumer behavior occurs

Q.10 Understanding of consumer needs and then develops a marketing mix to satisfy these needs.

- a) The marketing concept
- b) The strategic plan
- c) The product influences
- d) The price influences

Q.11 Which are the factors that have been shown to affect consumer behavior.

- a) Brand name, quality, newness, and complexity
- b) Advertising, marketing, product, and price
- c) Outlets, strategies, concept, and brand name
- d) Quality, advertising, product positioning, and strategy

Q.12 What are the reasons that higher prices may not affect consumer buying?

- a) Most consumers prefer brand names which have higher prices
- b) 70% of the total population looks for quality services and is willing to pay higher prices
- c) Consumers believe that higher prices indicate higher quality or prestige
- d) Most consumers feel that the price is actually affordable

Q.13 In terms of consumption decisions, middle class consumers prefer to \_\_\_\_\_

- a) Buy at a market that sells at a whole sale rates
- b) Buy what is popular
- c) Buy only the brands which sell at affordable prices
- d) Analyze the market and select the best at the lowest prices