



RANI CHANNAMMA UNIVERSITY BELAGAVI



G.P.PORWAL ARTS COMMERCE,&V.V.SALIMATH
SCIENCE AND BCA COLLEGE SINDAGI-586128

RESEARCH TOPIC

HIMALAYA DRUG COMPANY

RESURCH STUDENT

RUSKANA TAMBOLI

R.NO C2060864

GUIDE

H.O.D DEPT OF COMMERCE

PROP. PRAKASH TEJU (M.COM K-SET)

G.P.PORWAL.ARTS,COMMERCE,&V.V.SALIMATH
SCINCE AND BCA COLLEGE SINDAGI-586128


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

2022-23


Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.


Principal,

G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 5234



**G.P.PORWAL ARTS COMMERCE, & V.V.SALIMATH
SCIENCE AND BCA COLLEGE SINDAGI-586128**

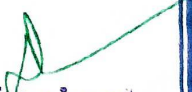
DEPT OF COMMERCE

Project Certificate

This is to Certify that this Project has been made by **RUKSANA
TAMBOLI** Bachelor of Commerce, 6th Semester On Project work
"**HIMALAYA DRUG COMPANY**" Under my guidance and Have been
Comlited it successfully.


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128


Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.


Principal,
G. P. Porwal Arts, Commerce &
V. V. Salimath Sc. College,
SINDGI-586128. College Code: 5
Prakash Teju Rathod
H.O.D
Dept Of Commerce

Principal

PROJECT REPORT

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



**DEPARTMET OF COMMERCE
GPP COLLEGE
SINDAGI-586128
2022-2023**


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128



Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College, SINDGI-586128.



Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 5234

**G P PORAWAL ARTS, COMMERCE AND
V.V. SALIMATH SCINCE COLLEGE
*SINDAGI***

DIST: VIJAYAPUR

STATE: KARNATAKA



DEPARTMENT OF COMMERCE

RANI CHANNAMMA UNIVERSITY, BELAGAVI
G P PORAWAL ARTS, COMMERCE AND V. V. SALIMATH SCIENCE COLLEGE
SINDAGI -586128



ACKNOWLEDGMENT

I would Like to express my special thanks of gratitude to
my **"PROJECT TEACHER"** **Prakash Teju Rathod** for the able guidance
and support in completing my project.


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

INDEX

Chapter No.	Title
Chapter 1:	INTRODUCTION
	Introduction
	Company Profile
	Vision and Mission
Chapter 2:	LITERATURE REVIEW
Chapter 3:	RESEARCH DESIGN
	Research Problem
	Research Methodology
	Objective of Study
	Hypothesis
Chapter 4:	Importance Of Market Potential And Customer Buying Motives
Chapter 5:	DATA ANALYSIS AND INTERPRETATION
Chapter 6:	FINDINGS, SUGGESTIONS AND CONCLUSION

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.

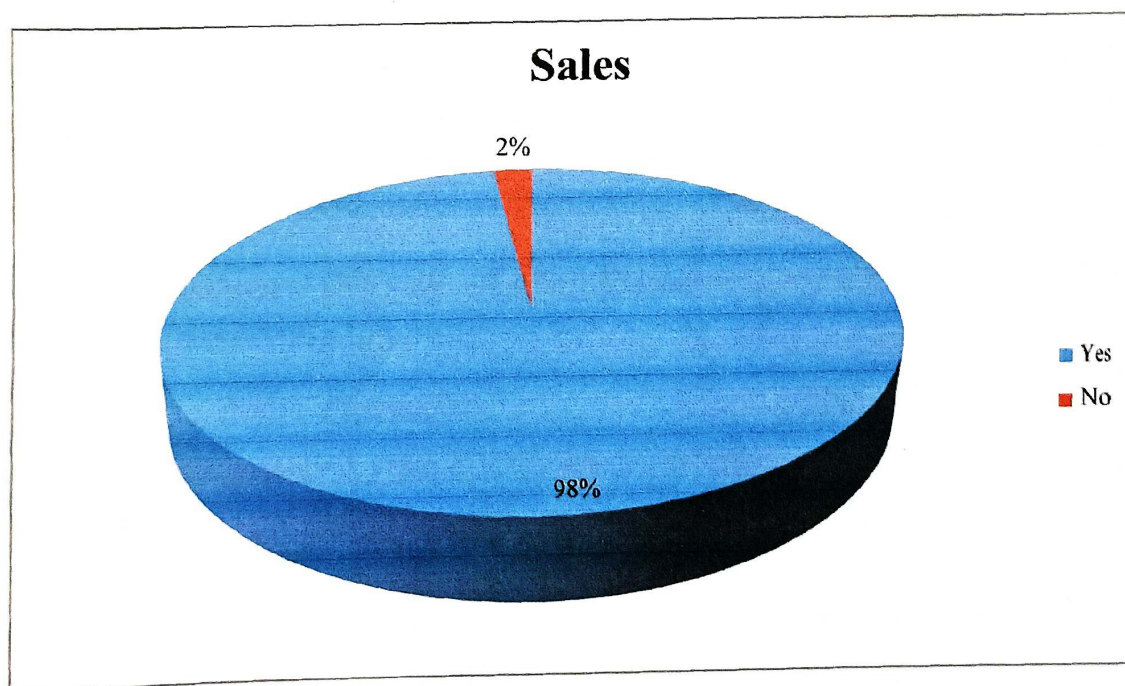
The study found that Majority of the customers used the major cosmetics like shampoo, powder, cream. Lakme is the top brand of cosmetic which are preferred by customers. Vibhuti, et.al (2019) In their article titled “A study on Consumer Buying Behavior towards Selected FMCG Products” The consumer behaviour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

CHAPTER-5

DATA ANALYSIS AND INTERPRETATION

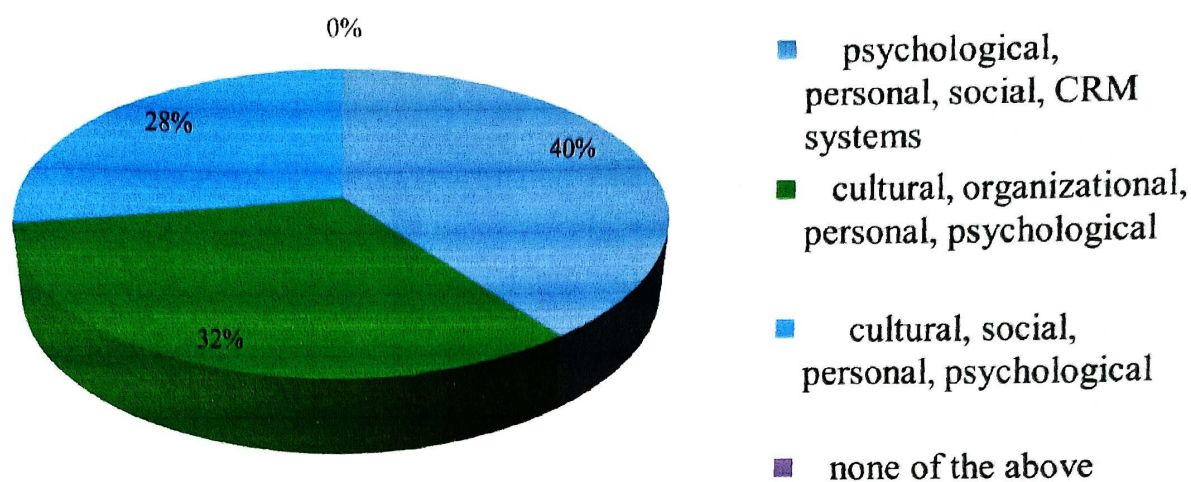
Do you know about Himalaya drugs company:

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



Since how long you are using Himalaya drugs company products:

Influence Consumer Buyer behaviour



Interpretation:

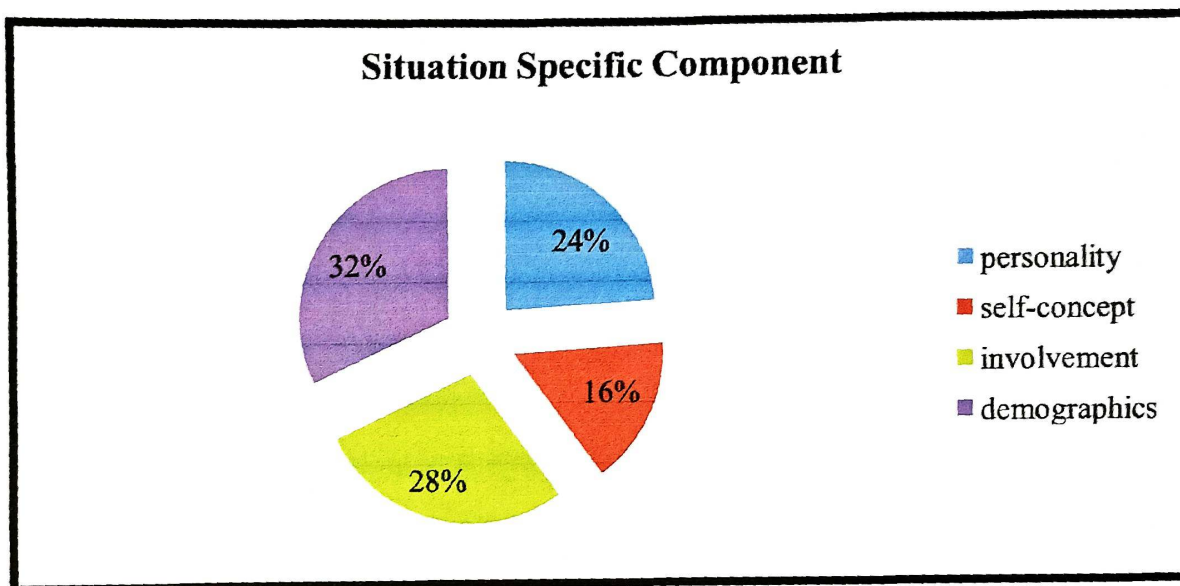
According to 40% respondent are prefer psychological, personal, social, CRM systems are the four factors that influence consumer buyer behavior according to them , 16% respondent are prefer for cultural, organizational, personal, psychological, 28% respondent are prefer for cultural, social, personal, 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%

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%



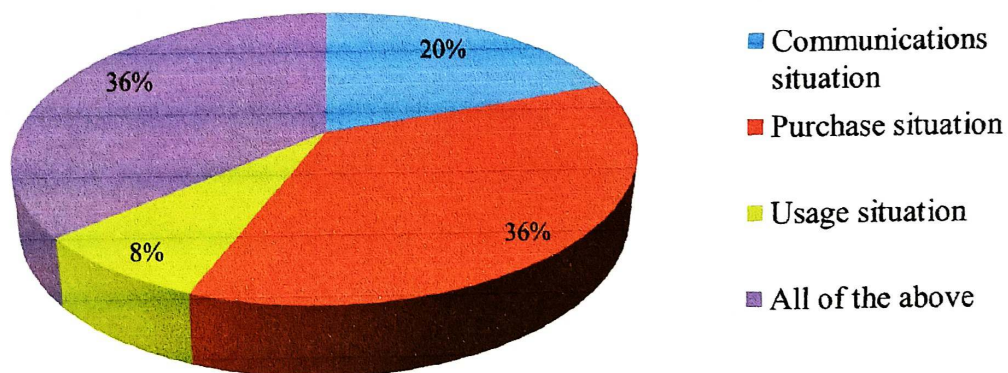
Interpretation:

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%

Consumer Behavior Occurs



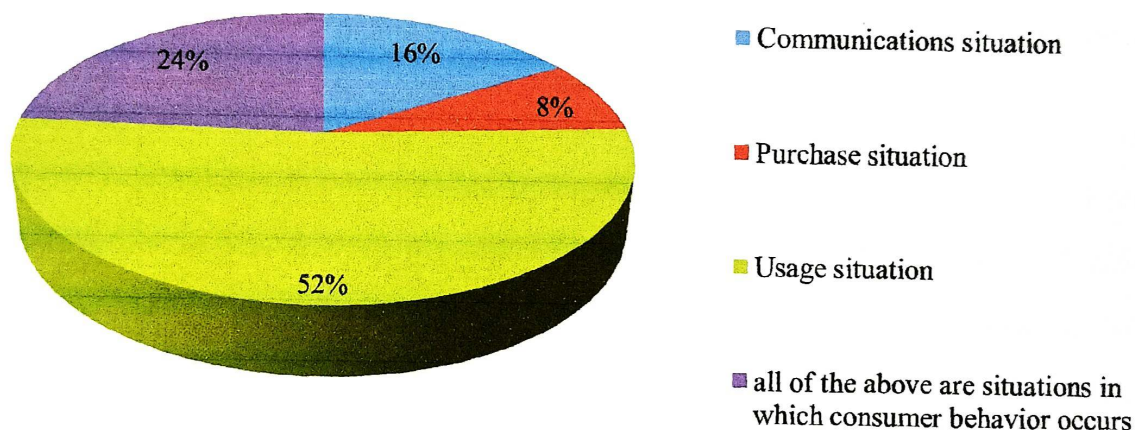
Interpretation:

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%

Is not a situation in which consumer behavior occurs



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.


Head
 Dept. of Commerce
 G.P.P. Arts, Commerce & V.V.S. Science
 College, SINDAGI-586128


Coordinator IQAC
 G. P. PORWAL ARTS, COM &
 V. V. SALIMATH Sc. College,
 SINDAGI-586128.


Principal,
 G. P. Porwal Arts, Commerce &
 V. V. Salimath Sc. College,
 SINDAGI-586128, College Code: 5234

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 .


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDGI-586128


Coordinator IQA
G. P. PORWAL ARTS, COM
V. V. SALIMATH Sc. College,
SINDGI-586128.


Principal,
G. P. Porwal Arts, Com
V. V. Salimath Sc. College
SINDGI-586128, College Code: 523

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.