

A Study to Measure Market Potential and Customer Buying Motives with Reference to Himalaya Drug Company

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ABSTRACT

This study aims to explore and evaluate the market potential and customer buying motives related to the Himalaya Drug Company. Himalaya is one of India's most trusted Ayurvedic brands in the personal care and healthcare industry. Using qualitative research and primary data collected from 50 respondents in Nagpur, this study identifies key factors influencing consumer preferences, brand perceptions, and purchasing decisions. The findings suggest that the company enjoys a strong market presence due to its natural formulation, brand heritage, and customer trust. The report further provides strategic recommendations for improving market penetration, expanding the customer base, and maintaining brand loyalty.

Keywords: market potential, consumer buying motive

I. INTRODUCTION

Understanding market potential and customer behavior is crucial for strategic planning in any business. Companies must adapt to the changing needs and behaviors of consumers to remain competitive. This is especially important in the fast-moving consumer goods (FMCG) sector, where purchase decisions are often influenced by emotional, cultural, and psychological factors.

The Himalaya Drug Company is a pioneer in Ayurvedic healthcare, offering a wide range of products from wellness to personal care. In recent years, the brand has gained immense popularity, not only in India but globally. This study aims to analyze how customers perceive Himalaya, what drives their purchase decisions, and how the brand compares to its competitors in the same segment.

Objectives

To critically evaluate the product portfolio of Himalaya Drug Company and examine how its Ayurvedic positioning contributes to brand differentiation in the FMCG sector.

To assess the market potential of Himalaya products through consumer awareness, purchase frequency, and perceived value, particularly in urban centers like Nagpur.

To analyze the psychological, cultural, and behavioral drivers influencing consumer buying decisions with respect to herbal and Ayurvedic personal care products.

Research Questions

- What is the market potential of Himalaya products in urban markets like Nagpur?
- Why do consumers prefer Himalaya over other herbal brands?
- How do factors like pricing, trust, and brand familiarity influence buying decisions?
- What role does product availability and customer satisfaction play in loyalty?
- What strategies can be adopted to strengthen brand presence and retain existing customers?

II. LITERATURE REVIEW

Past research highlights the significance of branding, quality, and consumer trust in the FMCG industry. MahaboobBasha (2020) emphasized the role of

customer satisfaction in improving sales. Ganesh (2019) discussed how brand loyalty is driven by consumer perception and quality. Thansorn and Byaporn (2018) showed how packaging and promotions affect purchase behavior, particularly in the herbal cosmetics market. Additionally, Sarfaraz and Pratik (2018) illustrated that even private label products can gain a foothold if marketed as quality alternatives. The literature reveals that buying behavior is shaped by multiple factors, including socio-demographics, lifestyle, awareness, and cultural alignment with the product.

III. RESEARCH METHODOLOGY

- Research Design: Empirical, qualitative research.
- Sampling Method: Convenience sampling.
- Sample Size: 50 respondents from Nagpur.
- Analysis Techniques: Simple percentage analysis and interpretation based on charts.
- Data Sources: Primary data (questionnaires) and secondary data (websites, reports, journals).

IV. RESULTS, FINDINGS, AND DISCUSSION

Data Analysis and Interpretation & Findings

Key insights derived from the data include:

- Brand Awareness: 98% of respondents were aware of Himalaya.
- Duration of Use: Majority of users had been using Himalaya products for more than 5 years.
- Brand Preference: 55% preferred Himalaya over competitors like Dabur and Charak.
- Buying Motives: Psychological (trust and habit), personal (health orientation), and social factors were influential.
- Perceived Quality: Higher prices were often linked with better quality or effectiveness.
- Customer Loyalty: Long-term usage and satisfaction were strongly correlated.

Findings:

- Himalaya's reputation for quality and trust drives high brand loyalty.
- Consumers appreciate its Ayurvedic formulation and range of offerings.
- Urban customers are less price-sensitive if the brand assures quality and safety.

V. CONCLUSION

Himalaya is a leader in its segment due to strong brand equity and consistent product quality. Customer loyalty is driven by product satisfaction, perceived health benefits, and emotional trust. Market potential is high in both urban and rural sectors, though expansion strategies may differ. Product availability and pricing flexibility will be crucial for deeper market penetration.

VI. RECOMMENDATIONS

Rural Market Strategy: Introduce smaller packaging sizes for price-sensitive consumers. Promotional Campaigns: Increase educational advertising to highlight the Ayurvedic science behind products. Customer Feedback Loop: Establish more interactive digital platforms for gathering realtime consumer insights. Product Diversification: Expand offerings in underserved categories like organic baby care or pet wellness. Loyalty Programs: Reward long-term users with incentives, offers, and early product access.

VII. LIMITATIONS

- Sample Size: The study is limited to 50 respondents, which may not represent the full market.
- Geographic Scope: Focused only on Nagpur; results may vary across other cities or rural areas.
- Time Constraints: Short duration for data collection and limited access to detailed consumer segments.
- Product Scope: Analysis centered on general personal care, excluding categories like wellness supplements or baby care.

VIII. REFERENCES

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