



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
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A STUDY ON CUSTOMER PERCEPTION AND BRAND LOYALTY TOWARDS HIMALAYA HERBAL COSMETICS

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Abstract

This study focuses on understanding customer perception and brand loyalty towards Himalaya Herbal Cosmetics. The brand is produced by the Himalaya Wellness Company, which is known for using natural and herbal ingredients in its products. The main aim of this study is to analyse how customers view the quality, price, packaging, and effectiveness of Himalaya products.

Keywords: Customer Perception, Brand Loyalty, Himalaya Herbal Cosmetics, Himalaya Wellness Company, Herbal Ingredients, Product Quality, Pricing, Packagin

Introduction

In the contemporary business environment, the interaction between modern business practices and consumer behavior has become one of the most dynamic and widely studied areas of research. Organizations today operate in a competitive global marketplace where success depends not only on the efficiency of operations but also on the ability to understand, predict, and adapt to changing consumer preferences. Consumers are no longer passive recipients of goods and services; rather, they actively participate in shaping demand through their expectations, feedback, and decision-making processes. As a result, businesses are compelled to adopt



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innovative strategies that not only meet consumer needs but also enhance overall satisfaction and loyalty

Objectives

- To analyse customer perception towards Himalaya herbal cosmetics.
- To evaluate the level of brand loyalty among customers
- To identify factors influencing customer buying behaviour.
- To find out the reasons for customer loyalty towards Himalaya brand.
- To compare Himalaya products with other cosmetic brands in the market.

Research Methodology

Research Design:

This chapter describes the research design, sampling techniques, data collection methods, tools for analysis, and limitations of the study conducted on customer perception and brand loyalty towards Himalaya Wellness Company (Himalaya Herbal Cosmetics).

Source of Data

Primary Data:

This study on customer perception and brand loyalty towards Himalaya Wellness Company herbal cosmetics is based on primary data collected directly from customers. Secondary data:

A study on customer perception and brand loyalty towards Himalaya Wellness

Company herbal cosmetics, based on secondary data, shows that customers view the brand as natural, safe, and trustworthy.

Sample Size:

A sample size of 150 was considered adequate to obtain reliable and meaningful insights into customer perception and brand loyalty while keeping the study manageable in terms of time and resources.

Sampling Technique

For this study on customer perception and brand loyalty towards Himalaya Herbal Healthcare, convenience sampling was used to select respondents. Customers who have used or are familiar with Himalaya herbal cosmetic products were approached both offline (stores, malls) and online (social media, e-commerce platforms)

Data Analysis

S.No	Options	Response	Percentage%
1	Less than 6 month	40	53%
2	6months-1year	21	28%
3	1-3years	8	10%
4	More than 3years	7	9%
Total		76	100%

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Table:1 Using Himalaya Product

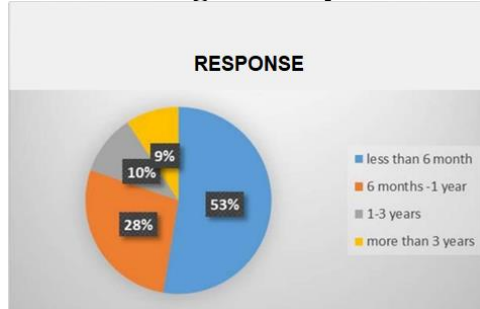


Fig 1: Response

Interpretation:

The majority of respondents (61 out of 76) have been using the product for less than a year, indicating it is mostly adopted by new users. Only 15 respondents have used it for more than a year, showing a smaller long-term user base.

Findings of the Study

- Most respondents have a positive perception of Himalaya Herbal Cosmetics, especially appreciating its natural ingredients, safety, and affordable pricing. This shows strong trust in the brand.
- The majority of consumers are young students, indicating that the brand is highly popular among the youth segment. Word-of-mouth and social media play a major role in awareness.
- High satisfaction levels and strong repurchase intention indicate good brand loyalty. Most respondents are

willing to recommend the products to others.

- Participants reported positive experiences with the product, noting perceived effectiveness, safety, and overall satisfaction with the herbal formulation.
- Most consumers are aware of herbal cosmetics and choose Himalaya due to concerns about harmful chemicals in conventional products.

Suggestions and Recommendations

- Select Products According to Your Skin/Hair Type Pick formulations that suit oily, dry, sensitive skin, or specific hair concerns like dandruff or frizz.
- Perform a Patch Test Apply a small amount on your wrist or behind your ear to check for sensitivity before full use.
- Maintain Consistent Use Herbal products show results gradually; use daily for at least 4-6 weeks for visible benefits.
- Combine Products from the Same Range Using cleanser, toner, moisturizer, or shampoo, conditioner, and hair oil together enhances effectiveness.
- Store Properly & Follow Instructions Keep in a cool, dry place, away from direct sunlight, and follow recommended usage guideline



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Conclusion

The study on consumer perception towards Himalaya Herbal Cosmetics clearly indicates that the brand has established a strong position in the herbal and personal care market. The findings show that most respondents prefer Himalaya products due to their natural ingredients, safety, and affordable pricing. Customers strongly believe that herbal products are safer and healthier compared to chemical-based cosmetics, which increases their trust in the brand. The research also highlights that young consumers, especially students, form a major portion of the customer base. Social media and word-of-mouth play an important role in creating brand awareness and influencing purchase decisions. High levels of satisfaction with product quality and effectiveness further strengthen customer loyalty. A large percentage of respondents expressed willingness to recommend the brand and continue purchasing it in the future.

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