

Customer Satisfaction of Ayurvedic Hair Oils with Special Reference to Rajakumari Gramapanchayathu

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INTRODUCTION

Customer satisfaction is one of the topics that needed a lot of consideration. Customer is one of the factors that plays major role in the organizational development. Every organization needs the support of the customers. Whether, its service or product selling organization each one need customer support. In older days products are produced not on the basis of considering the customer but on the basis of selling and profit making motive. But now the satisfaction has been changed. Most of the organization there is one separate department objectives behind this department is making a good relationship between the customer and the organization.

Only with the half of fulfilling the needs of the customer and providing quality service to them we can attain customer satisfaction. In the case of dealership organization also, customer satisfaction is very important factor, because the number of dealership organization is high compared to the production units and every dealer is selling the same products. If there is no specialty in their service the customer are not like to purchase from them.

One of the secrets behinds the success of each and every dealership organization is there strong customer relationship. Mouth publicity is one of the important factors that support every dealership organization growth.

The study is conducted on various hair oils like; Dhathri, Indulekha, Vayodha and parachute ayurvedic etc. The purpose of this study is to make awareness about various cosmetic materials available in the markets subject to various types of areas. The study contains the influence of hair oils in the market; price of hair oils in the market and use of the product in the particular area.

OBJECTIVES

1. To study the factors which influence the use of hair oils in Rajakumary Panchayath.
2. To study satisfaction of customers using selected product of hair oils in the market.
3. To find out the various reason for the use of hair oil products.

IMPORTANCE

Importance of the study is to create awareness about hair oil product in the market and aware about the various market activities for influencing public to attract hair oils. Aware about benefits for the use of these product in rural area. These project, prepare through survey with public in various location in Rajakumary Panchayath. So it is more helpful to understand reactions of public directly and create knowledge regarding the requirements of public in this product.

METHODOLOGY

The study is based on both primary and secondary data; primary data was collected from 50 respondents with the help of an interview schedule. The project also makes use the secondary data which are collected from books and reference fact.

LIMITATIONS OF THE STUDY

1. Lack of time is the major limitation of this study.
2. Study is limited to a few products like Dhathri, Indulekha, Vayodha & Parachute Ayurvedics
3. Responses is not 100% accurate due to personal bias

**DHATHRI**

It all began nearly two centuries ago, when of the Dhathri group, Parameswaravaidyar, laid the foundations for a long, illustrious tradition for medicines and healing in the small town of Kayamkulam. He was believed to be gifted with a spiritual power for healing why illness. The people accepted him as a godsend curer and turned to him for all kinds of diseases. Over a period of time, this grew into a widely accepted tradition of health care and the knowledge was passed on from one generation to the next. Finally in the early nineties, it materialized as the warrior's Hospital and Punch karma center at Kayamkulam, and also two production companies in Cochin and Nellad in 2003. Dhathri pvt ltd, Nellad mostly produces Dhathri soap, Dheedi shampoo, Dhathri hair oil, Dhathri face pack. Dhathri group offers a large bouquet of branded products and services aimed at health and wellbeing of the individual. Today as an industry leader, its products and services are enjoyed by million across the world. The products are prepared under stringent quality control. Authentic ingredients sourced from traditional herbal gardens and untouched mountainsides are only used.

Hair oil plays a vital part in everybody's hair care routine. Massaging and oiling the hair stimulates blood circulation, which in return results in strong and beautiful hair. Hair oil nourishes protects conditions and improves the strength and elasticity of hair. It reduces stress and provides coolness to head. Choosing the right hair oil is the biggest challenge.

The company claims that

- Best treatment for hair loss
- Help to maintain health and thick hair.
- Stimulates the growth of new hair.
- Prevents premature graying & stimulates pigmentation.
- Protects the scalp and hair from damage from any disease.
- Heals the scalp from inside and balances the pH of the scalp and is also beneficial for cleaning of the pores.
- Gives a soft and healthy shine to the hairs.
- Prevents itching and scalp infection.
- Useful against baldness and dandruff.
- Relieves tension and headache.
- Provides coolness to head.
- Gives sound sleep at night.

INDULEKHA

The firm was established in the year 1988. Cochin Ayurvedic is a world renowned producer, supplier & exporter of Ayurveda based medicines and related medicinal and herbal preparations. We specialize in adapting the traditional science of Ayurveda to formulating and developing medicines to combat the medical challenges of the modern world. At Cochin Ayurvedic, our success is a result of the intensive efforts we make to offer products of better quality. Innovation therefore is integral to our business philosophy. By ensuring a sustained and consistent level of improvement in the quality of products and services offered, we seek to benchmark higher standards OF excellence in the industry. Company introduced Bringha hair oil, white soap, Akrot face pack, Coconut milk shampoo, Satapatri skin care cream, white soap etc.

Indulekha Bringha or simply Indulekha Hair Oil is a complete ayurvedic solution to all modern day hair problems. In Ayurveda hair care involves two stages: Kesapadasamanam (Hair fall reduction), Kesavardhanam (Stimulate new hair growth). There are specific herbs and natural elements that are prescribed in Ayurveda to prevent hair fall and promote new hair growth. Indulekha Bringha hair oil is constituted by these specific herbs and natural elements, thus bringing to you an Authentic Ayurvedic solution for total hair care. The 100% natural herbs are prepared in a base of pure virgin coconut oil, thus not only providing hair treatment but also nutritionally enriching your hair. Since it is completely based on natural herbs and extracts, Indulekha Bringha hair oil is side-effect free and suitable for everybody.

Thinning of hair, a grievance heard universally, happens because of the loss in proportion between hair loss and hair growth. The only way to survive from hair thinning is to maintain healthy hair loss-growth proportion. So controlling hair loss is not the solution to prevent thin hair, instead new hair generation has to be aided, which Indulekha gold does scientifically well.

PARACHUTE AYURVEDIC

Parachute is a brand name for a range of coconut-based hair products manufactured by **Marico**. The Company was incorporated on **13th October 1988**, under the name of Marico Foods Ltd. It obtained the Certificate of commencement of business on 22nd November. The name of the Company was changed to Marico Industries Limited W.E.F. 31st October 1989. The Company manufactures and markets leading brands in consumer products like Parachute, Saffola, Mediker, Parachute Advanced, Parachute Jasmine, Parachute Aftershower, Parachute Therapie, Hair & Care, Revive, Sweekar, Shanti Badam Amla, Nihar, Starz, Manjal, and Oil of Malabar. Parachute is the flagship brand of Marico. Before the 1991 economic liberalization in India the government classified vegetable oils as an essential commodity and as being in short supply, and thus ineligible for export. This meant that Parachute products could not be exported to foreign markets. In the late 1990s Marico made its first serious entry into foreign markets by setting up a manufacturing plant in Bangladesh. Parachute's market share rose to 70% within ten years and it had become one of the most recognized and trusted brands in that country.

Parachute has the normal oil variety however the **Ayurvedic hair oil** that is a recent launch has been a super hit. The smell to the results all seem to be great.

The company claims that

- Based on clinical study 97% in average hair fall scores.
- Basis hair growth with everyday application of coconut-based hair oils VS unoiled hair.
- The oil nourishes the hair roots, scalp effectively and controls hair fall. So that you can enjoy long thick and beautiful hair.
- The usage of this hair oil also promotes hair growth, prevents pre-mature greying and controls dandruff. So that your hair stays healthy.

The company also mentions that this oil works on **hair fall control and hair growth**

- This oil effectively controls hair fall and rejuvenates the scalp.
- The natural herbs in the oil balance the aggravating doshas and render good natural growth of your hair.
- It also reduces pre-mature graying, dryness and dandruff problems.
- The oil has been tested by the International Academy of Ayurveda. This oil also received the stamp of approval, guaranteeing hair fall control from this academy.
- Many of the users see results within 4 weeks of usage. The time taken may vary with severity of the hair fall and age of the person.

VAYODHA

In the traditional Ayurvedic texts, there are mentions of herbs that help prevent premature graying. Vayodha hair care oil is constituted with these natural ingredients which have been formulated methodologically, so as to yield its maximum medicinal value. Vayodha introduced Vayodha Ramacham soap, Vayodha Kattar shampoo and Vayodha hair oil. Vayodha Ramacham Soap, a traditionally handmade soap enriched with Ramacham, to purify your skin and give it a natural glow. Vayodha Kattar Shampoo, a daily use natural shampoo that reduces hair fall and removes dandruff without causing dryness.

Using Vayodha will naturally check the possibility of premature graying and will give dark colour and strength to each hair strand. And the natural ingredients in Vayodha will also help prevent hair fall and dandruff. Vayodha hair oil is made of Mailanchi, Yashtimadhu, Bhringraj and Mansi, these ayurvedic herbs are slow down premature Graying, reduce hair loss and helps control dandruff.

ANALYSIS & INTERPRETATION

TABLE-1

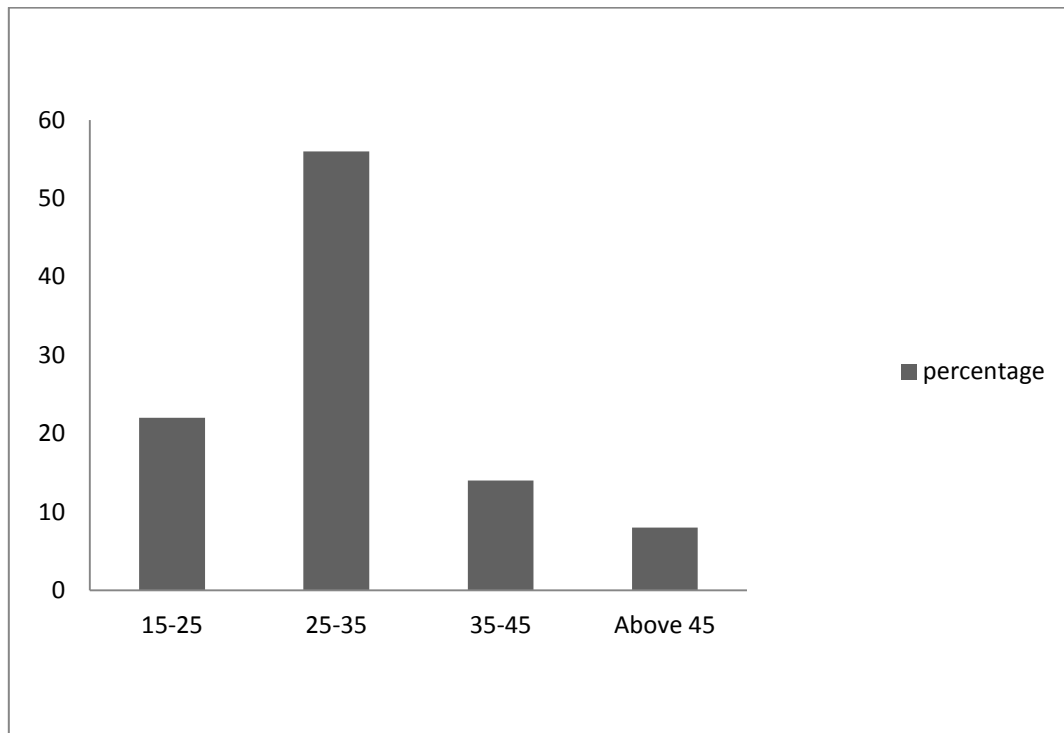
AGE WISE CLASSIFICATION OF RESPONDENTS

Category	No. of respondents	Percentage
15-25	11	22
25-35	28	56
35-45	7	14
Above 45	4	8
Total	50	100

Source :Primary data

CHART-1

AGE WISE CLASSIFICATION OF RESPONDENTS



From the above table, 56% of respondents belong to the age group of 25-35.

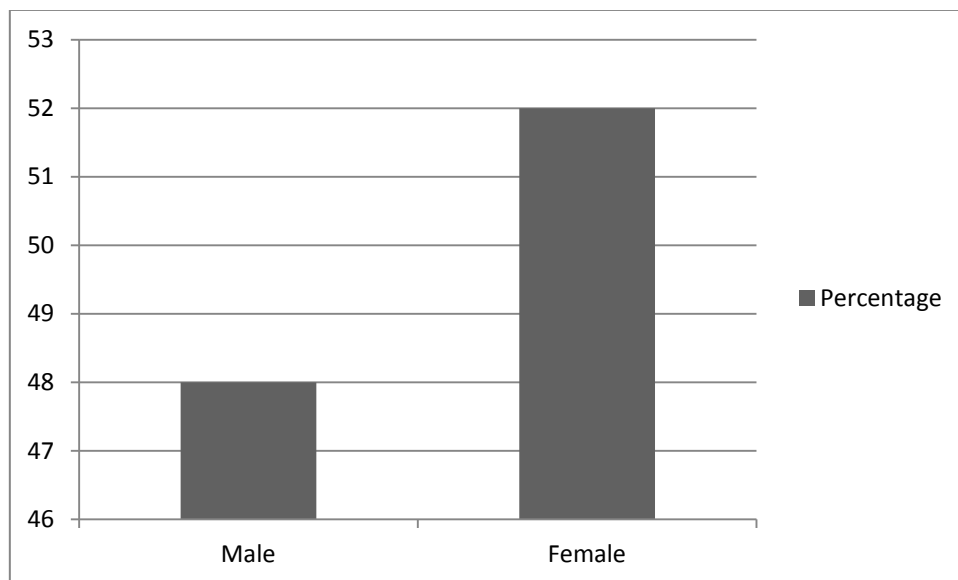
TABLE-2

GENDER WISE CLASSIFICATION

Category	No. of respondents	Percentage
Male	24	48
Female	26	52
Total	50	100

CHART-2

GENDER WISE CLASSIFICATION

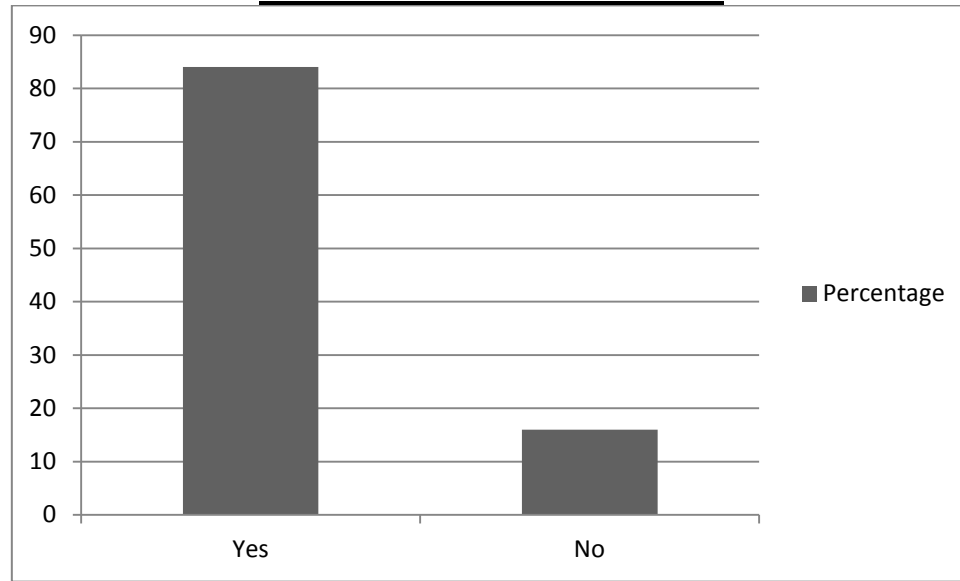


From the above table, majority (52%) of the respondents are females.

TABLE-3
REGULAR USER OF HAIR OIL

Opinion	No. of respondents	Percentage
Yes	42	84
No	8	16
Total	50	100

CHART-3
REGULAR USER OF HAIR OIL

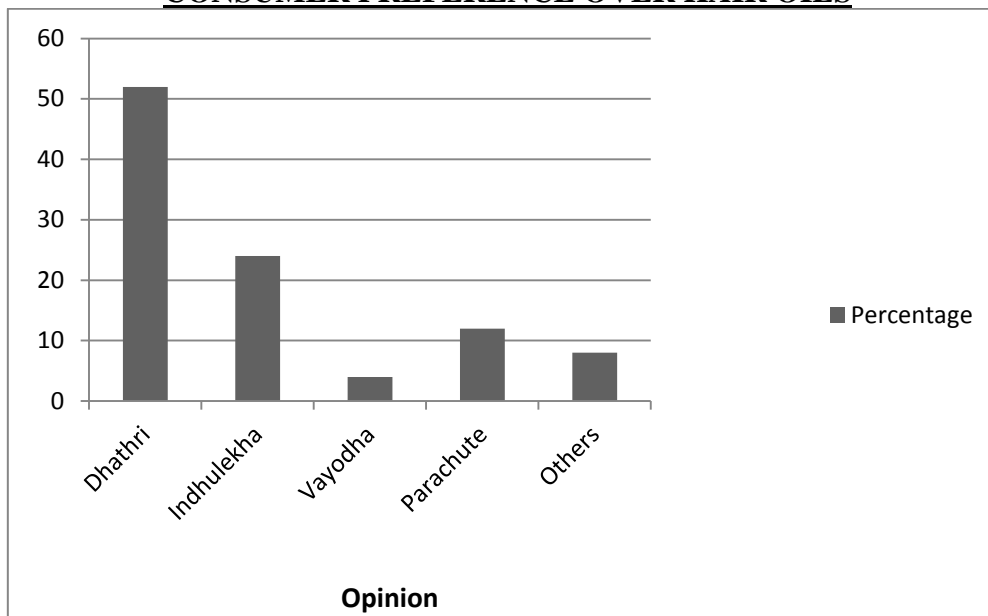


From the above table, 84% of the respondents are regularly using hair oils.

TABLE-4
CONSUMER PREFERENCE OVER HAIR OILS

Opinion	No. of respondents	Percentage
Dhathri	26	52
Indhulekha	12	24
Vayodha	2	4
Parachute	6	12
Others	4	8
Total	50	100

CHART 4
CONSUMER PREFERENCE OVER HAIR OILS

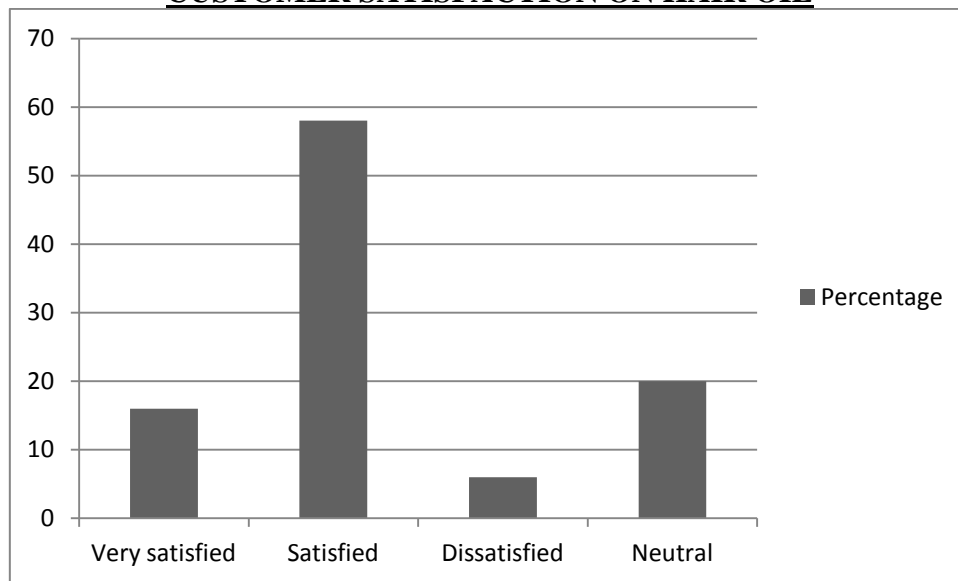


From the above table, 52% of the respondents are using dhathri.

TABLE-5
CUSTOMER SATISFACTION ON HAIR OIL

Opinion	No. of respondents	Percentage
Very satisfied	8	16
Satisfied	29	58
Dissatisfied	3	6
Neutral	10	20
Total	50	100

CHART-5
CUSTOMER SATISFACTION ON HAIR OIL

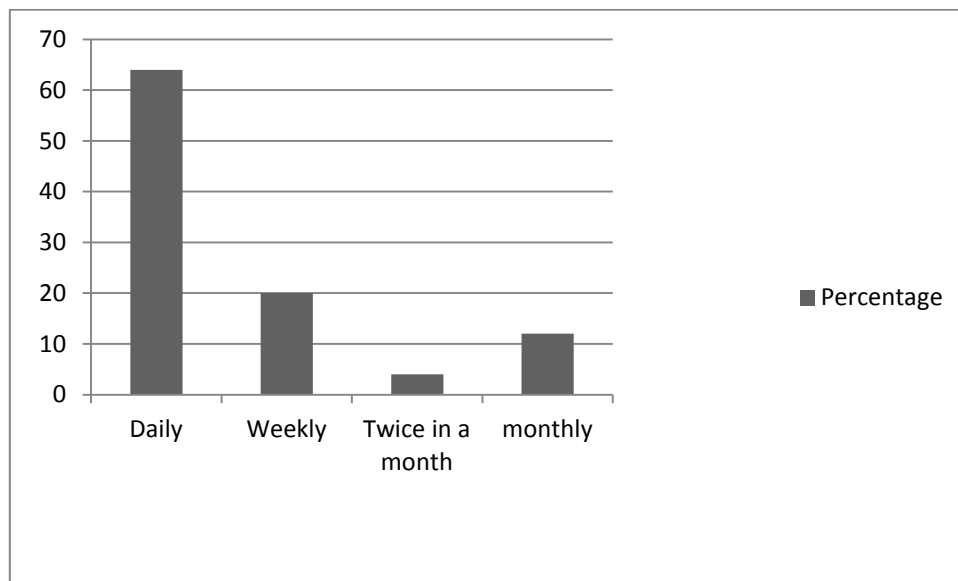


From the above table, 58% of the respondents are satisfied in using hair oils.

TABLE-6
USAGE FREQUENCY

Responds	No. of respondents	Percentage
Daily	32	64
Weekly	10	20
Twice in a month	2	4
monthly	6	12
Total	50	100

CHART-6
USAGE FREQUENCY



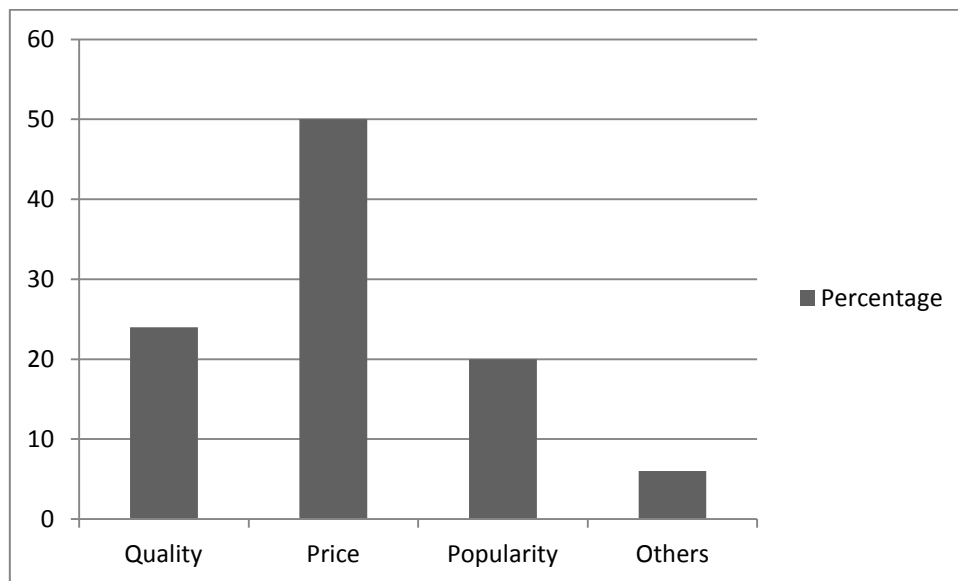
From the above table, 64% of the respondents are using hair oils in daily.

TABLE-7
FACTORS AFFECTING THE PURCHASES

Opinion	No. of respondents	Percentage
Quality	12	24
Price	25	50
Popularity	10	20
Others	3	6
Total	50	100

CHART-7

FACTORS AFFECTING THE PURCHASES



From the above table, 50% of the respondents are preferring hair oils based on its price

FINDINGS

1. 84% of the respondents are the regular users of hair oils.
2. Majority (52%) of the respondents use Dhathri.
3. 58% of the respondents are satisfied with the usage of hair oils.
4. 60% of the respondents use the hair oils for a period in between 1-5 years.
5. 64% of the respondents use hair oils daily.
6. 76% of the respondents get the information about the product from advertisements.
7. 50% of the respondents are of the opinion that price is the major factor affected their preference.

SUGGESTIONS

- Reduce the prices
- Provide more services provide more offer
- Take steps to ensure the best quality

CONCLUSION

Satisfaction is a person feeling of pressure of disappointment resulting from products perceived of performance (or outcome) in relation to his or her expectations. Customer satisfaction is



the level of a person felt state resulting from comparing a products perceived performance (outcome) in relation to the person expectations

A study on customer satisfaction on hair oils like Dhathri,Indulekha,Vayodha and parachute is a study conducted in Rajakumari punchayath to understand the level of customer satisfaction. Form this study, price and advertisement are the major factors that affects customers preference. Majority of the respondents are satisfied with the price of the product.

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