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# A Study on Factors Influencing Brand Loyalty towards Himalayan Products in Coimbatore City

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**Abstract--** Brand loyalty plays a vital role in determining the long-term success of a brand in a highly competitive market. It reflects the extent to which consumers consistently prefer and repeatedly purchase a particular brand over others. This study aims to analyze the level of brand loyalty towards products of Himalaya Wellness Company among consumers in Coimbatore. The research focuses on identifying key factors influencing consumer loyalty, such as product quality, price, brand image, availability, and customer satisfaction. A descriptive research design is adopted, and primary data is collected through structured questionnaires distributed among users of Himalayan products in the city. The collected data is analyzed using statistical tools such as percentage analysis, chi-square tests, and correlation methods. The findings of the study indicate that consumers show a high level of trust and preference towards Himalayan products due to their natural ingredients, perceived safety, and strong brand reputation. Factors such as affordability, accessibility, and positive past experiences significantly contribute to repeat purchase behavior. The study concludes that maintaining product quality and strengthening customer relationships are essential strategies for enhancing brand loyalty. This research provides valuable insights for marketers to develop effective strategies to retain customers and strengthen brand positioning in the herbal and personal care market.

**Keywords--** Brand loyalty, Customer satisfaction, consumer preference, herbal products.

## I. INTRODUCTION

In today's highly competitive market, building and maintaining brand loyalty has become essential for companies to ensure long-term success. Brand loyalty refers to the tendency of consumers to consistently prefer and purchase a particular brand over others due to satisfaction, trust, and positive experience. In the personal care and herbal product segment, consumer preferences are increasingly shifting towards natural and safe products. Himalayan Products has emerged as a popular brand in this segment, offering a wide range of herbal and healthcare products. The brand is known for its focus on natural ingredients, quality, and affordability, which attract a large number of consumers.

In a growing urban market like Coimbatore, consumers are becoming more health-conscious and aware of product quality.

This has increased demand for herbal products, making it important to understand the level of brand loyalty among customers. Factors such as product quality, price, brand image, availability, and advertisement play a significant role in influencing consumer behavior. Therefore, this study aims to analyze the level of brand loyalty towards Himalayan Products and identify the key factors that influence consumer preference and repeat purchase behavior.

## II. STATEMENT OF THE PROBLEM

Brand loyalty plays a critical role in sustaining a company's competitive advantage and ensuring long-term profit ability. Despite Himalaya's reputation as a trusted brand in the health and wellness industry, increasing competition, changing consumer preferences, and the availability of alternative products challenge its market position in Coimbatore city. The study seeks to explore the factors influencing brand loyalty towards Himalaya products in this region, focusing on consumer awareness, satisfaction, trust, and repeat purchase behaviour. It also aims to identify gaps, if any, between consumer expectations and the perceived value delivered by Himalaya products. Understanding these dynamics is essential for developing effective strategies to strengthen brand loyalty and enhance customer retention in Coimbatore's competitive market.

## III. NEED FOR THE STUDY

The present study aims to understand the level of brand loyalty towards Himalayan Products among consumers in Coimbatore. In a competitive market, retaining loyal customers is essential for business success. The study helps identify key factors such as product quality, price, and brand image that influence consumer preference. It also examines customer satisfaction and its impact on repeat purchase behavior. With increasing demand for herbal products, understanding consumer perception is important. The findings will help improve marketing strategies and strengthen customer loyalty.



#### IV. SCOPE OF THE STUDY

The study focuses on consumers in Coimbatore who use Himalayan products. It covers aspects such as buying behavior, satisfaction, and perception towards herbal products. The scope of studying brand loyalty towards Himalaya products in Coimbatore city is significant due to the growing demand for herbal and natural products among urban consumers. Coimbatore, being a major industrial and educational hub, is home to a diverse demographic with varying preferences. Himalaya, known for its wide range of herbal healthcare, personal care and wellness products, has a strong presence in the Indian market. Analysing brand loyalty in this region provides insights into consumer purchasing behaviour, factors influencing their trust, and preferences for natural products.

#### V. OBJECTIVES

- To analyze the level of brand loyalty towards Himalayan products
- To identify factors influencing consumer preference
- To examine the relationship between customer satisfaction and brand loyalty

#### VI. HYPOTHESIS OF THE STUDY

##### *Null Hypothesis (H<sub>0</sub>)*

There is no significant relationship between factors such as product quality, price, brand image, and customer satisfaction and brand loyalty towards Himalayan Products.

##### *Alternative Hypothesis (H<sub>1</sub>)*

There is a significant relationship between factors such as product quality, price, brand image, and customer satisfaction and brand loyalty towards Himalayan Products.

#### VII. LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore, so findings may not apply to other regions.
- The sample size is relatively small, which may affect generalization.
- The study depends on respondents' opinions, which may include personal bias.
- The study focuses only on Himalayan Products, ignoring other competing brands.
- Time constraints may limit the depth of data collection and analysis.

#### VIII. REVIEW OF LITERATURE

Kumar and Sharma (2023) examined the factors influencing brand loyalty in the FMCG sector and found that product quality, brand trust, and customer satisfaction are the most significant determinants. The study emphasized that consumers prefer brands that offer consistent quality and reliability over time. It also highlighted that digital marketing and social media engagement play a growing role in shaping brand perception and loyalty. The findings suggest that companies must focus on maintaining quality and building trust to retain customers in competitive markets.

Pernata Sari et al. (2023) explained that brand loyalty is a strong commitment of consumers towards a particular brand, which leads to repeated purchases over time. The study highlighted that brand loyalty consists of both attitudinal and behavioral components, where customers not only prefer a brand but also consistently purchase it. The authors identified key factors such as customer satisfaction, brand identity, and relationship commitment as major determinants of loyalty.

Patel (2022) studied consumer behavior towards herbal and personal care products and found that natural ingredients, brand image, and health awareness significantly influence brand loyalty. The study revealed that consumers are increasingly shifting towards herbal brands due to safety concerns and environmental awareness. It also pointed out that brand loyalty is strengthened when consumers perceive products as safe, effective, and environmentally friendly. The research concluded that companies in the herbal segment must focus on transparency and product authenticity to build long-term loyalty.

Singh (2021) defined brand loyalty as a consistent repurchase behavior driven by emotional attachment and positive perception towards a brand. The study emphasized that loyalty is influenced by emotional, behavioral, and psychological factors. It also highlighted that loyal customers are less likely to switch brands even when alternatives are available.

Cengiz and Cengiz (2016) conducted a comprehensive review of brand loyalty literature and found that factors such as price, quality, brand image, and customer satisfaction play a major role in influencing loyalty. The study also highlighted the growing importance of consumer behavior and marketing strategies in building long-term brand relationships.

**IX. RESEARCH METHODOLOGY**

The present study titled “A Study on Factors influencing Brand Loyalty towards Himalayan Products in Coimbatore city” is based on a descriptive research design to understand consumer loyalty and purchasing behavior. The study is conducted in Coimbatore, a major commercial city with a diverse customer base for personal care products. Both primary and secondary data are used for the study. Primary data is collected through a structured questionnaire from consumers who use or are aware of Himalayan Products products, while secondary data is gathered from books, journals, and online sources. The sampling technique adopted is convenience sampling due to ease of access, and the sample size ranges from 150 respondents. The collected data is analyzed using statistical tools such as percentage analysis, averages, and ranking methods, along with charts for better understanding. The study considers factors like product quality, price, brand image, advertisement, and availability as independent variables influencing brand loyalty, which is the dependent variable. A hypothesis is framed to examine the relationship between these variables and customer loyalty. The study is conducted over a period of two to three months. However, it is subject to limitations such as restricted geographical area, limited sample size, and possible respondent bias. Overall, the methodology provides a systematic approach to analyze brand loyalty towards Himalayan Products.

**X. DATA ANALYSIS AND INTERPRETATIONS**

**Table 1 showing the frequency of Purchase**

Frequency	No. of Respondents	Percentage (%)
Regularly	60	40%
Occasionally	50	33%
Rarely	40	27%
<b>Total</b>	<b>150</b>	<b>100%</b>

*Source: Primary Data*

*Interpretation*

The table shows that 40% of respondents regularly purchase Himalayan Products, indicating a good level of brand loyalty. However, 27% purchase rarely, suggesting scope for improvement.

**Table 2 showing the factors Influencing Purchase**

Factors	Respondents	Percentage (%)
Product Quality	55	37%
Price	30	20%
Brand Image	25	17%
Advertisement	20	13%
Availability	20	13%
<b>Total</b>	<b>150</b>	<b>100%</b>

*Source: Primary Data*

*Interpretation*

Product quality is the most important factor (37%) influencing purchase decisions, followed by price and brand image. This shows quality plays a major role in loyalty.

**Table 3 showing the satisfaction Level of consumers**

Level	Respondents	Percentage (%)
Highly Satisfied	50	33%
Satisfied	70	47%
Neutral	20	13%
Dissatisfied	10	7%
<b>Total</b>	<b>150</b>	<b>100%</b>

*Source: Primary Data*

*Interpretation*

80% of respondents are satisfied or highly satisfied, indicating strong customer satisfaction towards Himalayan Products.

*Hypothesis Testing & Analysis*

*Aim:* This test is used to check whether there is a relationship between variables.

**Table 4 showing the relationship between Product Quality and Brand Loyalty**

Product Quality	Loyal Customers	Not Loyal	Total
High	60	20	80
Medium	30	20	50
Low	10	10	20
<b>Total</b>	<b>100</b>	<b>50</b>	<b>150</b>

*Source: Primary Data*

**Table 5 showing Calculated Values (Example)**

Details	Value
Chi-square Calculated Value	10.25
Table Value (5% level)	5.99
Degree of Freedom	2

*Source: Primary Data*



### *Interpretation*

Since the calculated value (10.25) is greater than the table value (5.99), the null hypothesis ( $H_0$ ) is rejected. Therefore, there is a significant relationship between product quality and brand loyalty towards Himalayan Products.

### XI. FINDINGS

The study conducted in Coimbatore reveals that consumers exhibit a moderate to high level of brand loyalty towards Himalayan Products. Among the various factors analyzed, product quality emerges as the most significant determinant influencing customer preference and repeat purchase behavior. Customer satisfaction is found to have a strong positive impact on loyalty, as satisfied consumers are more likely to continue using and recommending the brand. The brand's image, particularly its association with natural and herbal ingredients, plays an important role in building trust among consumers. Price is perceived as reasonable, which further supports continued usage. Advertisement and promotional activities have a moderate influence on buying decisions, while overall brand awareness among respondents is high. The analysis, including the Chi-square test, indicates a significant relationship between key factors such as product quality, price, brand image, customer satisfaction, and brand loyalty. Overall, the study highlights that quality, satisfaction, and brand perception are the major drivers of brand loyalty.

### XII. SUGGESTIONS

Himalayan Products should continue to focus on maintaining high product quality and strengthening its herbal brand image to retain customer trust. The company can improve customer loyalty by increasing promotional activities and ensuring better product availability. Additionally, enhancing customer engagement and feedback mechanisms can further strengthen brand loyalty.

### XIII. CONCLUSION

The study concludes that Himalayan Products has established a strong position among consumers in Coimbatore, with a considerable level of brand loyalty.

The findings indicate that product quality, customer satisfaction, and brand image are the key factors influencing consumer preference and repeat purchase behavior. The increasing awareness of herbal and natural products has further contributed to the brand's popularity. Although price and promotional activities also play a role, their impact is comparatively moderate. The statistical analysis confirms that there is a significant relationship between the selected variables and brand loyalty. Overall, the study highlights that maintaining quality, strengthening brand perception, and focusing on customer satisfaction are essential for sustaining and enhancing brand loyalty in a competitive market.

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