

RANI CHANNAMMA UNIVERSITY BELAGAVI



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

RESEARCH TOPIC

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

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2022-23


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PROJECT REPORT


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



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


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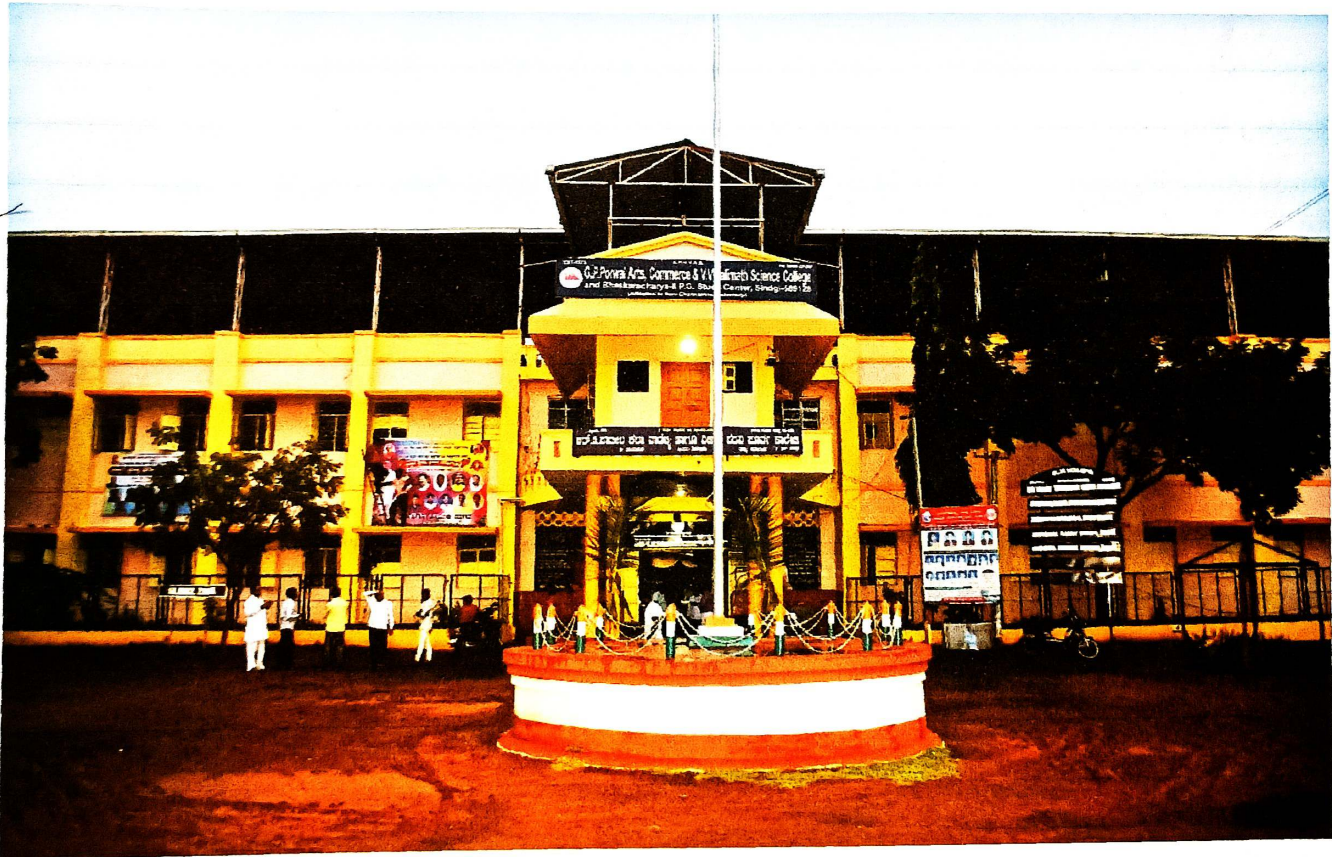

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CHAPTER-1

INTRODUCTION

It is detailed study of market potential performance to detect strengths and weaknesses. The gathering, classifying, comparing & studying of company's sales data, strictly speaking, gathering of sales data is not a part of analytical efforts but it substantially and vitally affects the quality of market potential. Market potential provides additional information. For example that the increased sales volume came from product carrying a lower than average gross margin.

Through sales analysis, management seeks insight on strong and weak territories, high volume, low volume products and type of customers providing satisfactory and unsatisfactory sales volume. It uncovers details that otherwise lie hidden in the sales record. It provides information that management needs to allocate sales efforts effectively.

If sales management relies on the raw data, the result may be misleading. It depends solely on summary of the sales data. It has no way to evaluate the effectiveness of its own activities and those of the sales force if we say that sales have gone up by 5% over previous year's with 1% decline profit.

Market potential provide the management with additional information make an in-depth study of why the margin is insufficient though sales management seeks insight on the sales territories with the most satisfactory and the least satisfactory sales volume .Market potential will then uncover significant details why it is so. It provide necessary information, management need in order to allocate future sales

COMPANY PROFILE



The Himalaya Drug Company is an Indian company established by M Manal in 1930 and based in Bengaluru, Karnataka, India. It produces health care products under the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients. It is spread across locations in India, United States, Middle East, Asia, Europe and Oceania., while its products are sold in 92 countries across the world.

The company has more than 290 researchers that utilise ayurvedic herbs and minerals. A Hepatic drug, named Liv.52, is its flagship product, first introduced in 1955. Liv.52 to date has now over 215 clinical trials backing it. Himalaya Global Holdings Ltd. (HGH), is the parent of The Himalaya Drug Company worldwide. It is also the global headquarters of all Himalaya subsidiaries.

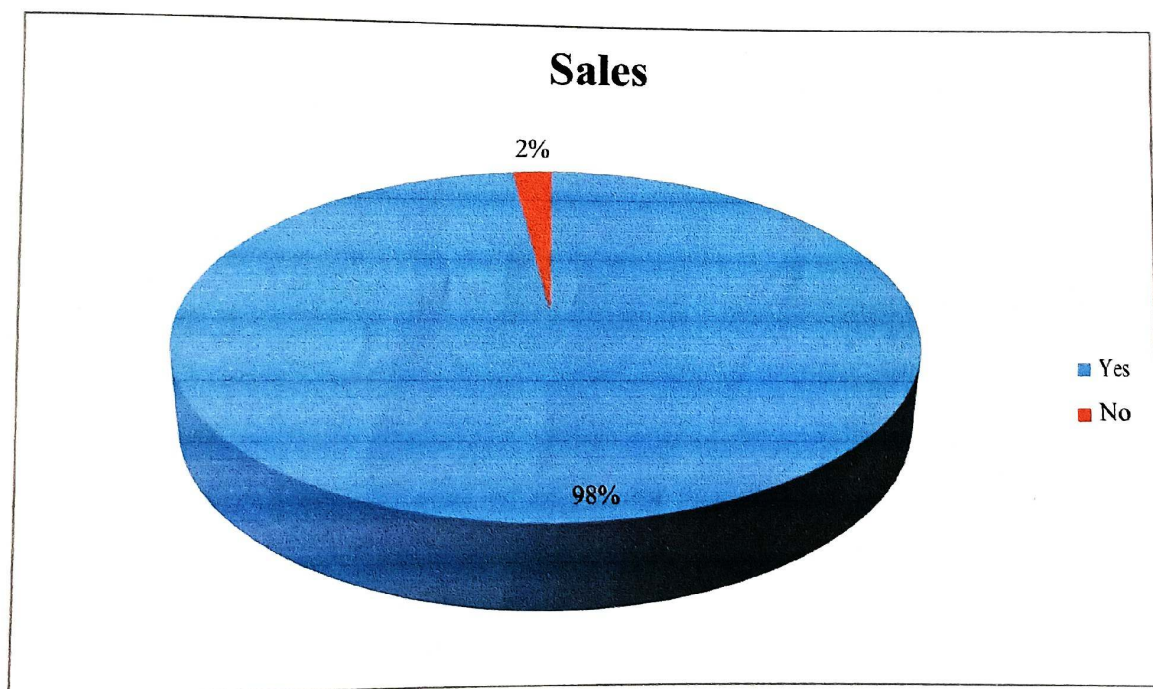
Founded by M Manal , the company was founded to commercialise the roots and herbs products being used in natural form earlier. Today, the company has offices across the globe, including India, USA, South Africa and other countries in Europe, middle east, and Asia.

CHAPTER-5

DATA ANALYSIS AND INTERPRETATION

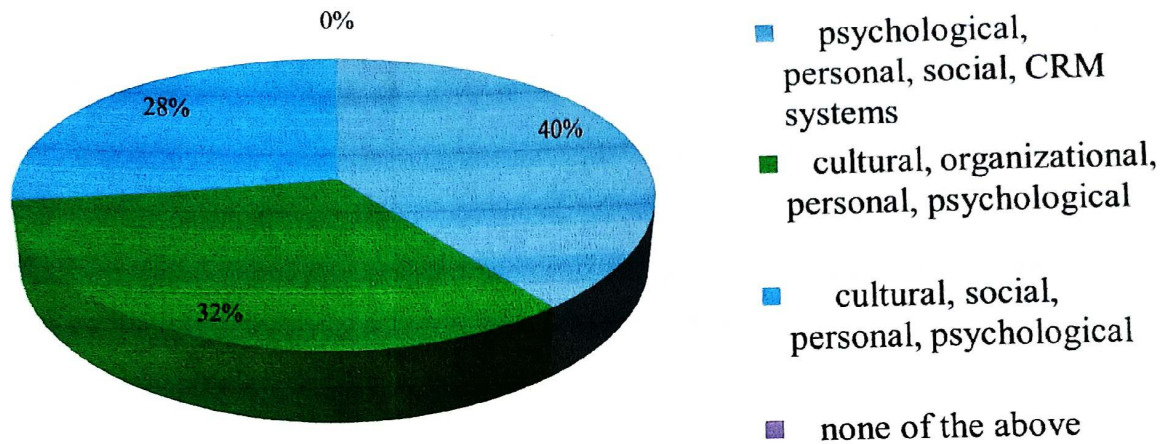
Do you know about Himalaya drugs company:

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



Since how long you are using Himalaya drugs company products:

Influence Consumer Buyer behaviour



Interpretation:

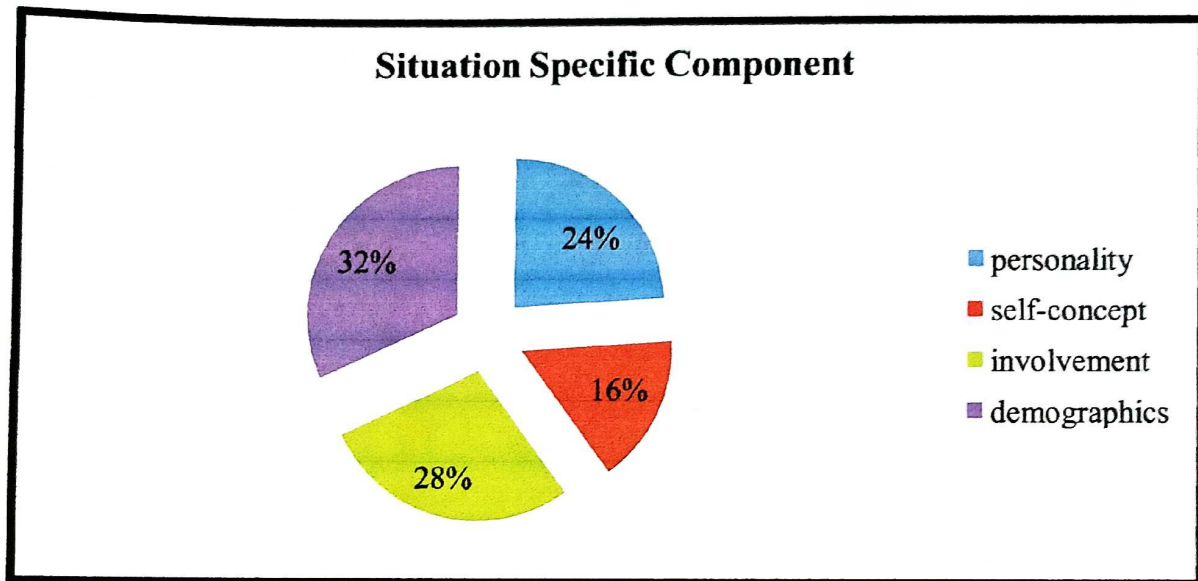
According to 40% respondent are prefer psychological, personal, social, CRM systems are the four factors that influence consumer buyer behavior according to them , 16% respondent are prefer for cultural, organizational, personal, psychological, 28% respondent are prefer for cultural, social, personal,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



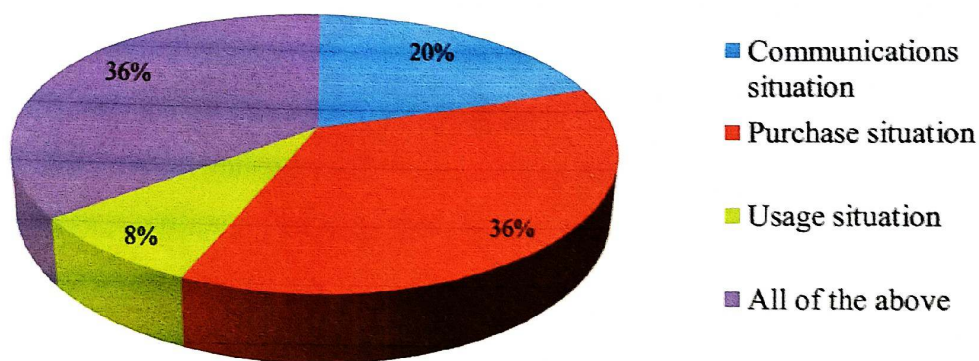
Interpretation:

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

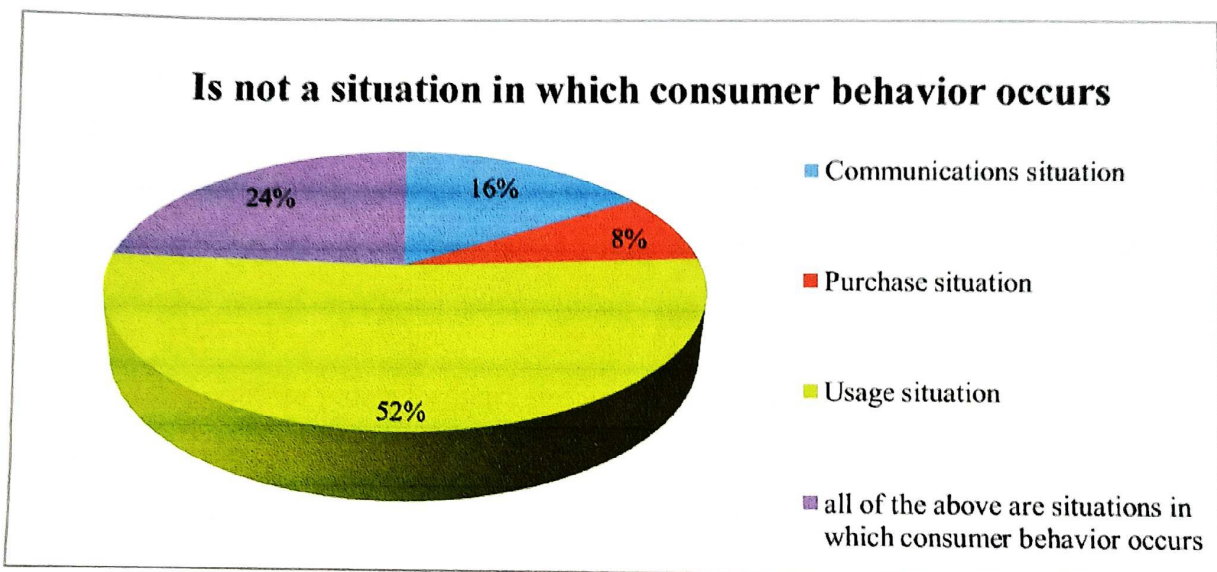


Interpretation:

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%



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.

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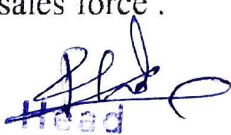
CHAPTER-6

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 .



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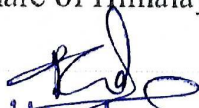
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CONCLUSIONS

- 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.


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