

The Role of Brand Performance in Shaping Consumer Preference for Personal Care Green Products: With Special Reference to Himalaya Wellness Company

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Abstract

The primary objective of this study is to investigate the factors influencing consumer behaviour towards Himalaya's personal care green products. Specifically, the research examines the impact of Brand Performance on consumer preference and the role of Sustainability Attributes in fostering Brand Loyalty. As sustainability becomes a critical determinant of purchase behaviour, understanding how performance factors such as product quality, natural ingredients, eco-friendly packaging, brand trust, and ethical image influence consumer decisions is essential. Using a quantitative descriptive research design, data will be collected from consumers who use Himalaya's personal care products. Primary data was collected from 100 respondents using a structured questionnaire. The data was analysed using Mean scores, Standard Deviation, and Binary Logistic Regression to test the hypotheses. The empirical results reveal that both Brand Performance and Sustainability Attributes are significant predictors of consumer behaviour. The findings suggest that Himalaya's commitment to eco-friendly practices and ethical attributes significantly enhances its competitive advantage.

Keywords: *Brand Performance, Sustainability Attributes, Brand Loyalty, Consumer Preference, Himalaya Personal Care green products, Binary Logistic Regression.*

Introduction

Sustainability has become an ongoing trend in the worldwide personal care industry as consumers look for safer, more ethically produced, and environmentally friendly products. In recent decades, consumer's growing awareness of environmental issues affects consumer perception and purchasing behavior. Now days, consumers are more aware of their environment and health and they look for eco-friendly products that are free of toxic materials. Keeping in mind the consumer's desire, many brands have started manufacturing eco-friendly, free of toxic and recyclable products. The skincare sector has been able to adopt to changing consumer preference for chemical free product formula by switching to natural and organic personal care products. Himalaya is one of the leading herbal personal care brands in India and markets itself as a company dedicated to sustainability and natural wellness. Himalaya has built its brand identity around the principles of Ayurveda, ethical sourcing, cruelty-free testing, and sustainable manufacturing. In the competitive green cosmetics market, consumers are not only seeking effective beauty solutions but also expecting brands to demonstrate transparency and social responsibility. In the competitive green cosmetics market, consumers are not only seeking effective beauty solutions but also expecting brands to demonstrate transparency and social responsibility. Himalaya Wellness Company, with its deep roots in sustainability and herbal innovation, presents an ideal case to investigate how a brand's

sustainable performance affects consumer satisfaction and loyalty, particularly among environmentally conscious consumers. This study, seeks to assess the role of brand performance in shaping consumer preference for Himalaya's green personal care products. It also aims to evaluate how factors such as product quality, natural ingredients, packaging, affordability, and brand trust influence consumer satisfaction and repeat purchase intentions. By examining the dynamics between brand performance and consumer preference, this study aims to provide a comprehensive understanding of how sustainable business practices can shape consumer choices and foster long-term brand loyalty in the green personal care industry.

Green Concept

In recent days there have been many environmental issues like air pollution, water pollution, deforestation, food waste, and plastic pollution. Environmental issues have gained priority in both organizations and public activities. Furthermore, consumer awareness about the environment is also increasing. People prefer to buy eco-friendly products which are not harmful to the environment and their health. The majority of the countries were worried about environmental issues. Development that is environmentally sustainable has grown in importance. Businesses used sustainable marketing techniques to achieve this. The idea of "green marketing" was first presented in the 1980s and went through three phases of development. It was referred to as Ecological Green Marketing in the first phase. Environmental concerns are becoming more and more important at this point, and discussing and tackling them is a part of any marketing initiatives. The focus of the second stage of environmental green marketing was on creating novel products that address the problems of waste and pollution. The late 1990s and early 2000s saw the rise in popularity of the third stage of sustainable marketing. It suggested meeting present requirements without sacrificing the capacity of future generations to meet their own needs.

Green Personal Care Products

In the modern era, the use of green products is becoming popular due to increasing consumer awareness of environmental challenges and health concerns. Green products are those products that are developed with environmentally friendly practices and natural ingredients. In today's scenario, more and more consumers prioritise green products and services such as green clothes, green electricity, green vehicles, green food, and green cosmetics, etc. Green personal care products use natural, organic, and sustainable ingredients for chemical-free skincare products. Many personal care brands shift to innovative formulas and adopt greener practices such as cruelty-free testing, eco-friendly packaging, reduced waste energy consumption and carbon emission, and natural ingredients. Governments and organisations are also establishing guidelines and certification for green products, which helps in directing both consumers and producers regarding more sustainable choices. Despite of there are many challenges involving greenwashing where a company falsely or misleadingly presents their products services or practices as sustainable to influence eco-conscious consumer companies should ensure and certify their customers that they are adopting green and sustainable practices. Overall, green personal care products represent a significant move towards sustainability and health-conscious self-care routines.

Himalaya Wellness Company

The Himalaya herbals company was established in the 1930s by Mohammed Manal in Dehradun, India. It is a multinational Indian pharmaceutical company. Manal started making herbal health care products with Ayurvedic ingredients under this brand name. Himalaya company offers products in many categories such as Personal care, baby care, pharmaceuticals, nutrition and animal health care products. Himalaya's personal care products including skincare, facecare, haircare, and oral care products. The neem face wash was one of the Himalaya's high demand products. In 2016, Himalaya launched mother care products with research and development in India's Ayurvedic medical systems. Himalaya introduced many notable products that communicate the assurance of "Happiness through Wellness" in worldwide. Himalaya emerged as a global health and personal care company which sold approx. 500 products under the brands Himalaya personal care products, Nutrition products, Himalaya for MOMS, Animal health, wellness, and child care. Himalaya's extensive product range includes herbal skincare, wellness supplements, and personal care items, all formulated with natural ingredients. The brand offers a diverse array of products, from face washes and moisturizers to dietary supplements and herbal remedies. This diversity allows Himalaya to cater to a wide audience, from health enthusiasts seeking natural solutions to everyday consumers looking for effective skin care options. By continuously innovating and expanding its product offerings, Himalaya remains relevant in a competitive market, appealing to consumers who prioritize both efficacy and sustainability in their purchasing decisions. In summary, Himalaya stands out in the Indian green product market by effectively bridging

tradition and modernity. Its commitment to Ayurvedic heritage, sustainability initiatives, and diverse product range positions the brand as a leader in the skincare sector. As consumer preferences continue to evolve towards natural and eco-friendly alternatives, Himalaya's focus on holistic health and environmental responsibility will likely ensure its continued success in the marketplace.

Review of Literature

Khand gale A. (2015) studied consumer buying behaviour towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They **found** that majority of people who use domestic cosmetic brand. Television is the most effective media to get information about cosmetics. The quality of product is considered as most important factor for consumer purchase decision.

M.Banu Rekha and K.Gokila, (2015), the study has been understand the customer attitude of the different strata people in the Indian society especially in Coimbatore city, Tamil Nadu towards Herbal Cosmetic Products. The classification of the different strata of the people in area wise, gender wise, age wise, income wise, etc. The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to understand clearly what the researcher wants and provides distinct information to measure the data. The data has been collected from the users of herbal cosmetics products. A sample of 50 respondents was taken into account for finding their uses for the herbal cosmetic products. The result was **found** that the people now are not considering the cosmetics as luxury, most of the customers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics.

Mrs. Gurmeet Kaur, (2016), The study is descriptive in nature. This study describes the customer retention and satisfaction level towards selected herbal cosmetic products. The present study is based on primary data collected through questionnaire administered on 100 female respondents using herbal cosmetic products in Yamuna Nagar only. All the relevant information was obtained by conducting the interview of customers with the help of pre-tested and structured questionnaire. The present study depicts that majority of the respondents are satisfied with quality and price of herbal cosmetic products. It is **found** that the respondents of all the age group and income group are using personal care products. Herbal cosmetic products are preferred by the respondents as compared to non-herbal cosmetic products due to awareness of harmful effects of non-herbal cosmetic products.

Dr. M. Rajarajan, (2016), It is to examine the customer's behaviour of herbal cosmetic products because customer behaviour is a very complicated field of study. There are many factors, which affect the behaviour of customers which purchasing, using and evaluating the products. They are changes in fashion, technology and so on, different types of user's skin, changes in customer attitude and so on. The first problem is the change in fashion, technology and so on. Modernity first makes its headway in urban areas. Not only economic & technological advancements find their place primarily in cities, but also new trends in fashion and personal health.

A study by **Charwak B. (2016)** regarding customer satisfaction towards Himalaya skin care product with direction to discover client prerequisites of Himalaya skincare items. The study **found** that individuals presently are not thinking about beauty care products as an extravagance, the majority of the customers feel that there are more synthetic compounds in beautifying agents, which cause many results, and began exchanging once again to home-grown-based beautifiers. To prevail over contenders and to advance its present position, Himalaya ought to advance its items in each conceivable channel to support up deals and especially needs to build the recurrence of its Ad's on paper and electronic media.

Sujatha K. & Amala S. (2018) examined the consumer satisfaction towards skincare product in Tiruchirappalli Town and **found** that utilizing beauty care products in the present life has become a need, and individuals are not thinking about make up as an extravagance. There is a shift from synthetic-based beautifiers to Himalaya items, for its Ayurveda base and quality. This study was carried out with primary investigation which includes 67% of the complete respondents are female, 67% are between 15-30 years old, and the greater part 35% are school level.

(Saravanakumar & Bhojan, 2018) aimed to investigate the factors influencing the consumers' on choosing the products of Himalaya brand. The study also examined the level of awareness and satisfaction towards Himalaya products. A structured questionnaire was used to collect data from 500 respondents of different age group. The result of this study

found positive relation between monthly family income of respondents' and spend for herbal cosmetics product per month of the respondents. The study also revealed that majority of the respondents (43.8%) ranked first to quality of the product.

According to **Khan, Marium & Waheed, Sidra & Ahmad, Nawaz. (2018)**, consumers often rely on packaging to assess the quality of a product. Consequently, product packaging, especially at the point of sale, significantly influences consumers' purchase intentions. This study highlighted that packaging is crucial in product promotion and in encouraging purchase intentions.

Lavuri R. & Sreeramulu (2019) on personal care product with reference to women's buying behaviour to understand the woman's purchasing conduct with respect to individual consideration items. The result of this study **found** that depending on demographical components of respondents are having a critical mean contrast with the purchasing of individual consideration items and item factors and choice influencers were altogether affecting purchasing conduct of ladies' respondents.

Rajee & Kasinathan (2019) studied consumer preferences, us age pattern and satisfaction towards Himalaya cosmetic in baby-care product segment and examined that 56% of the purchasers of Himalaya makeup are females and 52.20% have a family size of 4-6 individuals. The majority of the clients have a place with the month to month pay gathering of Rs. 10000–20000, so Himalaya Cosmetics could furnish their items in little amounts with most extreme utility cost. They reasoned that the present market is more client arranged in the sense all the business activities rotate around understanding their conduct and purchasing behaviour.

Bom, Jorge, Ribeiro, & Marto (2019) proposed a sustainable approach specific for cosmetic industry by identification and management of multiple environmental, economic, social, and safety aspects. The study found that the “cosmetic industry needs to adapt and innovate to design products and processes that can improve the sector sustainability, acting across the entire value chain” and that “it is essential to understand which factors to consider when aiming for sustainability.”

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Kanagaraj (2020), The **result** of this study explains what Coimbatore consumers think of Himalaya products. The product is constructed of organic Ayurvedic components that have been used in herbal remedies to promote healthier, longer lives for people. Himalaya places an emphasis on assisting people in enhancing their general wellness and health. The objective is to identify the socioeconomic factors that affect customers' satisfaction with Himalaya goods. For 45.3% of the respondents, it is important that ingredient manufacturers undertake widespread advertisements to promote their goods.

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(Sarthak Saraswat et.al., 2021)This study (article) aimed to identify and analyse consumer preferences and satisfaction, specifically their buying behaviour towards Personal Care Products, with the intention of examining the effect of product dimensions on customer satisfaction and loyalty. Primary data was collected through a structured questionnaire from 100 respondents in Vadodara district Gujarat. The collected Primary data analysed and presented in the form of tables, charts, graphs and diagrams. The **findings** of this study revealed that 73% of respondents prefer Himalaya's Personal Care products. The study further found that 69 respondents felt attracted to the natural ingredients featured in the product. Five stars were given by 3% of the population, while 55% of consumers gave it four stars, and no one rated Himalaya with one star. Ultimately, the study concluded that 70% of consumers would not only purchase but also recommend this product to others.

Amalia, F. R., & Darmawan, A. (2023) examined the factors influencing consumer interest in purchasing cruelty-free personal care products. The survey involved 326 participants, revealing a significant tendency towards cruelty-free product purchase intention, reaching 73.9%. However, a significant portion of participants, approximately 20.9%, remained undecided or neutral. They identified the influential factors in purchasing cruelty-free products, the theory of planned behaviour (TPB) were expanded and structural equation modelling (SEM) for analysis. The **findings** show that attitude, perceived behavioural control, and subjective norms positively influence the intention to buy cruelty free products. Moreover, hedonism, environmental values, and knowledge play significant roles in shaping attitudes towards cruelty-free purchase intentions. These findings offer valuable perspectives for various stakeholders to enhance the awareness of cruelty-free products in Indonesia.

(Thakur & Bhanushali, 2023) “*A study on consumer perception towards sustainable practices by wellness & personal care products*” The study on the personal care and cosmetics sector highlights a shift towards organic and sustainable products especially among millennials. The research aimed to evaluate consumer preferences and identify factors influencing purchasing decisions, while also assessing the effectiveness of marketing strategies of brands like Mamaearth. A structured survey, with 60 respondents sample size, was used to gather data, analysed through statistical tools. the findings of this study indicated a strong preference for organic and cruelty-free products, with key influencing factors being ingredients, brand reputation, price, and environmental impact. Over 50% of respondents reported being inclined to purchase Mamaearth products due to the brand's commitment to sustainability. The study underscores the significant effect of sustainable practices on consumer perception, indicating a strong preference for brands that prioritize environmental responsibility.

(S & S, 2023)“*A Study on Customers’ Perception towards Himalaya Products in Cuddalore District*” The study aimed to explore consumer perception and loyalty towards Himalaya herbal products. The paper also examined the influence of herbal products on personal needs. The research used sampling methods to gather data from 200 customers in Cuddalore district, Tamil Nadu. The **findings** of the study revealed that 38% of respondents are highly satisfied with the quality, 50% of the respondents are highly satisfied with the price, 80% of the respondent are highly satisfied with the variety, 74% of the respondents are satisfied with the durability, 44% of the respondents are satisfied with the fragrance, and 60% of the respondents are highly satisfied with the packaging. It concluded that majority of respondents were satisfied with Himalaya Products and perceived that the Himalaya products are very much helpful to solve the skin problem.

Objectives

The main objectives of this research paper are as under:

1. To understand the green concept and green personal care products.
2. To evaluate the role of brand performance in shaping consumer preference towards Himalaya wellness company’s personal care green products.
3. To analyse the sustainability attributes affecting brand loyalty and purchase decisions.

Research Hypotheses

Hypothesis 1:

H₀₁- Brand performance has no significant impact on consumer preference towards Himalaya Wellness Company’s personal care green products.

H₁₁- Brand performance has a significant impact on consumer preference towards Himalaya Wellness Company’s personal care green products.

Hypothesis 2:

H₀₂- Sustainability attributes do not significantly affect brand loyalty and purchase decisions towards Himalaya’s personal care green products.

H₁₂- Sustainability attributes significantly affect brand loyalty and purchase decisions towards Himalaya’s personal care green products.

Research Methodology

The study is quantitative as well as qualitative in nature, as it relies primarily on numerical data collected through a structured questionnaire. The target population includes consumers of Himalaya Wellness Company’s personal care green

products, such as skincare, haircare, baby care, and healthcare items. The study employs convenience sampling and purposive sampling techniques. Respondents are chosen based on their familiarity with and usage of Himalaya products, ensuring relevant and accurate feedback. Primary data are collected using a structured questionnaire distributed online. To evaluate the two research hypotheses developed for this study, a Binary Logistic Regression analysis was conducted.

Reliability Analysis

To ensure the internal consistency and reliability of the research instrument (survey questionnaire), Cronbach’s Alpha was calculated for each construct. Reliability analysis is crucial as it determines whether the scale consistently measures the intended variables. According to statistical standards, a Cronbach’s Alpha value greater than 0.7 is considered acceptable, while values above 0.9 indicate excellent internal consistency. All constructs used in this study (Brand Performance, Sustainability Attributes, Consumer Preference, and Brand Loyalty) achieved a score higher than 0.93, confirming that the data collection instrument is highly reliable and suitable for further inferential statistical analysis.

Data Analysis and Interpretation

Demographic Profile of Respondents

The demographic analysis of the respondents provides a foundational understanding of the consumer base for Himalaya Wellness company’s Personal care green products. The primary demographic variable analysed in this study is the Age Group, gender, education level, Occupation, Monthly Income etc., which are presented in the following table:

Table No.1: Demographic Profile

Category	Particulars	Frequency (N)	Percentage (%)
Age Group	Below 18	16	16%
	18–25 years	45	45%
	26–35 years	34	34%
	36–45 years	5	5%
	Above 45 years	0	0%
Gender	Female	67	67%
	Male	33	33%
Education	Graduate	39	39%
	Postgraduate	38	38%
	Higher Secondary	7	7%
	Others	16	16%
Occupation	Student	69	69%
	Private Employee	11	11%
	Homemaker	6	6%
	Professional / Others	7	7%
Monthly Income	Below ₹15,000	67	67%
	₹15,001–₹30,000	10	10%
	₹30,001–₹50,000	17	17%
	Above ₹50,000	6	6%

Location	Urban	66	66%
	Rural	34	34%
Total		<i>n</i> =100	100%

Age Group: The demographic profile of the respondents indicates a significant majority of respondents fall within the younger age. As shown in the above figure, the largest segment belongs to the 18-25 years age group (45%), followed by 26-35 years (34%). In total, 79% of the participants are between 18 and 35 years old, which shows that Himalaya’s personal care green products are highly popular among the youth. The participation of the age group below 18 stands at 16%, while the 36-45 age group represents only 5% of the total sample.

Gender Distribution: The data reveals that a significant majority of the respondents are female (67%), while males account for 33%. This aligns with the general market trend where women are primary consumers and decision-makers for personal care and wellness products.

Education and Occupation: A significant majority of the respondents (totaling 77%), are highly educated, with 39% being Graduates and 38% holding Postgraduate degrees. Respondents with secondary or higher secondary education account for only 7%, while 16% fall under other categories. The largest occupational group is Students, making up 69% of the total sample. This is followed by Private Employees (11%), Homemakers (6%), and Professionals/Others (14%). Most of the people in this study (77%) are well-educated, and 69% are students. This shows that educated young people choose Himalaya products because they are aware of the benefits of natural ingredients and want to protect the environment.

Economic Profile: Regarding monthly income, 67% of the respondents fall in the Below ₹15,000 category, which is consistent with the fact that the majority are students. Interestingly, the study identifies a notable segment of respondents in the higher income brackets (₹30,000 and above). This suggests that Himalaya’s green personal care products have a broad market appeal, attracting both budget-conscious students and high-income professionals who value quality and sustainability.

Location: The data indicates that a significant majority of the respondents 66% reside in urban areas, while 34% are from rural regions. This distribution shows that Himalaya's personal care products have a stronger market penetration in urban areas. However, the 34% respondents from rural areas is also notable, indicating that the brand's natural and herbal positioning is successfully gaining trust in rural markets.

Descriptive Statistics of Constructs

The descriptive analysis provides an overview of the general trend in consumer perceptions regarding Himalaya’s green personal care products. To understand the central tendency of the data, the Mean and Standard Deviation were calculated for each key construct.

Table No. 2: Descriptive Summary of Constructs

Construct	Mean Score (1–5)	Standard Deviation	Interpretation
Brand Performance	4.267	0.5576	Highly Positive
Sustainability Attributes	4.065	0.55911	Positive
Consumer Preference	4.092	0.6311	Positive
Brand Loyalty	4.113	0.4787	Positive

The results from the descriptive analysis indicate a very strong positive sentiment toward the Himalaya Wellness Company. As shown in table no.3, the average scores for all variables are consistently above 4.0 on a 5-point Likert scale.

Brand Performance: The mean score for Brand Performance is 4.267, the highest among all constructs. This indicates that most respondents strongly agree that Himalaya products are effective, safe, and made from high-quality natural ingredients. The low SD (0.5576) suggests that customers are consistently satisfied with the product's functional excellence.

Sustainability Attributes: Sustainability Attributes recorded a mean score of 4.065. This reflects a strong consumer perception of Himalaya as an environmentally conscious and ethically responsible brand. This construct has a relatively low standard deviation (0.559), signifying that the green image of the brand is consistently recognized across the sampled population.

Consumer Preference: The analysis resulted a mean score of 4.092 for Consumer Preference. This confirms that respondents prioritize Himalaya over competitors, primarily due to its herbal formulation and natural brand identity. The SD of 0.631 indicates a slightly broader range of opinions, suggesting that individual preferences may vary based on specific product categories or demographic factors.

Brand Loyalty: Brand Loyalty achieved a mean score of 4.113 with the lowest standard deviation of 0.478. This is a critical finding, as it demonstrates that consumers are not only satisfied but also exhibit a strong intention to continue purchasing the brand in the future. The low SD indicates that loyalty toward Himalaya is stable and firm among its users.

The descriptive analysis confirms that all major constructs scored above the 4.0 threshold. This suggests that the integration of quality (Performance) and eco-friendly values (Sustainability) has successfully positioned Himalaya Wellness as a preferred and trusted brand. These results provide the necessary statistical foundation for the subsequent hypothesis testing.

Hypothesis Testing and Results

Hypothesis 1: Impact of Brand Performance on Consumer Preference

H₀₁: Brand Performance has not significant impact on Consumer Preference towards Himalaya Wellness Company's personal care green products.

To evaluate the impact of Brand Performance on Consumer Preference for Himalaya products, a Binary Logistic Regression analysis was performed. In this study, Brand Performance was evaluated as a comprehensive measure focusing on the functional reliability and perceived quality of Himalaya's personal care range. This variable was measured through four key indicators: the quality of natural ingredients, product efficacy in meeting expectations, the consistency of product quality, and safety for long-term usage.

The analysis followed a structured approach, starting with the model's overall significance and concluding with the individual predictor's impact. To evaluate whether the proposed research model is a good fit for the collected data, the Omnibus Tests of Model Coefficients was initially analysed. This test is essential because it determines if the independent variable (Brand Performance) actually helps in predicting the dependent variable (Consumer Preference) better than a baseline model with no predictors.

Table No.3

Omnibus Tests of Model Coefficients				
		Chi-square	df	Sig.
Step 1	Step	33.107	1	.000
	Block	33.107	1	.000
	Model	33.107	1	.000

Table No.4

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	97.239 ^a	.279	.386
a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.			

The results of table no. 3 indicate that the model is highly significant, with a Chi-square (χ^2) value of 33.107 (df = 1) and a p-value of less than .001. In statistical terms, a p-value below 0.05 suggests that the results are not due to random chance. Since our p-value is < .001, it provides strong evidence that the model is statistically fit. This significance implies that Brand Performance is not just a random factor, but a meaningful predictor that significantly enhances the model's capability to explain consumer behaviour. Essentially, it confirms that the relationship we are testing is scientifically valid and provides a solid foundation for further interpreting the regression coefficients.

Following the model fit, the strength of the relationship was assessed using the Model Summary (table no.4). The 'Nagelkerke R Square' was found to be 0.386, indicating that Brand Performance accounts for 38.6% of the variance in Consumer Preference. This reflects a substantial explanatory power for a single predictor in this research context.

Table No. 5

Variables in the Equation									
		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	Brand_Perf_Final	1.703	.386	19.517	1	.000	5.493	2.580	11.696
	Constant	-5.669	1.455	15.179	1	.000	.003		

a. Variable(s) entered on step 1: Brand_Perf_Final.

To determine the specific impact of the independent variable, the analysis focuses on the Variables in the Equation (table no.5), which quantifies the influence of Brand Performance on the final outcome. The results provide strong evidence that Brand Performance is a statistically significant positive predictor of Consumer Preference. The analysis shows a positive B-Value of 1.703 for Brand Performance. This indicates a direct relationship where better brand performance leads to a higher likelihood of consumers preferring Himalaya products.

Furthermore, the strength and reliability of this predictor are confirmed by the Significance Level ($p < .001$). Because this p-value is substantially lower than the standard academic threshold of 0.05, it demonstrates that the observed relationship is highly reliable and not a result of random variation in the data. The most important result is the Odds Ratio (Exp(B)) of 5.493. It demonstrates that Brand Performance has a substantial practical influence on consumer choice. This value indicates that for every one-unit increase in the brand performance score, the odds of a consumer preferring Himalaya products increase by approximately 5.49 times. Given these statistically significant results, Alternative Hypothesis (H_{11}) is formally accepted, confirming that Brand Performance is a primary driver of Consumer Preference in this study. Based on the evidence from the three tables above, the p-value is less than 0.05, and the effect size is strong. Since the p-value is significantly lower than the alpha level of 0.05, the Null Hypothesis (H_{01}) is rejected. Consequently, the alternative Hypothesis (H_{11}), which states that brand performance has a significant impact on consumer preference, is formally accepted.

Hypothesis 2: Impact of Sustainability Attributes on Brand Loyalty and Purchase Decisions

H₀₂. Sustainability attributes do not significantly affect brand loyalty and purchase decisions towards Himalaya wellness company's personal care green products.

To determine the validity of the relationship between the variables, the analysis focused on testing the Null Hypothesis (H_{02}), which assumed that Sustainability attributes have no significant impact on Brand Loyalty towards Himalaya's personal care products. In this study, sustainability attributes are characterised by ethical sourcing of raw material, eco-friendly packaging, Environmental protection initiatives, and chemical-free product formulations. These factors collectively represent the brand's commitment to green marketing and consumer safety.

Table No.:6

Omnibus Tests of Model Coefficients				
		Chi-square	df	Sig.
Step 1	Step	25.745	1	.000
	Block	25.745	1	.000
	Model	25.745	1	.000

Table No.7

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	19.013 ^a	.237	.632
a. Estimation terminated at iteration number 8 because parameter estimates changed by less than .001.			

Initially, the Omnibus Tests of Model Coefficients (Table No.6) was examined to determine the model's overall fitness. The analysis revealed a Chi-square (χ^2) value of 25.745 (df = 1) with a significance level of $p < .001$. This statistically significant result indicates that the model is a good fit and that Sustainability Attributes significantly enhance the ability to predict Brand Loyalty. Furthermore, the Model Summary provides the Nagelkerke R Square value (Table No.7) of .632. This suggests that Sustainability Attributes explain approximately 63.2% of the variance in Brand Loyalty, indicating a very high explanatory power for this predictor.

Table No.8

Variables in the Equation									
		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1 ^a	Sustain_Mean	2.652	.834	10.102	1	.001	14.182	2.764	72.769
	Constant	-4.363	1.819	5.756	1	.016	.013		
a. Variable(s) entered on step 1: Sustain_Mean.									

The individual contribution of the predictor was further analysed through the Variables in the Equation table. The results show that Sustainability Mean is a highly significant positive predictor of Brand Loyalty, as evidenced by the B-Value of 2.652. This positive coefficient indicates a direct relationship where consumers who value sustainability attributes are significantly more likely to remain loyal to the brand. The decision to reject the null hypothesis is confirmed by the Significance Level ($p = .001$), which is well below the standard threshold of 0.05.

The most striking finding is the Odds Ratio (Exp(B)) of 14.182. This value indicates that for every one unit increase in the perception of sustainability attributes, the odds of a consumer being loyal to Himalaya products increase by approximately 14.18 times. Given these statistically significant and strong results, the Null Hypothesis (H₀₂) is formally rejected. Consequently, the alternative hypothesis accepted.

Final Discussion and Conclusion

This study examines the key drivers of consumer preference and loyalty towards Himalaya’s personal care products, specifically focusing on Brand Performance and Sustainability Attributes. Using Binary Logistic Regression, the research successfully tested two major hypotheses. The findings demonstrate a strong and statistically significant relationship between the predictors and their respective outcomes. The table below provides a concise summary of the results obtained from the analysis:

Hypothesis testing summary

Hypotheses	Null hypothesis	B-value	Sig(p value)	Result (Null hypothesis)
(H ₀₁)	<i>Brand Performance has not significant impact on Consumer Preference towards Himalaya Wellness Company’s personal care green products.</i>	1.703	<.001	Rejected
(H ₀₂)	<i>Sustainability attributes do not significantly affect brand loyalty and purchase decisions towards Himalaya wellness company’s personal care green products.</i>	2.652	.001	Rejected

The study confirms that Brand Performance is a significant predictor of consumer preference. A positive B-value of 1.703 and an Odds Ratio of 5.493 indicate that as consumers' perception of product quality and efficacy improves, their preference for Himalaya products increases by more than five times. This suggests that Himalaya’s focus on herbal safety and product effectiveness remains a core reason for its market dominance. Perhaps the most significant finding of this research is the impact of Sustainability Attributes on Brand Loyalty. With a Nagelkerke R Square of 0.632, sustainability alone explains 63.2% of the variance in consumer loyalty. The exceptionally high Odds Ratio (14.182) proves that green attributes such as eco-friendly packaging and ethical sourcing are not just good to have but are primary reasons why consumers stay loyal to the brand.

In conclusion, while Brand Performance is essential for attracting consumers, Sustainability is the primary catalyst for deep-rooted brand loyalty. Consequently, Himalaya’s commitment to sustainable practices effectively converts one-time users into committed brand advocates. For brands like Himalaya, continuing to invest in green marketing and sustainable practices will yield the highest returns in terms of long-term consumer retention. Both Null Hypotheses (H₀₁ and (H₀₂) are rejected, and the research confirms that Himalaya's success is deeply rooted in both its product excellence and its commitment to environmental values.

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