**Abstract**

This study is to identify the consumer satisfaction level and the problems faced by the respondents while using Himalaya products. The data has been collected from 50 consumers in Dharapuram by applying convenient sampling technique. Statistical tools such as percentage analysis, chi-square analysis and weighted score analysis have been used to analyse the data. Finding of the study reveals that there is no significant relationship between age, gender, educational qualification, monthly income, marital status and level of satisfaction of Himalaya product.The study has attempted to cast light on the preference of the consumers also this study has necessitated the Himalaya manufacturing company to increase the awareness about its different products which are high in quality then their competitors.