



A STUDY ON CUSTOMER SATISFACTION TOWARDS ON NIVEA PRODUCTS IN MADURAI DISTRICT

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ABSTRACT:

The perception of Nivea products among customers. The primary objective was to analyze customer satisfaction and understand the factors influencing their purchase decisions. Both secondary and primary data were collected for the study. The data underwent analysis using the simple percentage analysis method and statistical tools. The findings revealed varying levels of satisfaction among customers, with some expressing contentment and others dissatisfaction with Nivea products. The suggestion emphasized the need for the company to tailor its focus differently for male and female customers, acknowledging the distinct levels of satisfaction. In conclusion, the study indicates that a significant portion of customers exhibits high satisfaction with Nivea products and services. Keywords: Nivea, Customer Satisfaction, Data Analysis, Company Focus, Different Levels of Satisfaction.

KEYWORDS:

CONSUMER, SATISFACTION, EXPERIENCE, BRAND, LOYALTY, BEHAVIOR.

1.1 INTRODUCTION

To comprehensively examine Nivea's product presence in India, assess the product portfolios of various players in the Nivea market, and analyze factors influencing Nivea's expansion and success in India. This includes an exploration of challenges, opportunities, and evolving trends within the Indian cosmetic industry. The project also provides a concise study of Nivea products in India in relation to the aforementioned aspects. A sale is defined as an exchange wherein the buyer receives goods. Nivea, as a cosmetics brand, has strategically introduced new products in India, positioning itself to compete with established rivals like Hindustan Unilever. This strategic move suggests a blend of German outsourcing or imports with local manufacturing, adapting to the dynamics of the Indian market.

1.2 STATEMENT OF THE PROBLEM:

Customer satisfaction and building brand loyalty are the ultimate goals of Nivea. Analyzing consumer satisfaction and brand experience is an ongoing challenge. Changes in customer attitudes towards products occur globally in our daily lives. These changes are influenced by factors such as product quality, taste, quantity, brand image, competition, product attractiveness, variety, and more. However, customers face challenges for which they lack clear reasoning, including changes in price, competition's product launches, and product quality affecting purchasing behavior. The Nivea Company strives to maintain its goals through the delivery of top-quality products, and understanding and addressing these challenges are crucial in achieving continued success.

1.3 REVIEW OF LITERATURE:

Smisha K. (2018) - The author believes it is vital to comprehend the brand equity of local versus overseas cosmetics. The objective goes beyond just buying a specific brand of cosmetics from a specific company. Talks about firms, businesses, and organizations. How customer behaviour when making an online cosmetics purchase.

Edakkotteshaji (2019) - The author looks into how female consumers react to specific cosmetic businesses' marketing techniques.

Susmitha (2023) - This study investigates customer satisfaction with Nivea products in Bangalore, India. Nivea, a well-known brand in the skincare and personal care industry, has gained a significant market presence in Bangalore. Understanding customer satisfaction is crucial for businesses to maintain and improve their market position. The primary objective of this research is to assess customer satisfaction levels and identify factors influencing satisfaction with Nivea products in Bangalore.

Rajesh Kumar, Priya Singh (2020) This study investigates the levels of consumer satisfaction towards Nivea products in Madurai city. Through survey analysis and statistical methods, the authors examine factors influencing satisfaction levels and provide insights into improving customer experiences with Nivea products in the local market.

1.4OBJECTIVES:

- To comprehend brand experiences, customer satisfaction, and perceptions regarding the usage of Nivea products.

- To investigate customer satisfaction with Nivea and its products in Madurai city.
- To analyze the purchasing patterns of Nivea products in Madurai city.
- To examine the differences in overall satisfaction among demographic and geographic variables.

1.5 METHOD OF SAMPLING

Sampling is a statistical analysis process wherein a predetermined number of observations are taken from a larger population. In a simple random sample, each member of the population has an equal chance of being selected.

1.6 SIZE OF SAMPLE

THE SAMPLE SIZE OF THE STUDY IS 100 RESPONDENTS.

1.7 TOOLS FOR ANALYSIS

A questionnaire has been designed to elicit the required responses from the samples to achieve the research objectives. The data obtained is presented in tables, pie charts, and bar graphs.

1.8 DATA ANALYSIS

TABLE: 1

CLASSIFICATION OF THE RESPONDENTS BASED ON THE GENDER

GENDER	FREQUENCY(F)	PERCENTAGE (%)
FEMALE (F)	56	56.00
MALE (M)	44	44.00
TOTAL	100	100.0

Source: primary data

INFERENCE:

The above data indicates that 56% of respondents were female and 44% were male.

CHART DISTRIBUTION OF RESPONDENTS BY THEIR GENDER

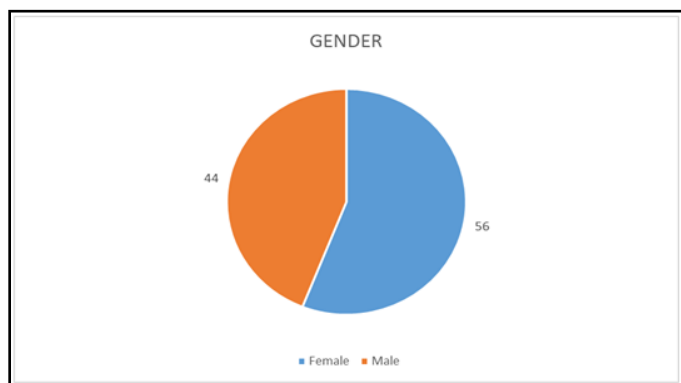


TABLE 2

DISTRIBUTION OF RESPONDENTS BY BRAND PREFERENCE

BRAND PREFERENCE	FREQUENCY(F)	PERCENTAGE
Nivea	74	74
Himalaya	18	18
Vaseline	3	3
Garnier	5	5
Total	100	100

Source: primary data

INFERENCE:

The above data indicates that 74% of respondents are Nivea, 18% of respondents are Himalaya, 3% of respondents are Vaseline and 5% of respondents are Garnier.

DISTRIBUTION OF RESPONDENTS BY BRAND PREFERENCE

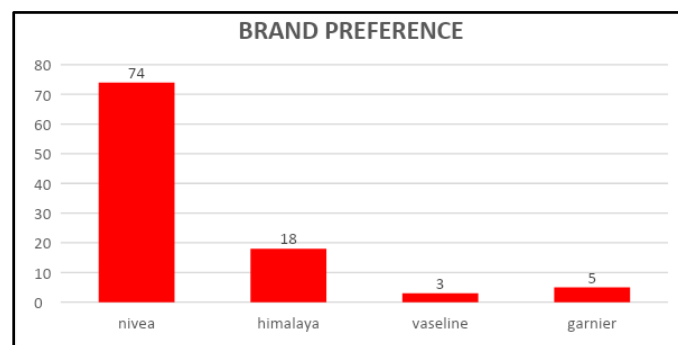


TABLE 3

DISTRIBUTION OF RESPONDENTS BY INTERVALS OF PURCHASING NIVEA PRODUCTS

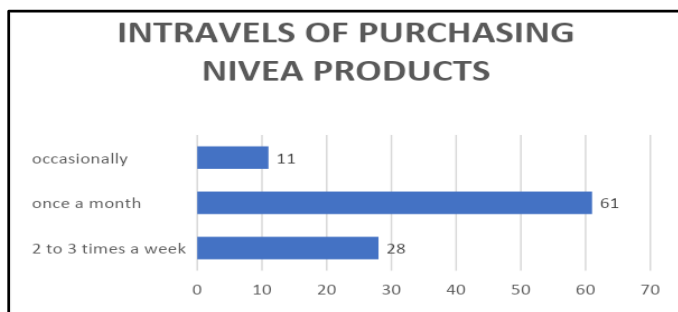
DURATION	FREQUENCY	PERCENTAGE
2-3 time a week	28	28
Once in a month	61	61
Occasionally	11	11
Total	100	100

Source: primary data

INFERENCE:

The above data indicates that 28% of responses are 2-3 times a week, 61% of responses are once a month, 11% of responses are occasionally.

DISTRIBUTION OF RESPONDENTS BY INTERVALS OF PURCHASING NIVEA PRODUCTS



Hypothesis:

There is no relationship demographic profile (age, gender (constant) age, gender)

TABLE 1

REGRESSION ANALYSIS FOR CONSUMER PERCEPTION TOWARDS ON NIVEA PRODUCTS

VARIABLES ENTERED/REMOVED ^a			
Model	Variables Entered	Variables Removed	Method
1	Age, Gender ^b	.	Enter

a. Dependent Variable: Consumer Perception towards on Himalaya Products

b. All requested variables entered.

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.816 ^a	0.666	0.659	4.68593

a. Predictors: (Constant), Age, Gender

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4237.839	2	2118.919	96.499	0.000 ^b
	Residual	2129.921	97	21.958		
	Total	6367.760	99			

a. Dependent Variable: Consumer Perception towards on nivea Products

b. Predictors: (Constant), Age, Gender

COEFFICIENTS ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.743	1.646		2.274	0.025
	Gender	5.376	1.102	0.337	4.880	0.000

	Age	6.252	0.735	0.587	8.505	0.000
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a. Dependent Variable: Consumer Perception towards on nivea Products

The analysis of table 1 indicates a significant difference in Consumer Perception towards Himalaya Products based on Gender and Age, as demonstrated by the F-value of 96.499, an R square value of 67%, and a highly significant P-value of (0.000) at a 1% level of significance. Consequently, the null hypothesis is rejected.

1.9 FINDINGS AND SUGGESTIONS

- The above data indicates that 56% of respondents were female and 44% were male.
- The above data indicates that 74% of respondents are nivea, 18% of respondents are Himalaya, 3% respondents are Vaseline and 5% of respondents are garnier.
- The above data indicates that 28% of responses are 2-3 times a week, 61% of responses are once a month, 11% of responses are occasionally.
- As in the analysis it shows that both the Male and Female have a different level of satisfaction about the product. It is important that the company should focus in a different way for both Male and females.
- The price of the product is comparatively higher than the competitors and it is also proven in this analysis that only 60 percent of the customers are satisfied with the price of the product. So, it is the essential-objective of the company to maintain the price of products and make sure that their customers will not move to the competitor's product.

1.10 CONCLUSION

Most customers express high satisfaction with Nivea products and services, establishing the company as one of the top choices. The company has successfully built strong relationships with both customers and retailers, contributing to its growth in a competitive market. Nivea's commitment to delivering high-quality products at reasonable prices encourages repeat purchases. Expanding business operations to rural areas and villages, where a significant portion of India's population resides, could be a strategic move for Nivea. Effective advertising has played a crucial role in attracting customers away from competitors and raising awareness of Nivea products. With the support of Nivea's Research and Development team and marketing strategies, the company has the potential to surpass competitors and emerge as a leading global product.

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