



A STUDY ON CUSTOMER SATISFACTION TOWARDS COSMETICS PRODUCTS IN MADURAI CITY.

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ABSTRACT:

Customer satisfaction is a critical determinant of success in the highly competitive cosmetics industry. This study aims to evaluate customer satisfaction levels towards cosmetic products in Madurai city, focusing on factors such as product quality, pricing, brand image, availability, and customer service. A structured questionnaire was administered to 80 respondents, comprising both male and female consumers aged 18–45 years, to gather primary data. The data were analyzed using statistical tools such as percentage analysis, chi-square tests, and regression analysis to identify key factors influencing customer satisfaction. The findings reveal that product quality and brand image are the most significant factors affecting customer satisfaction, followed by pricing and availability. Additionally, the study highlights that younger consumers prioritize innovative and trendy products, while older consumers emphasize quality and brand trust. The results also indicate that customer service plays a moderate role in shaping satisfaction levels. Based on the findings, the study recommends that cosmetic brands focus on maintaining high product quality, enhancing brand perception, and adopting competitive pricing strategies to retain and attract customers in Madurai city. Furthermore, improving accessibility and offering personalized customer service can significantly boost satisfaction levels. This study provides valuable insights for cosmetic companies to design effective marketing strategies and improve customer loyalty in urban markets like Madurai.

KEYWORDS:

CUSTOMER SATISFACTION, COSMETIC PRODUCTS, PRODUCT QUALITY, BRAND IMAGE, PRICING.

1.1 INTRODUCTION

The cosmetics industry has witnessed exponential growth in recent years, driven by increasing consumer awareness, changing lifestyles, and the influence of social media. In India, the demand for cosmetic products has surged, particularly in urban areas like Madurai, where consumers are increasingly conscious of personal grooming and beauty. Customer satisfaction plays a pivotal role in determining the success of cosmetic brands, as it directly influences brand loyalty and repeat purchases. This study aims to explore the factors influencing customer satisfaction towards cosmetic products in Madurai city, focusing on aspects such as product quality, pricing, brand image, availability, and customer service.

1.2 STATEMENT OF THE PROBLEM

Various varieties of the products are available in the market consumers prefer the variety of products for high quality, and low price. People think that there is less chemical in herbal cosmetic products and it will not affect them. Despite the use of herbal products people have some

problems like Acnes, Dark spots, Irritation, Itching, etc... The competition is severe and the manufacturers have to consider the opinion of the consumers. Thus, this research aims to explore the consumer satisfaction towards herbal cosmetic products in madurai city.

1.3 OBJECTIVE OF THE STUDY

To assess the level of customer satisfaction towards cosmetic products in Madurai city.

To identify the key factors influencing customer satisfaction.

To analyze the impact of demographic variables such as age, gender, and income on customer satisfaction.

To provide recommendations for cosmetic brands to enhance customer satisfaction and loyalty.

1.4 METHODOLOGY:

The study investigates the buying behavior of skin care products among people of different age group. The process

used to collect information and data for the purpose of making decisionis included here. It may include various questionnaires, publications andother techniques.

1.5 RESEARCH DESIGN:

In accordance with the above objectives, the research design is planned in such a way that the customer satisfaction of skin care product among youth can beassessed. This study is based on primary data and secondary data could be used as a support for primary data.

1.5.1 SAMPLING SIZE:

Sample size of the study is 80

1.5.2 SAMPLING METHOD

The study is descriptive in nature. Samples are selected at random.

1.5.3 TOOLS FOR DATA COLLECTION

Constructing a questionnaire is a skillful task, requiring an artistic approach. Questionnaires serve as essential tools for assessing the status of current practices and obtaining opinions and attitudes through surveys. Researchers utilize questionnaires to gather information, and respondents complete the scheduled forms as part of the data collection process.

1.5.4 TOOLS FOR ANALYSIS

The tools used for study in percentage analysis.

1.5.5 STUDY OF THE AREA

The research selected in Madurai city

1.5.6 METHODS OF DATA COLLECTION

The study employed two methods for data collection: primary data and secondary data. Primary data, collected firsthand through observation and measurement during the research process, was obtained using the questionnaire method. The researcher conducted personal interviews with respondents, clearly outlining the study's objectives before administering the questionnaire

1.6 DATA ANALYSIS:

1.6.1 TABLE

TABLE SHOWING CLASSIFICATION OF THE BESIC OF AGE

AGE	NO	PERCENTAGE
15-20	11	13.75
20-25	60	75
25-30	8	10
30+	1	1.25
TOTAL	80	100

Source: Primary Data

INTERPRETATION:

From the above table and pie chart it is clear that 85% of the respondents areof the age group 20-25. And nearly 14% of the respondents fall in the category 15-2, 1.25% of

the total respondents fall under the group 30+.

1.6.1 DIAGRAM

DIAGRAM SHOWING CLASSIFICATION OF THE BESIC OF AGE

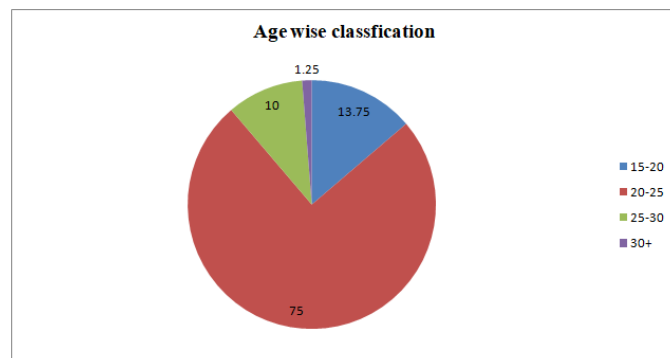


TABLE 1.6.2

TABLE SHOWING CLASSIFICATION ON THE BASIS OF THE STATEMENT "PURCHASE COSMETICS AFTER WATCHING ADVERTISEMENT"

Particulars	No	Percentage
Stronglydisagree	9	11.25
Disagree	8	10
Neutral	36	45
Agree	20	25
Stronglyagree	7	8.75
Total	80	100

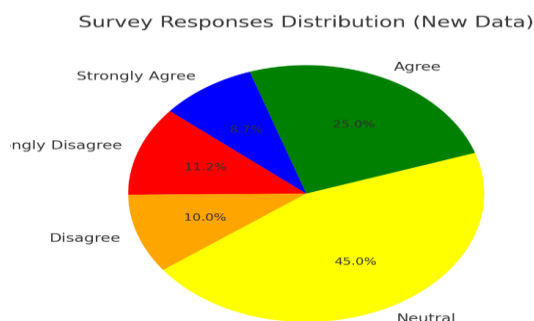
Source: Primary Data

INTERPRETATION:

Majority of the respondents ie; 45%have opted the option neutral Just 8.75%of 80 respondents are truly loyal to particular branded. 11.25% of the totalrespondents chose the option strongly disagree 25% chose the option agreeand10%chosetheoption disagree.

DIAGRAM-1.6.2

PURCHASE OF COSMETICS AFTER WATCHING ADVERTISEMENT-WISE CLASSIFICATION



1.7 FINDINGS AND SUGGESTIONS:**1.7.1 FINDINGS**

- Almost every respondent use at least one type of a cosmetic or other.
- Mainly people belonging to the age group 20-25 uses cosmetics the most.
- Most of the users are females ie; more than 80
- Above 80 of the respondents have agreed to the fact that they use cosmetic svery of ten . And above 80 of the respondents have strongly agreed to it.
- Above80 respondents have agreed that they prefer only Branded products where as above 80 of the respondents have deniedit

1.7.2 SUGGESTIONS:

- The manufactures of skincare products should aim to induce the male consumers to consume skincare products by introducing latest method sand technologies in manufacturing and marketing of skincare products.
- The impact of TV advertisements for the marketing of skincare products is very high. So that the information provided through advertisements should beaccurate, reliable and attractive which influences the consumer buying behaviour.
- The main factor which contributes to the buying behavior of skincare products are its feature and ingredients. Skincare products which contains naturaling redients are mostly opted the

consumers, so that it is important to have naturaling redients in skincare products.

1.8 CONCLUSION:

The study reveals that majority of the customers spend less than Rupees 1000 on purchasing skincare products and cosmetics. Regarding the factors influencing the purchase for female customers, they give the most importance on brand name, followed by Ingredients, advertisements, price Word of mouth, Quality of product & availability of the products respectively. Male customers prioritize brand name when purchasing face care products, followed by advertisements, price, quality, word of mouth, ingredients, and availability. Most respondents believe advertisements significantly influence their buying decisions. Research also supports the trend of consumers shifting towards branded face care products.

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