

CONSUMER SATISFACTION TOWARDS COSMETIC PRODUCTS IN NAGAPATTINAM DISTRICT

A.MUTHUKUMARAN, M.Com., M.Phil., MBA.,SET*

Abstract

Cosmetic products are referred as care substances which can be made of chemical s compounds or natural substances to enhance appearances and odor of human body. These cosmetic products beautify human appearance: today cosmetic product is in great demand because of self consciousness and self personality aspects which are closely linked with human life. Cosmetic are generally considered to make-up products. However, they indeed present in different forms varying from powders, baby make-up, soap, shampoo and toothpaste. In the cosmetic industry fashion trends are highly demanded from some consumer segments and so as to multi-functionalities and convenience. The cosmetic products market in India is not a new one. There are 22 crore of cosmetic products users in India using verities of cosmetic products. This paper is empirical study based customer respond and satisfaction against cosmetic products in Nagapattinam District.

Keywords: Cosmetic products, Consumer satisfaction, Make-up products, Cosmetic industry.

* Assistant Professor of Commerce, A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai - 609 305, Tamil Nadu, India.

Introduction

Cosmetic refers to all of the products to care for and clean the human body and make it more beautiful. The main goal of such products is to maintain the body in a good condition, protect it from the effects of the environment and aging process, change the appearance and make the body smell nice. Cosmetic industry has a share of 135 billion dollars in the global market. In India, cosmetic consumption has a great potential with a population of 120 crore. 52 Percent of this total population is under age of 21 and half of this figure is made up of women. The use of cosmetics by Indian women has increased significantly in the last five to eight years, with more and more women taking greater interest in personal grooming due to increasing disposal incomes, changing life styles, the influence of television and greater product choice and availability. With demand for cosmetics on the rise and the opening up of the market to foreign companies, many of the world's popular cosmetics brands entered the India market in the early and mid-nineties and some more have set their sights on India.

Scope of the study

The present study will be helpful in understanding the consumer satisfaction of the different strata people in Nagapattinam District, Tamil Nadu towards Cosmetic Products. The classification of the different strata of the people in age wise, education wise, income wise, etc. The study will also be helpful in analyzing the customer satisfaction towards cosmetic products in different factors identified by the researchers. It will also help in studying the effect of cosmetics purchase of the study specifically among the segment under consideration.

Objectives of the study

- To study the consumer awareness of cosmetic products.
- To study about the factor influencing the consumer to use the cosmetic products.
- To study the level of consumer satisfaction towards cosmetic products.

RESEARCH METHODOLOGY

Research Design

The main aim of the study is to know the consumer satisfaction and identify the factors that influence the consumer to choose the particular brand. Therefore descriptive research is used to find out the satisfaction among the cosmetic users.

Area of the Study

The study was conducted among consumers who are using cosmetic products in Nagapattinam District.

Method of Data Collection

Primary data is collected from respondents by administering questionnaire which comprised closed and open-ended questions.

Sample Size and Sampling Technique

Total 200 respondents are drawn on convenience sampling basis.

Data Analysis Tools

The data collected is tabulated, analyzed and interpreted by applying the statistical tools like, Chi-Square Tests.

Limitation of the study

- The results of the study cannot be generalized to other areas due to geographical differences.
- The study is constraint to the opinion of the consumers only. Opinion of the dealers is not taken into account.

DATA ANALYSIS

Table-1
Age and Level of Satisfaction

Age Group	Level of Satisfaction			Total
	Highly Satisfied	Satisfied	Dissatisfied	
Below 20 Years	30	54	10	94
21-40 Years	16	44	07	67
Above 41 Years	11	23	05	39
Total	57	121	22	200

Degrees of Freedom = 4; Calculated value of $\chi^2 = 1.49$; Table value at 5% level = 9.49

Table-1 indicates that out of the 200 respondents, 121 respondents are satisfied and 57 respondents are highly satisfied with the cosmetic products. Only 11 percent of the respondents

are dissatisfied with above 41 years of age group. In both satisfied and highly satisfied level of respondents, more respondents are identified in below 20 years of age group followed by 21-40 years of age group. Hence no relationship is observed between age and level of satisfaction. The result of Chi square test also proves that there is no significant relationship between the age group and level of satisfaction. The hypothesis is accepted because the calculated value of χ^2 is less than the table value.

Table-2
Education Level and Level of Satisfaction

Education level	Level of Satisfaction			Total
	Highly Satisfied	Satisfied	Dissatisfied	
Illiterate	10	22	08	40
School level	21	52	09	82
Under Graduate	19	36	05	60
Post Graduate	06	10	02	18
Total	56	120	24	200

Degrees of Freedom = 6: Calculated value of $\chi^2 = 4.04$: Table value at 5% level = 12.59

Table-2 indicates that among the 200 respondents, majority 120 respondents are satisfied cosmetic products. Out of 120 respondents, maximum 52 respondents are found as satisfied in studied school level of cosmetic users. Hence it is concluded that there is no significant relationship between education level and level of satisfaction expressed by the respondents. The result of the Chi-square test also in support of the findings as the hypothesis is accepted because the calculated value is less than the table value.

Table-3
Income and Level of Satisfaction

Income Level	Level of Satisfaction			Total
	Highly Satisfied	Satisfied	Dissatisfied	
Below Rs.15,000	24	70	23	117
Rs.15,001- 30,000	25	36	07	68
Above Rs.30,001	03	11	01	15
Total	52	117	31	200

Degrees of Freedom = 4; Calculated value of $\chi^2 = 54.81$; Table value at 5% level = 9.49

Table-3 indicates that majority 70 respondents are satisfied have income earned below Rs.15, 000 and only 1 respondent has dissatisfaction with above Rs.30, 001 income level. Rs.15, 001-30,000 income groups have 25 respondents are achieved high level of satisfaction than the above Rs.30, 001 income group. Hence the level of satisfaction is influenced by the income level. Since the calculated value is higher than the table value, the hypothesis is rejected. Hence it is evident that there is a significant relationship between the income and satisfaction levels of the respondents.

Table-4
Period of Usage and Level of Satisfaction

Period of Usage	Level of Satisfaction			Total
	Highly Satisfied	Satisfied	Dissatisfied	
Up to 1 Year	16	34	07	57
1-3 Years	17	35	10	62
Above 3 Years	22	46	13	81
Total	55	115	30	200

Degrees of Freedom = 4; Calculated value of $\chi^2 = 0.47$; Table value at 5% level = 9.49

It is evident from Table-4 that 115 respondents are satisfied and 55 respondents are highly satisfied with the cosmetic products in the total respondents. In all different period of usage of cosmetic user respondents are different levels of satisfaction. It is evident that majority 81 respondents are used cosmetic products above 3 years. The hypothesis is accepted, since the calculated value of chi-square is less than the table value. Hence it is confirmed that there is no significant relationship between the period of usage and satisfaction level of the respondents.

Table-5
Frequency of Purchase and Level of Satisfaction

Frequency of Purchase	Level of Satisfaction			Total
	Highly Satisfied	Satisfied	Dissatisfied	
Monthly	14	23	9	46
Weekly	18	43	9	70
As and when required	24	49	11	84
Total	56	115	29	200

Degrees of Freedom = 4; Calculated value of $\chi^2 = 1.94$; Table value at 5% level = 9.49

The Table-5 envisages that in the different frequency of purchase, nearly 49 respondents are satisfied with as and when required the cosmetic products. Hence satisfaction level is not influenced by frequency of purchase. It is also proved by the result of chi-square analysis. The calculated value is less than the table value and hence the null hypothesis is accepted. A conclusion is so derived that there is no significant relationship between frequency of purchase and the level of satisfaction of the respondents.

Table-6
Expiry Date and Level of Satisfaction

Awareness about Expiry Date	Level of Satisfaction			Total
	Highly Satisfied	Satisfied	Dissatisfied	
Aware	37	58	17	112
Not Aware	19	45	24	88
Total	56	103	41	200

Degrees of Freedom = 2; Calculated value of $\chi^2 = 6.01$; Table value at 5% level = 5.99

From Table-6 it is observed that majority 58 of the respondents aware cosmetic products are satisfied and highly satisfied 37 respondents is higher than those who are not having any awareness about expiry date. It is evident that the unaware 24 respondents are more dissatisfied than awareness respondents. The null hypothesis is rejected, since the calculated value is higher than the table value. Hence it is confirmed that there is certainly a significant relationship between awareness about expiry date and satisfaction level of the respondents.

Findings

1. The result proves that there is no significant relationship between the age group and level of satisfaction.
2. It is concluded that there is no significant relationship between education level and level of satisfaction expressed by the respondents.
3. It is evident that there is a significant relationship between the income and satisfaction levels of the respondents.
4. It is confirmed that there is no significant relationship between the period of usage and satisfaction level of the respondents.
5. It is derived that there is no significant relationship between frequency of purchase and the level of satisfaction of the respondents.
6. It is confirmed that there is certainly a significant relationship between awareness about expiry date and satisfaction level of the respondents.

Suggestions

1. The cosmetic manufacturing companies should ensure the availability of their products in all places even in rural areas at all times.
2. The preference of the consumers in the study area is more based on brand name of the cosmetic products. So they shall consider the suitability and quality of the product more rather than giving importance to brand name.
3. It is necessary for the consumer to take care of their facial complexion since the climate condition of our country warrants it. Hence consumers shall come forward to those cosmetic products as necessities rather than luxuries.
4. Cosmetic products means not for females only. It is useful to men also, though not for fair look but for protecting their facial complexion from sun rays and mist.
5. The central and state government may think of giving tax concession to cosmetic products, as it has become an essential item due to global warming problems.

Conclusion

Based on this study, consumer satisfaction in cosmetic products has a positive influence on the purchasing behaviour of the consumers are like to purchase products which they are strong image and exceeding their expectations. The analysis also indicated that consumers were more willing to talk to other consumers about the products they have used and were satisfied with their results. This study concludes that if a cosmetic business wants to enjoy good profits in India and in Nagapattinam District in particular, it should work hard to increase consumer brand loyalty through consumer satisfaction.

Bibliography

- Hawkins, Consumer Behaviour, Tata McGraw-Hill, 2003, Ninth Edition, New Delhi.
- Jay D. Lindquist, Consumer Behaviour, Biztanro, 2006, Second Edition, New Delhi.
- Kothari C.R, Research Methodology, Methods and Techniques, Vishwa Prakasham, 1990, Second Edition, Chennai.
- Suja R. Nair, Consumer Behaviour in Indian Perceptive, Himalaya Publishing House, 2006, First Edition, New Delhi.