

The Determinants of Customer Satisfaction towards Cosmetic Products

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ABSTRACT

Cosmetics are regarded as a means of enhancing one's complexion and beautifying the skin. These cosmetics only include not only include skin care, there are also varieties of shampoos and conditioners available, which keeps the hair clean, soft and healthy. The main goal of this research is to track and measure customer satisfaction on cosmetics, from that we can find the steps in order to increase the overall quality of the customer service and also to analyze about the spending the female customers make monthly on cosmetic. For this purpose, 120 customers were selected and obtained various response based on questionnaire method. The tools used in this study are percentage analysis, Anova, mean analysis and correlation This study reveals that majority of the customer are preferring brand when compared to advice from in-store consultant, recommendation from friend, packaging, quality, special offer or promotion and price. This study also finds that customers are giving at most importance to the product quality. In the present scenario, the spending habit of the customer has increased with respect to cosmetic product.

Keywords: Brands, Cosmetics, Satisfaction and Consumption.

1. INTRODUCTION

The term customer satisfaction is one of the very essential concepts, as it provides marketers and business owners with a metric that they can use to administer and progress their businesses. This satisfying concept of customer is generally used as a marketing target of a company's presentation. It is generally believed that a pleased customer is more expected to exhibit loyalty behavior. It is not only the important meter to measure customer loyalty, it can also help the marketing managers to make out the dejected customers, decrease agitate and boost revenue; it is also a key point of separation that helps you to magnetize new customers in aggressive business environments. Satisfying the customer is one of the major progresses of the business as retaining a new customer is always cheaper than acquiring a new one.

Generally Cosmetics are products or substances that are used to develop or adjust the aroma and outer shell of the body. There are many cosmetic that are intended and used for applying to the hair and face. They are normally the mixtures of chemical compounds; some being resulting from natural source, and some being synthetics. Common cosmetics include lipstick, skin lotion, eye shadow, shampoo, foundation, mascara, skin cleansers, hairstyling products, perfume. These cosmetics are been applied to the face to improve its look are time and again known as make-up. Customer satisfaction is closely associated with the proceeds and replicate purchases.

1.1 REVIEW OF LITERATURE

Thakur, S., & Singh, A. P. (2012) stated the bonding between loyalty intention, brand image and customer satisfaction regarding cosmetic products along with the people of central India and it also states the five advantages of brand image were discussed, they are symbolic, functional, social, appearance boost and experiential. Data was collected from 150 respondents which include both men and women, they preferred using cosmetic products of specific brand for this work. The outcome was that the three brand image profit explicitly social, appearance

enhance and functional has certainly and notably related to loyalty intention and customer satisfaction and the other two brand image namely symbolic and experiential had no major force on loyalty intention and customer satisfaction. At last, the conclusion was that marketing manager has to concentrate on the brand image in order to succeed customer satisfaction to make the loyalty among the customer about their product and service.

Suh, J. C., & Youjae, Y. (2006), have investigated how the product role is moderately getting involved with respect to customer satisfaction and loyalty relation. This paper is based on the attitude accessibility and stability theory. It has also proven that both directly and indirectly customer satisfaction is proportional to loyalty, this is shown by structural equation model. But when coming to ad attitude and corporate image it has indirect effect on brand attitude through mediating influence. Finally it states that, there is decrease in satisfaction on brand attitude and loyalty directly while increase in ad attitude and corporate image indirectly.

Gomez, M. I., McLaughlin, E. W., & Wittink, D. R. (2004), Linked perception of store attitude and satisfactory statement of customer together and customer satisfaction and performance of the sales together. This paper have done 250 outlets of retails, which contained six waves of customer satisfaction and data of sales, above the period 1998-2001, this was held publicly supermarket company. In this study the analysis have been done in food retail sector. This also shows the way the store revenues get affected by retailers by managing customer satisfaction. In order to address nonlinearities and asymmetries they have constructed statistical model in sales performance link. Gayathri, J., & Kousika, J, Showed that cosmetic industry have wide variety of products and services. In cosmetic industry innovation and diversity exists due to increasing demand from consumers. The present study reveals that in order to stay permanently in the consumers mind, factors such as pricing, quality, distribution network, etc., are considered most important.

Apaolaza-Ibáñez, V., Hartmann, P., Diehl, S., & Terlutter, R. (2011), Concluded on Women satisfaction on cosmetic products. To conduct the study, survey has been conducted on women with 355 respondents. The outcome of the result is that hedonic brand benefits and utilitarian contribute to the satisfaction with brands.

Campus, P. P, Started generally presentation of the product is represented by brands depending on the consumers perception and opinion. They conclude by giving three identification, one is change of cosmetics frequently by the students, health issues can be occurred due to lack of knowledge about the cosmetic products and the final one id not gaining the exact information about the product they use. Customer satisfaction and brand loyalty in cosmetics are influence by types of placing and promotion.

Bagiyalakshmi, S., & Saranya, S, have stated that the most accountable sales are done with color cosmetics like nail varnish, lip gloss and lipsticks. These are being most popular in the range of other cosmetic and toiletries market. The study is related to the usage behavior of cosmetic among collage girls, the sample taken for this study is from 100 girls in numbers. The techniques used in the study are chi-square test and percentage analysis. This study has

also extended its research process among the girls belonging to Arts and Science, Engineering and other professional collage girls. The study has also included about the usage of cosmetic among working women.

Sondoh Jr, S. L., Omar, M. W., Wahid, N. A., Ismail, I., & Harun, A. (2007), is based on the color cosmetic product. There were five brand image benefits, they are functional, social, symbolic, experiential and appearance enhance. These were investigated. The sample was taken from 97 females.

This has concluded that loyalty intention is affected by functional and appearance enhance. The overall satisfaction was related by functional, social, experiential and appearance enhance. The result states that in order to achieve customer loyalty, marketers has to focus on brand image benefits and also it was indicated that customer loyalty is influenced by overall satisfaction.

Yuen, E. F., & Chan, S. S. (2010), focused on the customer loyalty impacts of the product quality dimension and retail service quality dimension. This paper has majorly focused on the retail industry, in particular to the curtain retail sector. Data were collected from the customers who are existing there.

The study has concluded by stating three dimensions, which are related to the customer loyalty to store positively. The one dimension of retail service quality with customer loyalty to staff is positively associated.

1.2 OBJECTIVES

This project is based on the satisfaction of the cosmetic product among female customers.

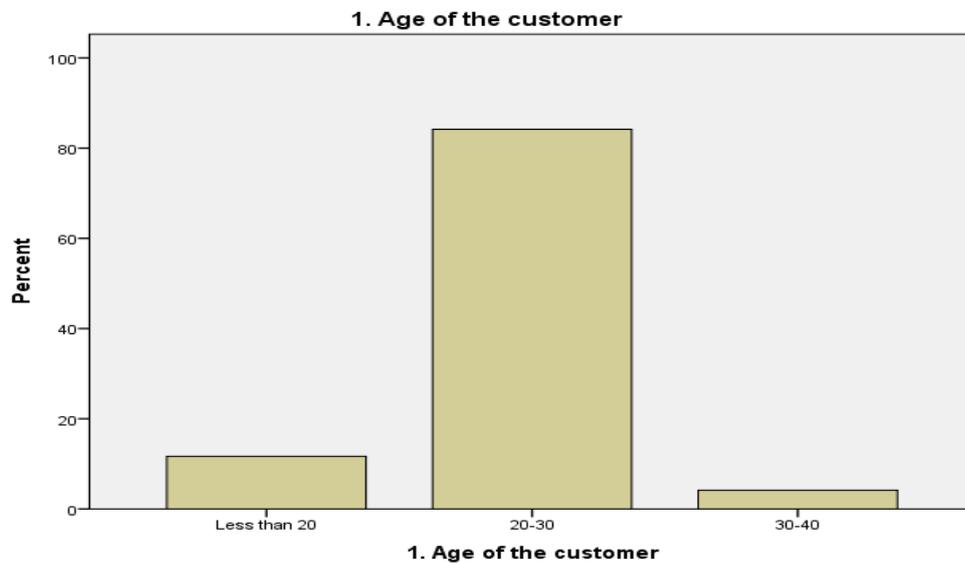
- To analyze on what basis the customer tend to buy the cosmetic products.
- To understand the requirement and expectation of customers regarding cosmetics.
- To know about the female customers spending on cosmetics.

1.3 METHODOLOGY

The study is exploratory in nature. It involved a survey of female customers on the satisfaction of cosmetic products. The data was collected by research method through survey questionnaire with one hundred and twenty customers for the period of one month. The collected data was analyzed using percentage analysis, mean analysis, Anova and correlation method in SPSS. A structured questionnaire of 26 multiple questions and demographic details were collected and analyzed. Primary data is the first hand information, which is being collected by the researcher or assistant is called as primary data. In this study, the primary data was collected through structured questionnaire. Questionnaire was employed to collect the primary data from 120 respondents. Besides the primary data, the secondary data was also collected for the study. Websites and books were referred for this purpose from the library to facilitate proper understanding of the study.

2. DATA ANALYSIS AND INTERPRETATION

2.1 AGE OF THE CUSTOMER



INFERENCE

The above chart shows that 11.7% of the respondents are of between the ages of less than 20 years, 84.2% of the respondents are of between the age of 20 to 30 years and 4.2% of the respondents are of between the ages of 30 to 40 years.

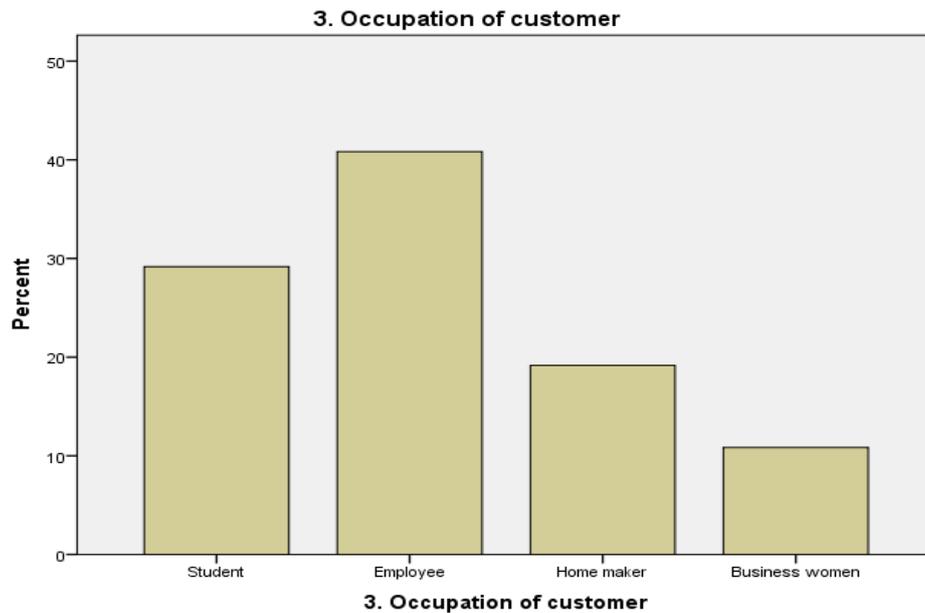
2.2 QUALIFICATION OF CUSTOMER



INFERENCE

The above chart shows that 4.2% of the respondents are undergoing schooling, 13.3% of the respondents are undergoing diploma, 38.3% of the respondents are undergoing UG and 44.2% of the respondents are undergoing PG.

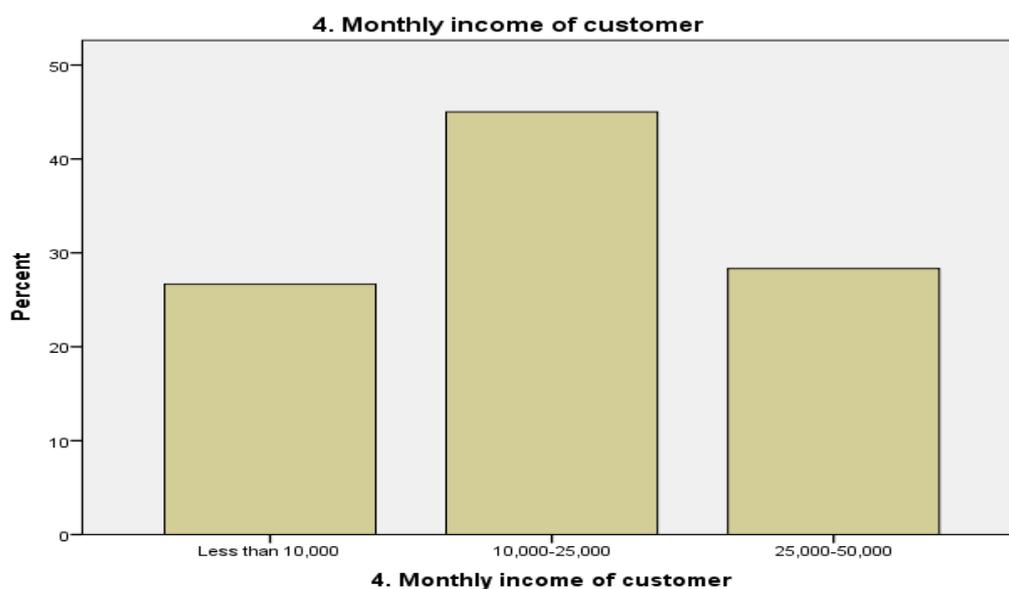
2.3 OCCUPATION OF CUSTOMER



INFERENCE

The above chart shows that 29.2% of the respondents are of students, 40.8% of the respondents occupation is employee, 19.2% of the respondents occupation is homemaker and 10.0% of the respondents occupation is business women.

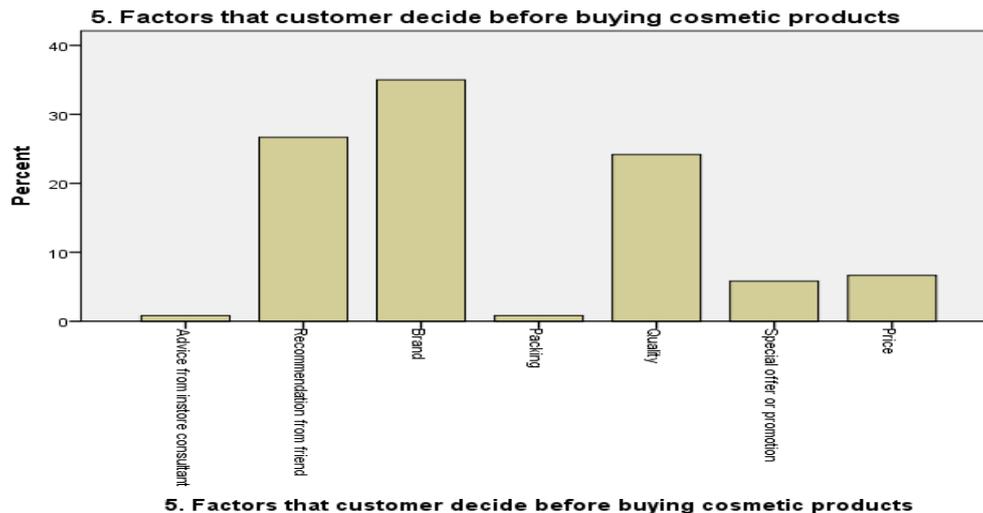
2.4 MONTHLY INCOME OF CUSTOMER



INFERENCE

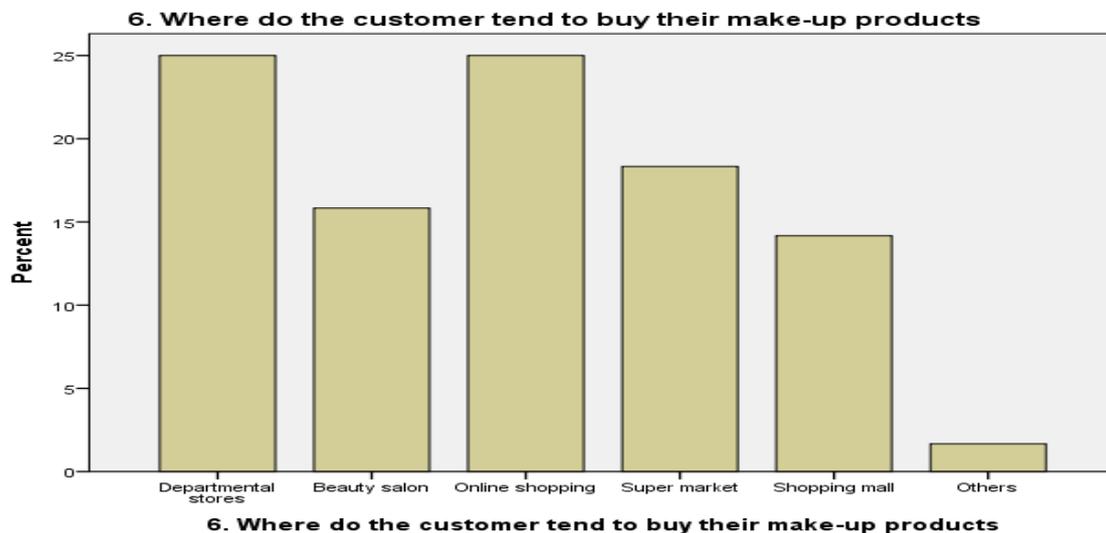
The above chart shows that 26.7% of the respondents monthly income is less than 10,000, 45.0% of the respondents monthly income is between 10,000 to 20,000 and 28.3% of the respondents monthly income is between 25,000 to 50,000.

2.5 FACTORS THAT CUSTOMER DECIDE BEFORE BUYING COSMETIC PRODUCTS



The above chart shows that 0.8% of the respondents decide based on the advice from the instore consultant, 26.7% of the respondents decide based on the recommendation from friends, 35.0% of the respondents decide based on the brand, 0.8% of the respondents decide based on the packing of the product, 24.2% of the respondents decide based on the quality of the product, 5.8% of the respondents decide based on the special offer or promotion and 6.7% of the respondents decide based on the price of the product.

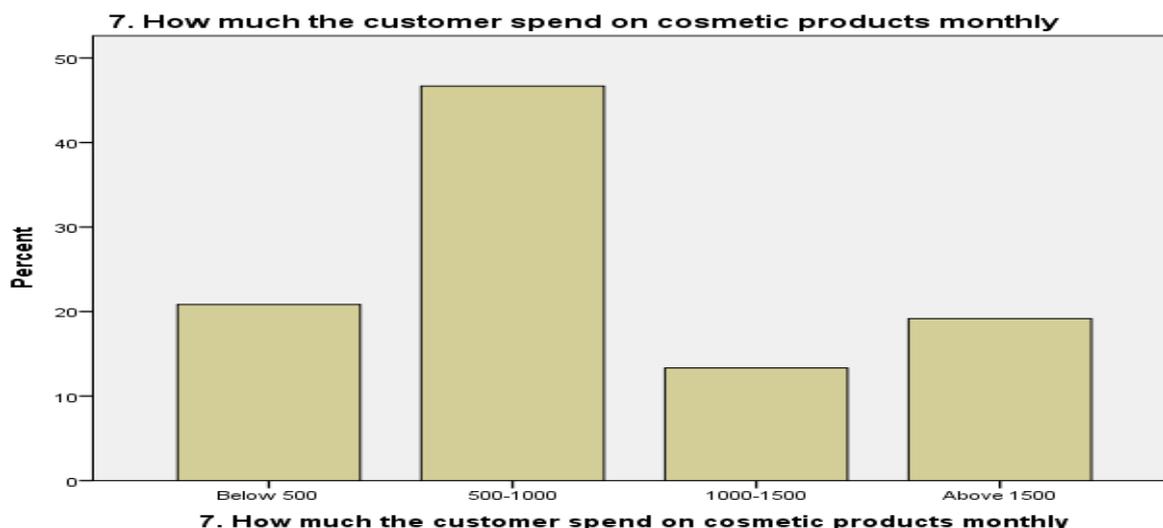
2.6 WHERE DO CUSTOMERS TEND TO BUY THEIR MAKE-UP PRODUCTS



INFERENCE

The above chart shows that 25.0% of the respondents tend to buy make-up products from departmental store, 15.8% of the respondents tend to buy make-up products from beauty salon, 25.0% of the respondents tend to buy make-up products from online shopping, 18.3% of the respondents tend to buy make-up products from super market, 14.2% of the respondents tend to buy make-up products from shopping mall, and 1.7% of the respondents tend to buy make-up products from any other source.

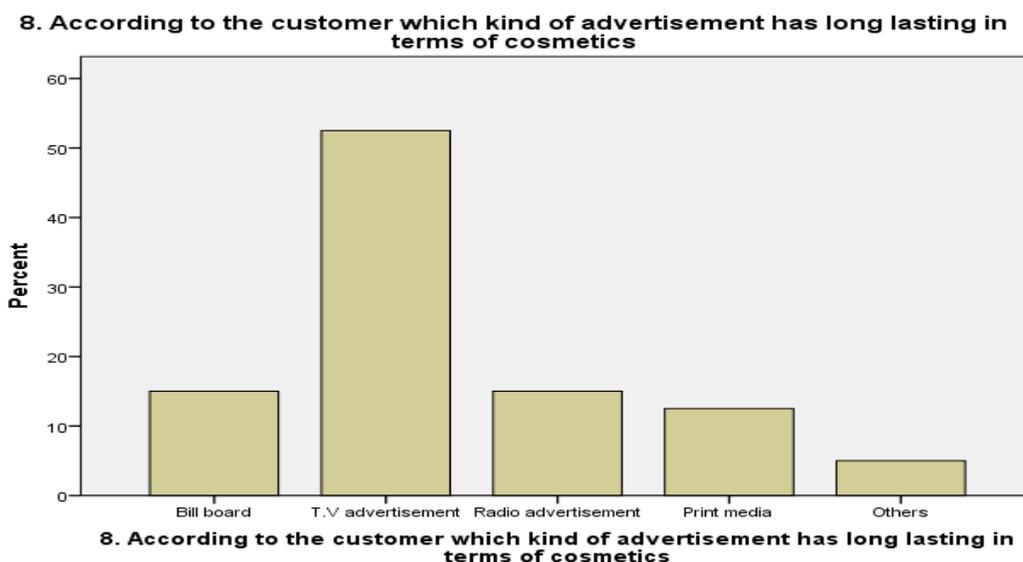
2.7 7. HOW MUCH THE CUSTOMER SPEND ON COSMETIC PRODUCTS MONTHLY



INFERNCE

The above chart shows that 20.8% of the respondents spend below 500 on cosmetic products monthly, 46.7% of the respondents spend between 500-1000 on cosmetic products monthly, 13.3% of the respondents spend between 1000-1500 on cosmetic products monthly and 19.2% of the respondents spend above 1500 on cosmetic products.

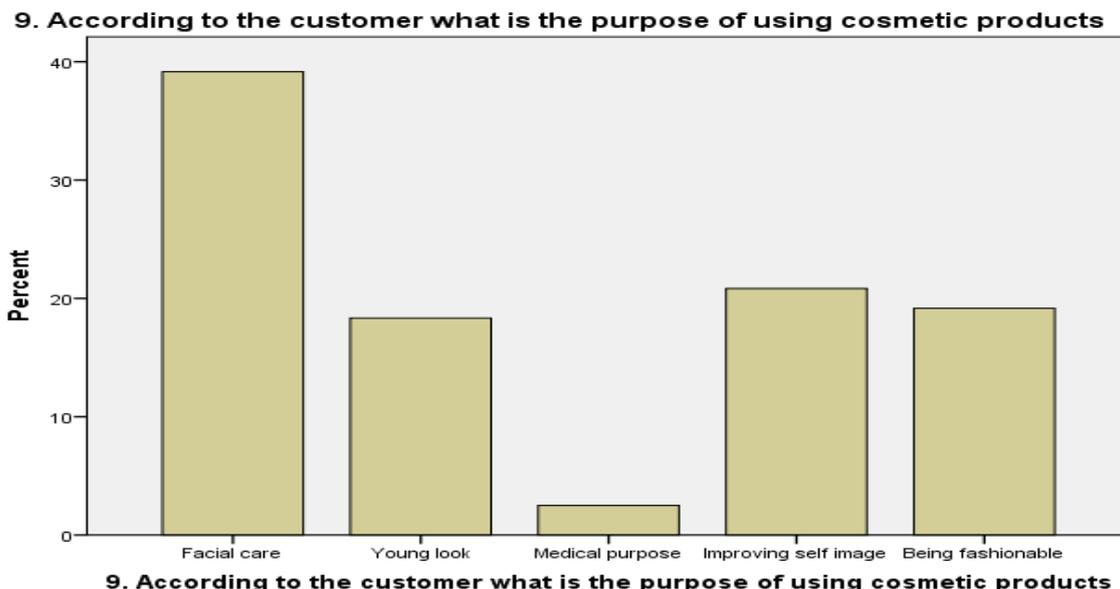
2.8 ACCORDING TO THE CUSTOMER WHICH KIND OF ADVERTISEMENT IS LONG LASTING IN TERMS OF COSMETICS



INFERNCE

The above chart shows that 15.0% of the respondents says that advertisement through bill board is long lasting in terms of cosmetics, 52.5% of the respondents says advertisement through television is long lasting in terms of cosmetics, 15.0% of the respondents says advertisement through radio is long lasting in terms of cosmetics, 12.5% of the respondents says advertisement through print media is long lasting in terms of cosmetics and 5.0% of the respondents says that other source of advertisement is long lasting in terms of cosmetics.

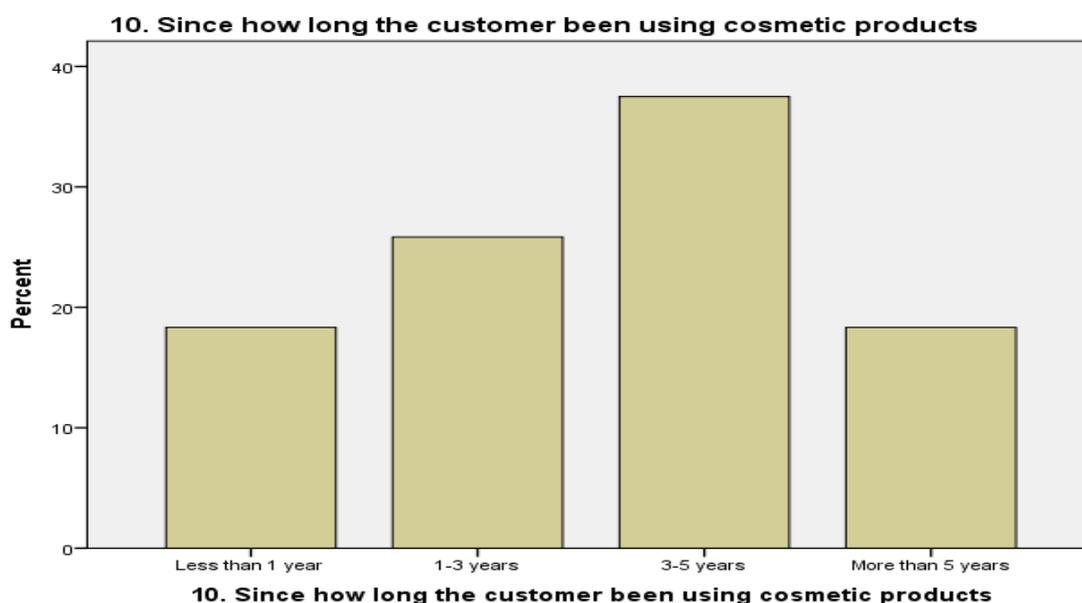
2.9 ACCORDING TO THE CUSTOMER WHAT IS THE PURPOSE OF USING COSMETIC PRODUCTS



INFERNCE

The above chart shows that 39.2% of the respondents says the purpose of using cosmetic products is for facial care, 18.3% of the respondents says the purpose of using cosmetic products is for looking young, 2.5% of the respondents says for the medical purpose they use cosmetic products, 20.8% of the respondents says the purpose of using cosmetic products is for improving self image and 19.2% of the respondents says the purpose of using cosmetic products is for being fashionable.

2.10 SINCE HOW LONG THE CUSTOMER BEEN USING COSMETIC PRODUCTS



INFERNCE

The above chart shows that 18.3% of the respondents are been using the cosmetic products for less than one year, 25.8% of the respondents are been using the cosmetic products between 1-3 years, 37.5% of the respondents are been using the cosmetic products between 3-5 years and 18.3% of the respondents are been using the cosmetic products for more than 5 years.

3. ANALYSIS OF MEAN

TABLE 3.1: MEAN ANALYSIS ON LEVEL OF SATISFACTION OF PURCHASING THE COSMETIC PRODUCTS.

S.NO	Dimension on level of satisfaction of purchasing the cosmetic products	Mean	Std. Deviation
1.	Level of satisfaction on purchasing the cosmetic product based on product quality	4.3667	.99860
2.	Level of satisfaction on purchasing the cosmetic product based on return policy	3.3083	1.01083
3.	Level of satisfaction on purchasing the cosmetic product based on store layout	3.0417	1.19097
4.	Level of satisfaction on purchasing the cosmetic product based on employee attitudes	2.1000	1.11822

INTERPRETATION

From the table 3.1 it is found from the mean analysis that the customers are dissatisfied on purchasing the cosmetic products based on the employee attitude. They are neither satisfied nor dissatisfied in purchasing the cosmetic products based on return policy and store layout. They are satisfied on purchasing the cosmetic product based on product quality as 3.3.

TABLE 3.2: MEAN ANALYSIS ON LEVEL OF SATISFACTION OF THE FOLLOWING BRAND

S.NO	Dimension on level of satisfaction of the following brand	Mean	Std. Deviation
1.	Level of satisfaction for the following brand the customer spend too much money on cosmetics	4.1250	.94079
2.	Level of satisfaction that customer always use the same brand out of habit	3.1167	1.08607
3.	Level of satisfaction of the customer on cheapest products are as good as expensive	2.7917	1.07606
4.	Level of satisfaction of the customer on trying the new products	2.8417	.88873

INTERPRETION

From the table 3.2 it is found from the mean analysis that the customers are dissatisfied on the cheapest products are as good as expensive and trying new products. They are neither satisfied nor dissatisfied in using the same product always out of habit. They are satisfied on spending too much money on cosmetics they use as 4.1.

TABLE 3.3: MEAN ANALYSIS ON LEVEL OF SATISFACTION FOR THE COSMETIC PRODUCTS

S.NO	Dimension on level of satisfaction for the cosmetic products	Mean	Std. Deviation
1.	Level of satisfaction of the customer for the product they choose.	4.3083	1.06901

2.	Level of satisfaction of the customer for the brand of product they choose is better than they are currently familiar with.	3.3833	.95428
3.	Level of satisfaction of the customer's decision is best about the product they have selected.	4.1167	.84995
4.	Level of satisfaction of the customer that they would prefer for same brand of the product or different make/ model.	2.7750	.84478

INTERPRETATION

From the table 3.3 it is found from mean analysis that, the customers are dissatisfied on using or trying different make/model on next purchase. They are neither satisfied nor dissatisfied on the product they choose is better than they are currently familiar with. They are satisfied on the product they choose and also that their decision is best about the product they have selected.

ANALYSIS OF ANOVA ONE WAY

TABLE 3.4: ANALYSIS OF RELATIONSHIP BETWEEN AGE OF CUSTOMER AND PRODUCT QUALITY

NULL HYPOTHESIS: There is significance difference between age of customer and product quality.

ALTERNATIVE HYPOTHESIS: There is no significance difference between age of customer and product quality.

Table 3.4 ANOVA					
Satisfaction Factor					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	11.479	2	5.740	6.265	.003
Within Groups	107.188	117	.916		
Total	118.667	119			

INTERPRETATION

Table 3.4 shows that the significance value is lesser than 0.05, therefore, null hypothesis is rejected and alternative hypothesis is accepted. Thus, there is significance difference between product quality and age of the customer

TABLE 3.5: ANALYSIS OF RELATIONSHIP BETWEEN RETURN POLICY AND EDUCATION

NULL HYPOTHESIS: There is no significance difference between return policy and education.

ALTERNATIVE HYPOTHESIS: There is significance difference between return policy and education.

Table 3.5 ANOVA					
Satisfaction Factor					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	14.687	3	4.896	5.312	.002
Within Groups	106.904	116	.922		
Total	121.592	119			

INTERPRETATION

Table 3.5 shows that the significance value is lesser than 0.05, therefore null hypothesis is rejected and alternative hypothesis is accepted. Thus, there is significance difference between return policy and education.

TABLE 3.6: ANALYSIS OF RELATIONSHIP BETWEEN EMPLOYEE ATTITUDE AND MONTHLY INCOME

NULL HYPOTHESIS: There is no significance difference between employee attitude and monthly income

ALTERNATIVE HYPOTHESIS: There is significance difference between employee attitude and monthly income.

Table 3.6 ANOVA					
Satisfaction Factor					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.444	2	4.222	3.519	.033
Within Groups	140.356	117	1.200		
Total	148.800	119			

INTERPRETATION

Table 3.6 shows that the significance value is lesser than 0.05, therefore, null hypothesis is rejected and alternative hypothesis is accepted. Thus, there is significance difference between employee attitude and monthly income.

ANALYSIS OF CORRELATION

TABLE 3.7: ANALYSIS OF RELATIONSHIP BETWEEN MONTHLY INCOME OF THE CUSTOMER AND HOW MUCH THE CUSTOMER SPEND ON COSMETIC PRODUCTS MONTHLY

CORRELATION

		Monthly income of customer	How much the customer spend on cosmetic products monthly
Monthly income of customer	Pearson Correlation	1	.040
	Sig. (2-tailed)		.661
	N	120	120
How much the customer spend on cosmetic products monthly	Pearson Correlation	.040	1
	Sig. (2-tailed)	.661	
	N	120	120

INTERPRETATION

From the table it is found that the correlation value is 0.04, which shows that there is a relationship between monthly income of the customer and their monthly spending on the cosmetic products.

4. CONCLUSION

A cosmetic product shall denote any essence or mixture proposed to be placed in contact with the various external parts of the human body or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odour and/or protecting them or keeping them in good condition. In this study when comparing with buying decision of cosmetic products, customers are concentrating more on brand other category like advice from in-store, recommendation from friend, packaging, quality, special offer or promotion and price. From this study it is found that product

quality is playing major role in the mind of the female customer in regard with cosmetic product. The spending habit of the customer in this present scenario has been increased in purchasing the cosmetic products.

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