

A Project Report

On

“An Analytical study on Consumer satisfaction with respect to skin care products (A brand-wise analysis)”

Submitted to:

DMSR

**G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)**

In partial fulfillment for the award of the degree of
Master of Business Administration

Submitted by:

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Academic Year 2022-2023

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Academic Year 2022-2023

CERTIFICATE

This is to certify that **MOHD. SHAHANWAJ KHAN** has submitted the project report titled, "An Analytical study on Consumer satisfaction with respect to skin care products (A brand-wise analysis)" towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree Examination. This has not been submitted for any other examination and does not form part of any other course under gone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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Place: Nagpur

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Academic Year 2022-2023

DECLARATION

I here-by declare that the project with title “An Analytical study on Consumer satisfaction with respect to skin care products (A brand-wise analysis)” has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course under taken by me..

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Academic Year 2022-2023

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Swati Kathaley**, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **Dr. Archana Dadhe** for her guidance throughout the project. I tender my sincere regards to the Coordinator, **Dr. Sonali Gadekar** for giving me guidance, suggestion and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

MOHD. SHAHANWAJ KHAN

Place: Nagpur

Date:

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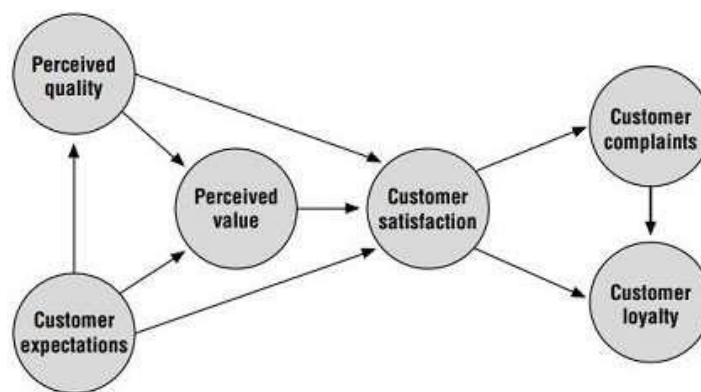
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1. INTRODUCTION

1.1 Definition

Consumer Satisfaction — Philip Kotler defines customer satisfaction as a **‘person’s feeling of pleasure or disappointment, which resulted from comparing a product’s perceived performance or outcome against his/her expectations’**.

Consumer satisfaction is a measure of how products and services supplied by a company meet or surpass customer’s expectation.



Source: <https://asq.org/quality-resources/customer-satisfaction>

Skincare products - Skin care refers to the use of cosmetic preparations, antiseptics, tonics, lotions, creams, or other similar products to a person's body, as well as massaging, washing, stimulating, manipulating, beautifying, or similar activities. Skin care refers to cosmetics that are intended to care for and protect the skin. These include creams and lotions for the face, hands, and feet, as well as sunscreen.

1.2 Introduction

Today, the global cosmetic industry faces enormous demand and challenges in providing guaranteed quality cosmetic products. Consumers have become more aware of hygiene and beauty in recent years as a result of technological advancements, globalization, and increased purchasing power, which is the primary reason for the rapid development of the cosmetic industry. Female behavior is complex and dynamic, as every female community aspires to be beautiful and attractive. The cosmetic is regarded as a powerful weapon that women believe will transform their ordinary appearance into one that is attractive and presentable.

The Indian cosmetic industry has developed exponentially over the last few decades, as Indian competitors began manufacturing products to meet the increased demands of both the Indian and international markets. Consumer purchasing power and fashion awareness were thought to be the motivating factors in the cosmetic industry. The Indian cosmetic industry fulfills the rising demands for cosmetic products in all sectors, from rural areas to cosmopolitan cities, from the poor to the millionaires, and from children to adults. It can be seen that the Indian cosmetic industry is in an active state in terms of marketing. Given the vast potential of the cosmetic market, cosmetic manufacturing companies invest significant resources and time in analyzing the various demographic and psychographic characteristics of the Indian population. In terms of development, the Indian cosmetic market, which includes healthy skin, hair care, shading beauty care product consideration classifications, has outperformed the world's driving corrective markets in the recent times. The Indian cosmetic market has started experiencing uncontrolled development as a result of increased spending power and rising shopper awareness about corrective items amid developing wonderfulness cognizance.

Beauty and skincare is one of the most complicated sectors, with a wide range of client preferences and demands. The rising popularity of DIYs, natural ingredients, and customized skincare products have introduced or reintroduced us to numerous skincare routines in the last year. We noticed a big number of customers and companies adhering to and embracing this new trend, and we played a key part in hastening their decisions. Before making a purchase,

today's client is a well-informed and conscious consumer who understands their skin type, its unique demands, and conducts research on trends and products that will benefit them. The market is vast, with items to suit every customer's demands and budget, new or old. Skin care is the practice of using various skin care products, such as creams and lotions, to preserve and enhance one's physical appearance. End consumers in India may readily obtain these items through a variety of distribution channels, including supermarkets/hypermarkets, online retailers, pharmacies & drug stores, department stores, specialty stores, and beauty salons. In recent years, the market for skin care products in India has grown significantly. This is mostly due to the existence of a youthful demographic, an increase in disposable money, and a movement in Indian customers' lifestyles toward a better way of life.

People in India have begun to feel that beautiful skin not only helps to keep attractiveness but also promotes physical well-being, which has resulted in a huge increase in the skincare sector. Customers want to focus on healthy skin in a variety of ways, from sticking to a basic skincare regimen to experimenting with specialized ingredient-based products.

2. CURRENT MARKET SITUATION OF SKIN CARE INDUSTRY

2.1 Major players

There are many players operating in the Indian cosmetic industry. Some come up with full ayurvedic and natural formulation while some with chemicals. Both prevail simultaneously in the industry. Some of the key players are as follows:

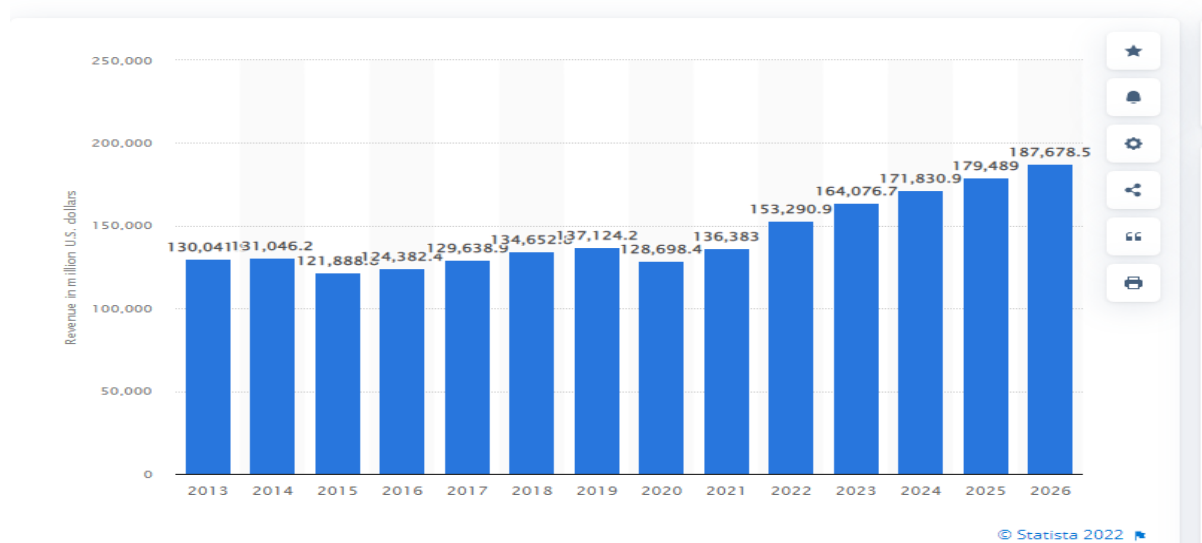
- **Himalaya** - Mohammad Manal created the Himalaya Wellness Company in 1930 with a strong purpose of bringing Ayurveda to society in a modern way. It makes health-care products using ayurvedic ingredients under the Himalaya Herbal Healthcare brand. It has various skin care products like Himalaya Purifying Neem Face Wash, Himalaya Herbals Purifying Neem Face Pack, Himalaya Herbals Clarifying Mud Mask, Himalaya Revitalizing Night Cream, etc. Among all the products its purifying neem facewash is most famous and is used at a large.
- **Lakme** – Lakme, founded in 1952 is an Indian cosmetics brand and it is owned by Hindustan Unilever. Lakme offers a variety of beauty goods, including sunscreen with various SPFs, mousse, kajal, eyeliners, foundations, lip crayons, and more. Its skin care products include sunscreens with different SPFs, CC creams, BB creams, Moisturizer, face gels, day creams, night creams, etc.
- **Vaseline** - Vaseline is an American brand of petroleum jelly based products owned by transnational company Unilever. Products include plain petroleum jelly and a selection of skin creams, soaps, lotions, cleansers, etc. Vaseline deals in a variety of products among which its moisturizer and petroleum jelly is mostly used.
- **Nivea** - Nivea Cream, the world's first stable oil-and-water-based cream, revolutionized skin care when it was introduced in 1911. Despite the fact that the Nivea family has grown significantly, it remains creative. Nivea has a lot of product variety from moisturizers to body lotions, from sunscreens to face washes, from men's products to women's, from deodorants to men's shaving foam. The Nivea cream in blue aluminium tin is most used worldwide.

- **Biotique** - Biotique is the first of its type in the Indian cosmetics sector, having introduced 100% organic cosmetics. There are no preservatives and the ingredients are all natural. It is founded by Vinita Jain in 1992. Biotique offers various skin care products as well as body care and hair care and cosmetics too. It offers moisturizers, lotions, sunscreens, facial kits, toners, gels, etc.
- **Mamaearth** – Mamaearth is founded by Ghazal Alagh and her husband Varun Alagh in November 2016. Mamaearth believes in nourishing the skin with natural ingredients. Anything they take from nature has a plethora of skin-beneficial properties. They collaborate with skin care professionals at every stage to provide us the greatest skin, face, and hair care products so that we may address our skin problems with natural components. Mamaearth is in a lot of demand nowadays because of its natural ingredients. Its cleansers and face wash and face oil are highly recommended by young people.
- **Ponds** – Ponds cream was invented by Theron T. Pond in 1864. Ponds is a beauty and health care brand owned by Unilever in the United States. It offer variety of skin care products like Moisturizers, cold creams, face wash, day creams, etc.
- **Oriflame** - Oriflame was created in Sweden in 1967 by brothers Jonas and Robert af Jochnick, as well as Bengt Hellsten. Oriflame has also a wide range of variety of different skin and face care products.
- **Khadi naturals** - In 1963, the company was founded and created by Gaurav Singh. Khadi Naturals is pleased to be the market's oldest and most reputable beauty and healthcare brand. Their goods are made entirely of ayurvedic ingredients. Natural and herbal components are used to make the products.
- **Wow skin sciences** - WOW Skin Science is a health, wellness, and fitness firm based in India founded by Manish Chowdhary and Shradha Sharma in 2016. The products are safe, nature-inspired, and dermatologically tested. Wow skin sciences offer variety of skin and hair care products.

2.2 Market size

In 2020, Skincare was the leading category, accounting for about 42 percent of the global market. The market for skin care products was valued at \$2,478.4 million in 2017, and is expected to grow at a CAGR of 9.5 percent from 2021 to 2027, reaching \$5,033.7 million in India. During the forecast period 2022-2022, the Indian Cosmetics Products Market is expected to develop at a CAGR of 4.23 percent. In 2017, the cream sector accounted for the largest proportion of the Indian market by product type. This is due to a recent increase in fashion sensitivity among Indian customers. In 2021, face creams and moisturizers had the greatest revenue share of more than 40.0 percent, and this trend is expected to continue for the rest of the projection period. Face creams and moisturizers are among the most commonly used goods since they are used regularly. Furthermore, the use of skin care products such as acne treatments, face masks, facial cleansers, and facial toners is on the increase among Indian customers who want to preserve a healthy and young appearance. On April 11, 2022 Statista Research Department published Revenue of the global skin care market 2013-2026. The worldwide skin care industry is expected to produce roughly 136.4 billion dollars in 2020. According to the Consumer Market Outlook, this market's revenue would reach around 187.68 billion dollars by 2026.

Revenue of the skin care market worldwide from 2013 to 2026 (in million U.S. dollars)



Source: <https://www.statista.com/forecasts/1268473/worldwide-revenue-skin-care-market>

2.3 Growth and opportunities

The worldwide skin care market is experiencing a surge in demand for natural and organic skin care products, and the sector appears to be expanding in a fast-paced period. As a result, businesses are concentrating on create cutting-edge items that will keep the market afloat. Customers are active in selecting various choices for their needs and regimen for skin care. The global skin care market is expanding considerably. The beauty and personal care sector is undergoing a revolution due to a constant shift in customer knowledge and purchasing behavior. Consumers want higher-quality herbal, organic, and Ayurvedic goods that are safe for their skin. Besides, the industry is being driven by increased product awareness and accessibility via a multichannel strategy, which includes corporate storefronts and websites, e-commerce platforms, and doorstep delivery, among other things.

People in India have begun to feel that beautiful skin not only helps to keep attractiveness but also promotes physical well-being, which has resulted in a huge increase in the skincare sector. Customers want to focus on healthy skin in a variety of ways, from sticking to a basic skincare regimen to experimenting with specialised ingredient-based products. While some people choose to use sophisticated skincare products such as sheet masks, serums, jade rollers, Gua Sha stones, and AM-PM creams, there is still a significant number of people who are beginning to use basic skincare practices like cleanser, toner and moisturizer (CTM). Internet has also acted as a catalyst for growing skin care industry. Because of the rise in internet commerce, the beauty and personal care business has grown fast. Even for offline customers, it plays an important part in research, comparisons, and trends.

The skincare story will continue to evolve as fresh beliefs and innovations emerge. The difference is that the ideals of openness, self-love, diversity, convenience, and durability are driving its progress.

2.4 Skin care range

Skin care range includes many products for various problems of the skin according to skin type. Various types of skin care products are discussed as follows:

- i) **Cleanser** - Dermatologists believe that cleansing your face twice every day is essential for removing germs, debris, and toxins from your skin. However, different types of cleansers are better suited to different skin types.

- ii) **Exfoliator** - Exfoliation is an important element of any skin care routine, but it can be scary for individuals who are just getting started with their beauty routine and aren't sure what an exfoliator accomplishes. An exfoliator is a substance or equipment that is used on the skin to exfoliate dead skin cells.

- iii) **Serum** - A face serum serves a variety of purposes, including providing moisture, antioxidants, and a concentrated dosage of nutrients to the skin. Sensitive skin is healed.

- iv) **Face oil** - No matter what your skin type is, nutrient-rich face oils assist to establish a durable layer for your skin. They may be quite moisturizing, making them ideal for persons with dry skin.

- v) **Sunscreen** - No matter what season it is, sunscreen is necessary to protect your skin from UV damage. Fortunately, sunscreen may be applied in a variety of ways other than the traditional container.

- vi) **Moisturizer** - Moisturizer is used from head to toe to help keep your skin appearing youthful.

- vii) **Chemical peels** - Chemical peels remove the skin's outer layer, which means they dig deeper and remove more dead skin cells than exfoliators. Glycolic, salicylic, and lactic acids are commonly found in them.

- viii) **Toner** - To eliminate excess remnants of makeup or other impurities, use toner twice a day after cleansing.

- ix) **Face Mask** - There are several types of masks available, ranging from moisturizing to drying to even brightening, making them suitable for all skin types.

- x) **Eye creams** - Eye creams are designed to address specific problems with the eye region, such as puffiness, wrinkles, and dark circles.

- xi) **Treatment products** - Specific skin issues such as acne, dark spots, hyperpigmentation, fine wrinkles, and inflammation are addressed with treatment solutions.

3. LITERATURE REVIEW

Following are some overviews of previous published works by various researchers on skin care industry:

- Zohora Kabir (2013) undertook a research on "Factors Affecting Consumer Preferences for Purchasing a Skincare Product". The findings reveal that there are substantial correlations between the willingness to pay for a skincare product and its pricing element, as well as between the desire to spend money on skin goods and its brand component.
- Ligo Koshy (2017) in his research on the variables impacting the purchase behavior of face care products among young, found that greater technology, better education, scientific development, and economic expansion have given individuals more purchasing power. People have become more mindful of appearance, hygiene, and a healthier lifestyle as a result of media impact. According to the findings, female consumers prioritized the brand name of items, followed by the substance and marketing.
- A. Mohanapriya, M. Padmavathi, A. Prasathkumar, (2019) conducted a study on the Impact of Skin Care Products on the Self-Esteem of Women Users and Non-Users in Coimbatore City and they concluded that Persons who use skin care products had somewhat greater self-esteem than those who do not use skin care products, and there was no significant difference in self-esteem between working and non-working individuals. The study's scope may be expanded to include examining the influence of individual's self-esteem depending on their educational level, age group, and demographic parameters, as well as research relevant to the real consequences of women users' purchasing behaviour or spending patterns on skin care products.
- Kimberly LeBlanc, Kathryn Kozell, Lina Martins, Louise Forest-Lalande, Marilyn Langlois and Mary Hill (2016) created a report in which they conducted a study on whether twice-Daily Skin Moisturizing More Effective Than Routine Care in the Prevention of Skin Tears of elderly population and there they concluded that routine twice-daily skin moisturizing did not significantly result in a lower incidence of skin tears in long term care compared to usual care in one study.

- Ms. Nishandini Ramesh and Mr. M. S. Siranjeevi (2017), performed research on the factors that influence customer satisfaction with cosmetic products. According to the findings of this survey, product quality plays a significant influence in the minds of female customers when it comes to cosmetic products. The customer's buying habits have changed in this current circumstance, with a rise in the purchase of cosmetic items.
- Siddharth Shriram Shimp and K Sinha (2012) investigated product characteristics that influence purchasing decisions. The texture of the product, the stated result, past usage history, and skin compatibility are all factors to consider. According to the survey, the male cosmetics sector in India is still a niche business. The texture of the substance, the stated effect, use, and skin compatibility were all major factors that affected the purchase.
- Thakur, S., and Singh, A. P. (2012) in their research on The bonding between loyalty intention, brand image, and customer satisfaction regarding cosmetic products and it also stated the five advantages of brand image, which are symbolic, functional, social, appearance boost, and experiential. Data was obtained from 150 respondents, both men and women, who wanted to use specific brand cosmetic goods for this investigation. The findings revealed that the three brand image benefits explicitly social, appearance enhance, and functional are strongly linked to loyalty intention and customer satisfaction, while the other two brand image benefits, symbolic and experiential, have no significant impact on loyalty intention and satisfaction. Finally, the conclusion was that marketing managers must focus on brand image in order to achieve customer pleasure and build consumer loyalty to their product and service.
- V. Apaolaza-Ibáez, P. Hartmann, S. Diehl, and R. Terlutter. Apaolaza-Ibáez, P. Hartmann, S. Diehl, and R. Terlutter (2011), conducted a study on Women's happiness with cosmetic items came to a conclusion. A survey of 355 women was done in order to conduct the research. The findings show that both hedonic and utilitarian brand advantages contribute to brand satisfaction.
- Leslie Bailey(2009) in her research paper “A study of the factors impacting women’s purchases of anti-aging skincare products” concluded that Women were anticipated to purchase their goods because they were familiar with the brand's level of quality and saw the brand as more trustworthy, therefore reputation was believed to be the most important

element. When it comes to marketing anti-aging products, a brand's perceived trustworthiness is crucial, since skincare products may be pricey and results might take a long time to appear results.

- Asiya Faisal Khan (2013) in her research paper “A Study of the Impact of Self Image on Women Skin Care users In City of Gwalior” concluded that cosmetics aid in the enhancement of our self-esteem. A tiny adjustment on the outside may have a huge impact on our self-image on the inside. Marketers should create commercials that communicate the proper messages to their target audiences and tap into the inner world of self-image customers. Managers must build their goods and communication tactics in such a way that they benefit women consumers and result in a significant change in their personalities.
- Kameswara Rao Porank (2015) in his study on Consumer Attitudes and Perception on Personal care Products and Cosmetics at Visakhapatnam, India concluded that when it comes to purchasing cosmetics and personal care goods, the Indian consumer is becoming increasingly brand aware. Companies must concentrate on the type of advertising that performs the most important function in this situation: In a price-sensitive economy like India, word-of-mouth promotions are crucial. Some tactics, such as Visual Merchandising, are only relevant during the research and evaluation phase of the purchase process. Customer happiness and brand loyalty are heavily impacted by consumer attitudes, beliefs, and perceptions, which play a significant role in purchasing decisions.
- Dr. Rambabu Lavuri , Dr. D. Sreeramulu (2019) in their study on “Personal Care Products: A Study on Women Consumer Buying Behaviour” concluded that the majority of respondents buy personal care goods on a monthly basis, with a greater level of brand awareness and a preference for national brands for their personal care products. Product factors and decision influencers have a significant impact on buying behaviour of women respondents, and there is a strong correlation between education and marital status with buying personal items, followed by product factors like brand loyalty, brand name, and product quality having a positive association with women buying personal items.
- Heba Shabaan and Wejdan Aljhari (2019) in their study on Usage Patterns of Cosmetic and Personal Care Products among Female Population in Saudi Arabia: Important Factors for Exposure and Risk Assessment, concluded that Personal care product intake varies greatly,

and various items are eaten at the same time. The assessment of safety risks connected to cosmetic usage is required when reporting adverse effects of cosmetic goods. The findings of this study may be useful to safety assessors in protecting the general public and individuals who are vulnerable. Current frequency and co-use statistics are critical in determining the Saudi population's true exposure to cosmetics and PCPs.

- S. Poornima (2018) in her study on consumer buying behavior towards cosmetics with special reference to women in Vellore city came to a conclusion that in today's market, there is a lot of competition. The customer is the market's king. The significance that the in today's economy, the individual consumer require marketers to look at the purchasing process Likes and dislikes of people's habits, preferences, and tastes consumers, and as a result, they must alter its marketing mix and practices In terms of cosmetic India's industry is one of the fastest expanding in the world. Marketers in all businesses should be aware of the factors influencing buying decisions, as well as the student's mindset, perception, and learning habits consumer's interest in cosmetics People are constantly inquisitive believe the most crucial thing to be quality while buying cosmetics, and they're also take a look at what a beautician has to say.
- Mrs. J. Vidhya Jawahar and Dr. K. Tamizhjothi (2013) in their study on Consumer Attitude towards Cosmetic Product concluded that People nowadays use cosmetic items in large quantities, which has resulted in a significant growth in the number of companies entering this industry. Companies aim to figure out how consumers feel about these cosmetics so that they may focus their goods to a certain group of people rather than wasting money on individuals who aren't interested. This study has provided a platform for businesses to consider different dimensions of what customers want, allowing them to decide on Marketing Mix for various products, such as changing the product or changing the design, adjusting the price to better suit the target audience, using the appropriate promotion mix, such as sales promotion, advertising, publicity, and personal selling, and finally changing the distribution channel.

4. RESEARCH METHODOLOGY

4.1 Type of research

The study is descriptive and quantitative in nature. The population for the study comprises women cosmetic consumers in the city of Nagpur, Maharashtra.

4.2 Statement of problem

The focus of present study is to find customers preference of choosing skin care brands for their use. The study also focuses on the factors that females concentrate more on while buying the products brand wise. The study focuses on various influencing factors like quantity, quality, design, safety, skin friendliness, affordability and value for money of the product the females want to use while buying them. This study will help us to find the brands that females use the most and the brand they would recommend to others. It will also help us to find the reasons and factors for using the skin care products according to age group also. This study will also help us to find from where the females prefers to buy the skin care products of their favorite brands. The most important thing on which this study focuses, is how much satisfaction the female consumers receives from using the skin care products of different brands.

4.3 Sources of data collection

The research is based on both primary and secondary data sources. The core data was collected using a Google Forms-based questionnaire that was sent to 120 respondents strictly females via WhatsApp and other social media platforms. The internet was used to acquire secondary data.

4.4 Sample size

Method of simple random sampling is used for the selection of respondents. Sample is strictly restricted to only female respondents. Sampling consists of 120 female respondents.

4.5 Area of study

Area of study is Nagpur city of Maharashtra which is one of the fastest developing city of India.

4.6 Hypothesis

H_0 : Perceived quality is most preferred attribute while selecting a cosmetic brand.

H_{13} : Perceived quality is not preferred while selecting a cosmetic brand.

4.7 Methodology of analysis

Simple percentage procedures and ranking techniques were employed as the statistical instrument for this study's investigation. After the data was collected via the questionnaire, it was properly edited. Tables were created based on the replies of the samples. Tables and figures were used to examine and understand the data obtained. Besides, respondents were also asked to rank the different skin care brands, the least being the best and they were also asked about the factors influencing them to buy their favorite brand.

4.8 Objectives of study

This project is centered on female client's satisfaction with the skin care product. And objectives are as follow-

- To determine which factors motivate the female consumers to purchase skin care items.
- To recognize the needs and expectations of female consumers in the area of skin care cosmetics.
- To measure the satisfaction of females in the purchase and use of skin care products.

4.9 Limitations of study

The study is only focused on the skin care products.

There are only 120 people who have responded.

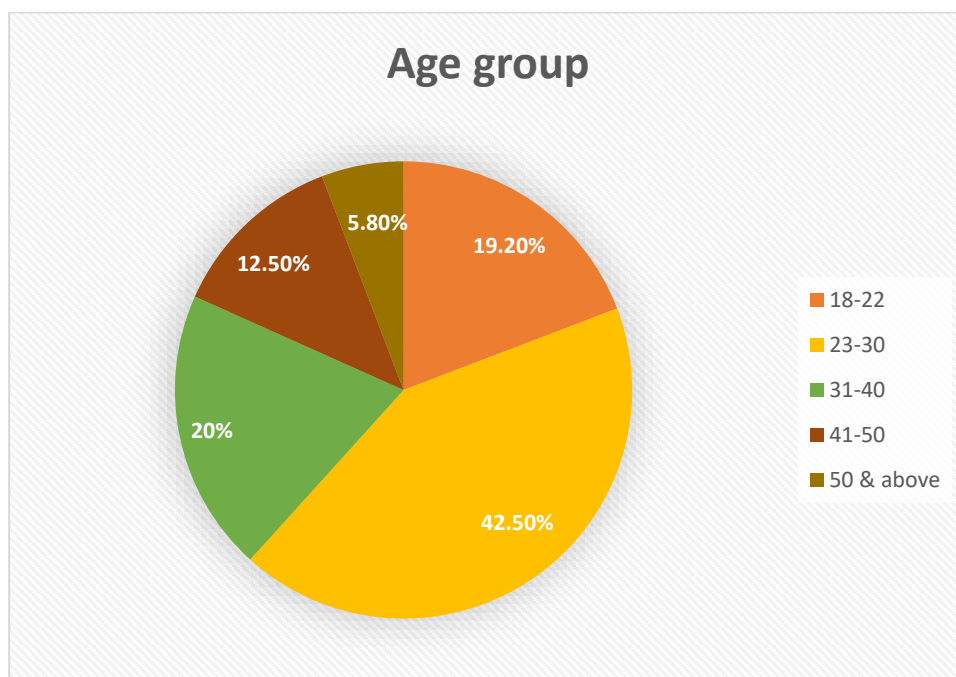
The responses are only collected from females.

The responses are all from the Nagpur district.

5. DATA ANALYSIS

The information was gathered via a questionnaire designed on google forms. Tables were made based on the sample's responses. To evaluate and interpret the data acquired, tables and figures such as pie charts, clustered bar charts, and clustered columns charts were employed.

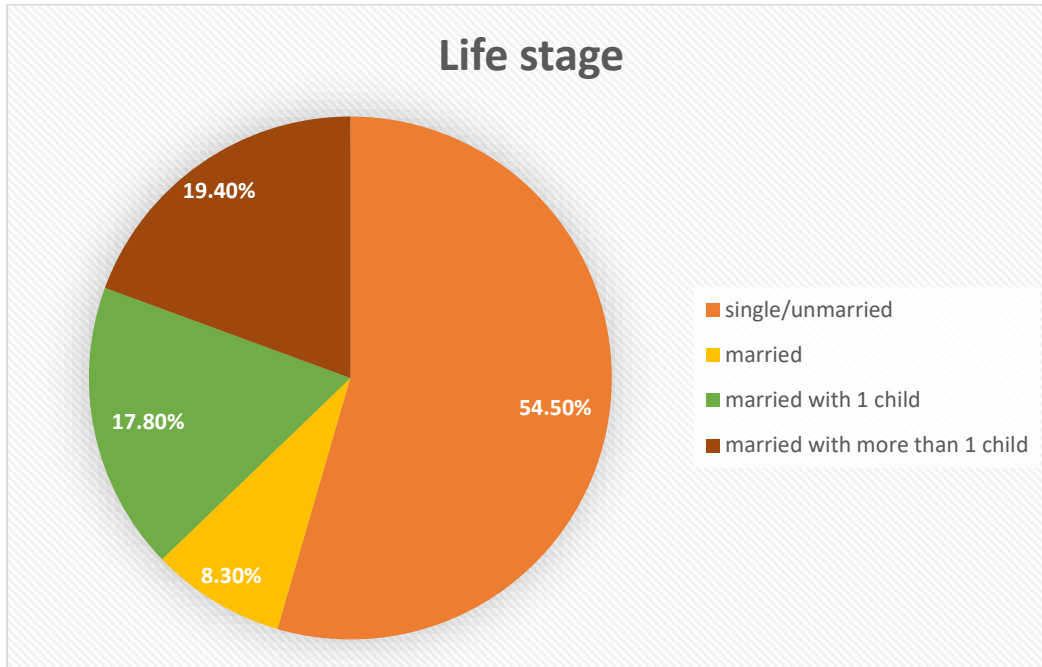
a) Age group



From above responses it can be interpreted that from the people who responded:

- 19.20% people are from the age group of 18-22
- 42.50% people are from the age group of 23-30
- 20% people are from the age group of 31-40
- 12.50% people are from the age group of 40-50
- 5.80% people are from the age group of 50 and above

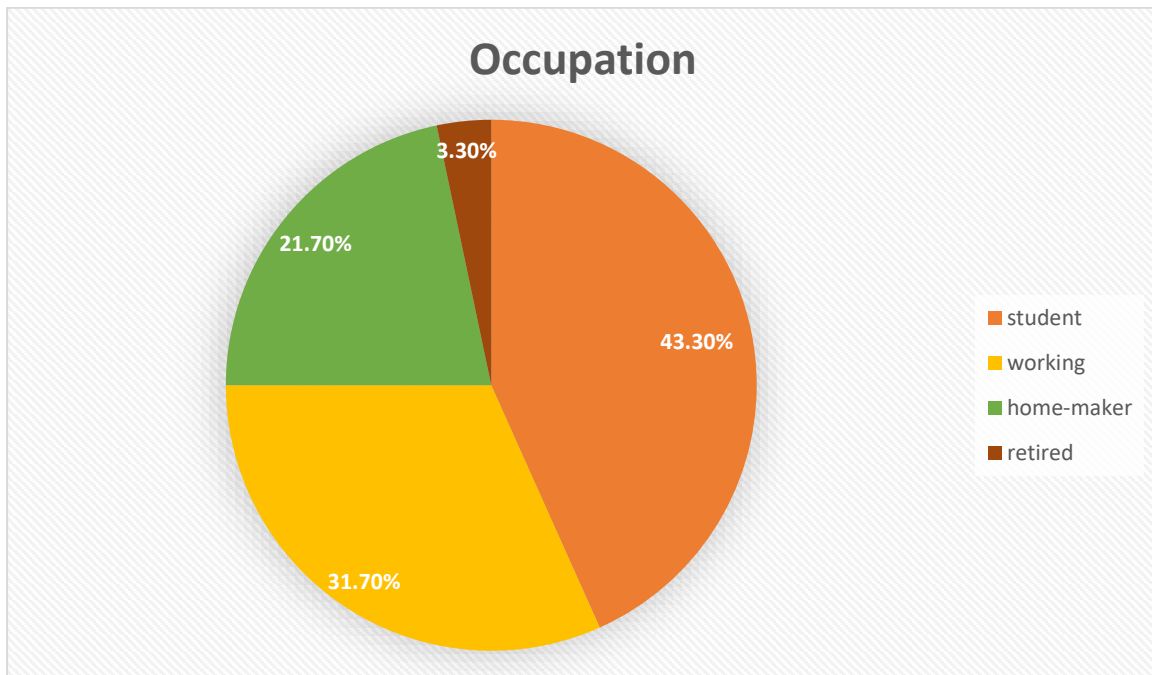
b) Life stage



From above responses it can be interpreted that from the people who responded:

- 54.50% people are single or unmarried
- 8.30% people are married
- 17.80% people are married with 1 child
- 19.40% people are married with more than 1 child

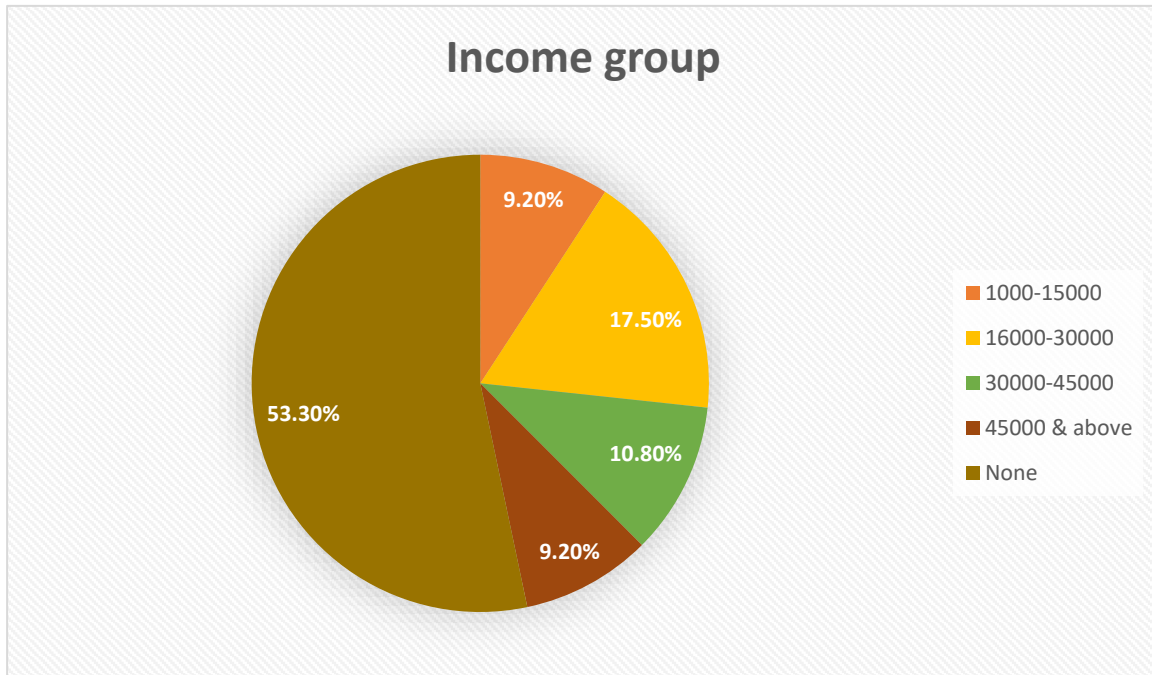
c) Occupation



From above responses it can be interpreted that:

- 43.30% respondents are students
- 31.70% respondents are working women
- 21.70% respondents are home-maker
- 3.30% respondents are retired

d) Income group

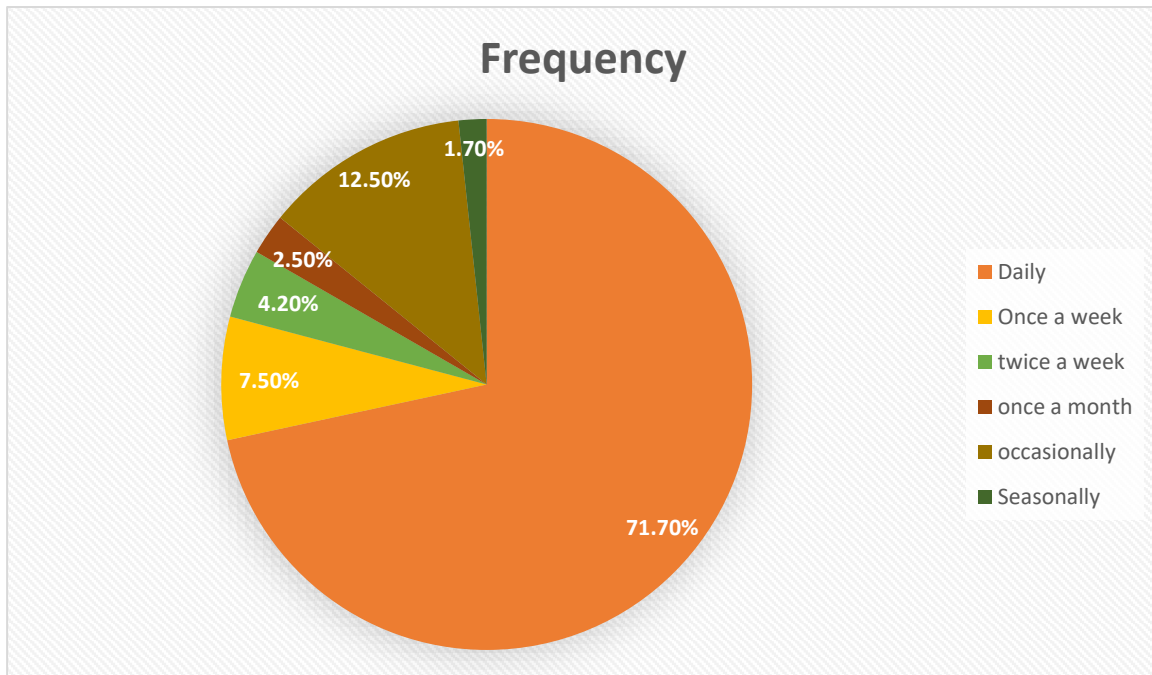


From
above

responses it can be interpreted that:

- 9.20% females were in income group of Rs. 1000-Rs. 15000
- 17.50% females were in income group of Rs. 16000-Rs. 30000
- 10.80% females were in income group of Rs. 30000-Rs. 45000
- 9.20% females were in income group of Rs. 45000 and above
- 53.30% females were not earning

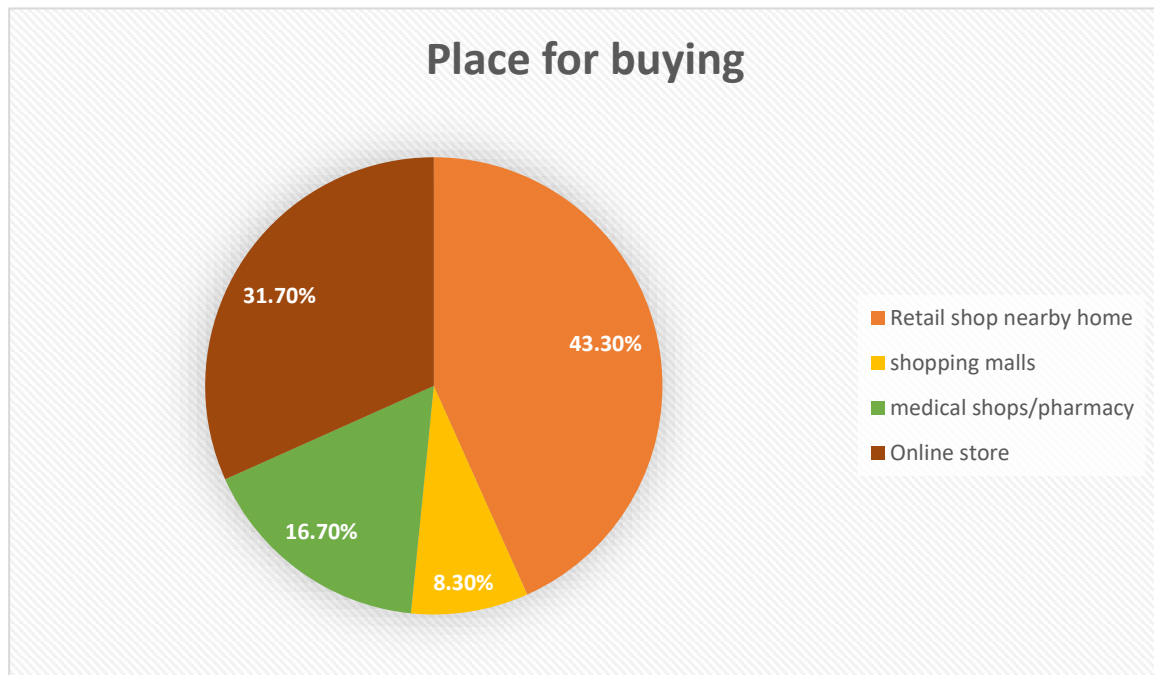
e) Frequency of using skin care products



From above responses it can be interpreted that:

- 71.70% females use skin care products daily
- 7.50% females use skin care products once a week
- 4.20% females use skin care products twice a week
- 2.50% females use skin care products once a month
- 12.50% females use skin care products occasionally
- 1.70% females use skin care products seasonally

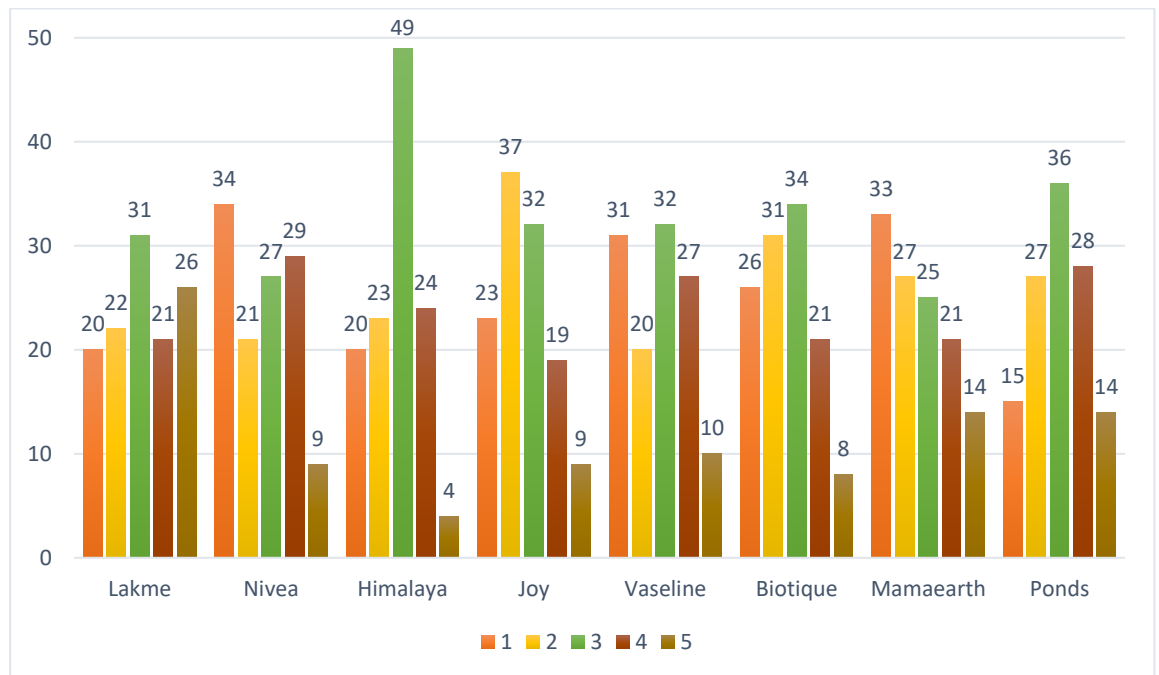
f) Place of preference for buying skin care product



From above responses it can be interpreted that:

- 43.30% females prefer retail shop near their home for buying the skin care products
- 8.30% females prefer shopping malls for buying the skin care products
- 16.70% females prefer medical shop or pharmacy for buying the skin care products
- 31.70% females prefer online store for buying the skin care products

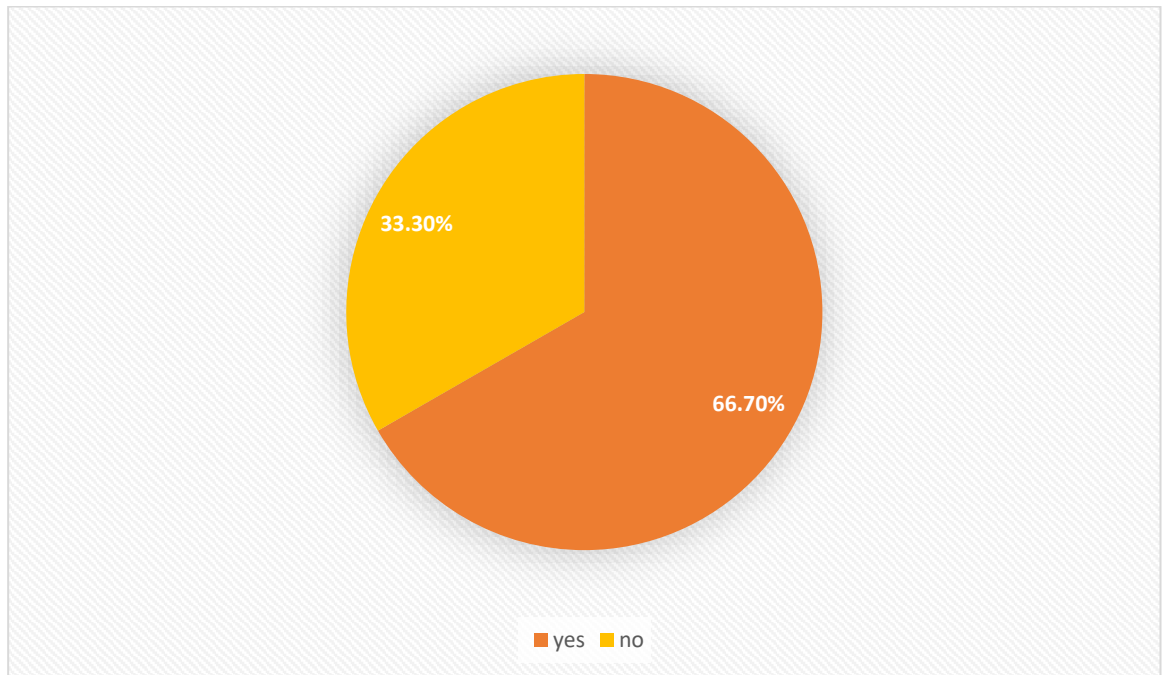
g) Ranking the brands according to their skin care products (least being the best)



From above responses it can be interpreted that:

- Rank 1 - 34 females ranked Nivea with number one followed by Mamaearth with 33 , Vaseline with 31 , Biotique with 26 , Joy with 23 , Lakme and Himalaya with 20 each and lastly ponds with 15 votes.
- Rank 2 – 37 females ranked Joy with number two followed by Biotique with 31 , Mamaearth and Ponds with 27 votes each, Himalaya with 23 , Lakme with 22 and lastly Vaseline with 20 votes.
- Rank 3 – 49 respondents ranked Himalaya with number three followed by Ponds with 36, Biotique with 34, Vaseline and Joy with 32, Nivea with 27 and lastly Mamaearth with 25 votes.
- Rank 4 – Nivea is ranked by 29 females with number four followed by Ponds with 28, Vaseline with 27, Himalaya with 24, Lakme, Mamaearth and Biotique with 21 Votes each.
- Rank 5 – Lakme is ranked with number five by 26 females, followed by Ponds and Mamaearth with 14 each, Vaseline with 10, Joy and Nivea with 9 votes and lastly Biotique with 8 votes.

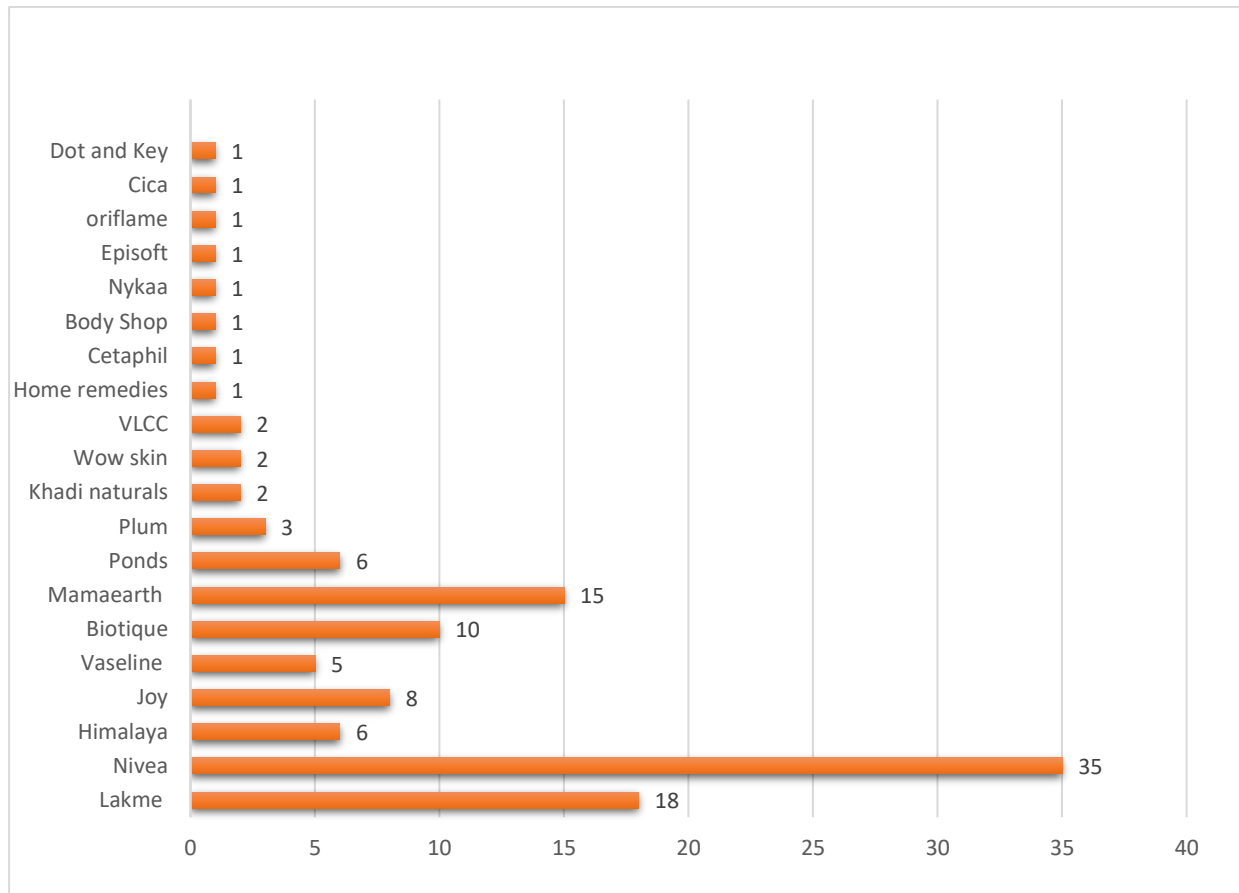
h) Are the favorite brand and the brand people are using for skin care the same?



From above responses it can be interpreted that:

- 66.70% females use their favorite brand for skin care
- 33.30% females use different skin care brand from their favorite one.

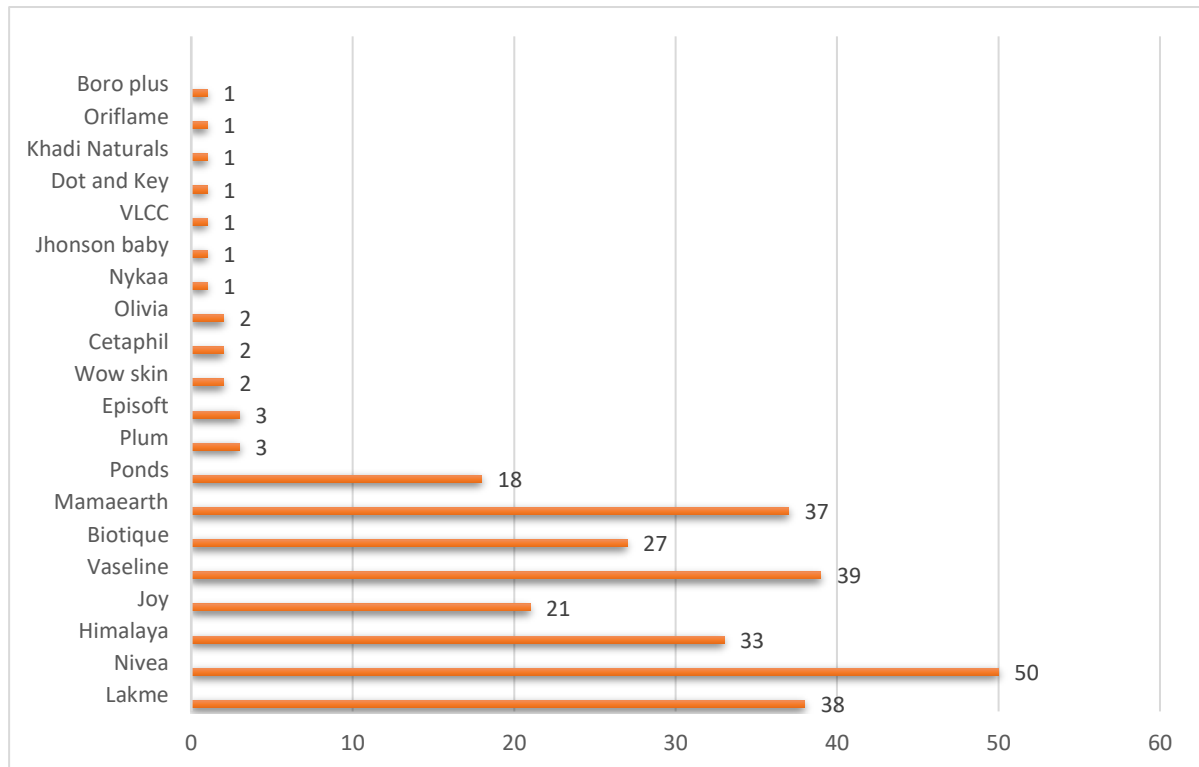
i) Favorite skin care brand



From above responses it can be interpreted that among 120 females:

- Nivea is favorite of 35 females which constitutes 29.2%
- Lakme is favorite of 18 females which constitutes 15%
- Mamaearth is favorite of 15 females which constitutes 12.5%
- Biotique is favorite of 10 females which constitutes 8.3%
- Joy is favorite of 8 females which constitutes 6.7%
- Himalaya is favorite of 6 females which constitutes 5%
- Ponds is favorite of 6 females which constitutes 5%
- Vaseline is favorite of 5 females which constitutes 4.2%
- Plum is favorite of 3 females which constitutes 2.5%
- Khadi naturals, VLCC and Wow skin is favorite of 2 females each which constitutes 5.1%
- Home remedies, cetaphil, body shop, nykaa, episoft, oriflamme, cica and dot & key are favorite brands of 1 female each which constitutes 6.4%

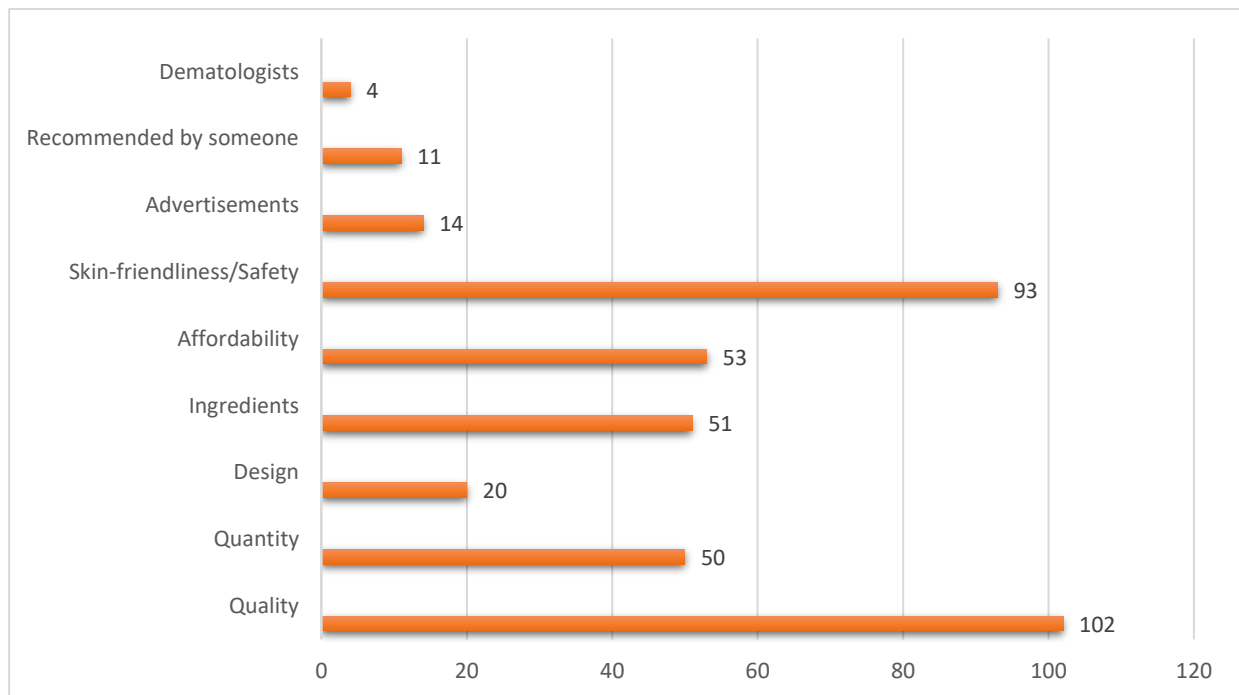
j) Higher using preference for the brand of skin care products



From above responses it can be interpreted that:

- Nivea has highest users among the females who responded i.e. 41.7%
- Vaseline has 32.5% users
- Lakme has 31.7% users
- Mamaearth has 30.8% users
- Himalaya has 27.5% users
- Biotique has 22.5% users
- Joy has 17.5% users
- Ponds has 15% users
- Plum and Episoft has 2.5% users each
- Cetaphil, wow skin and Olivia has 1.7% users
- Khadi naturals, oriflame, boro plus, nykaa, VLCC, Johnson baby and Dot & key has 0.8% users each

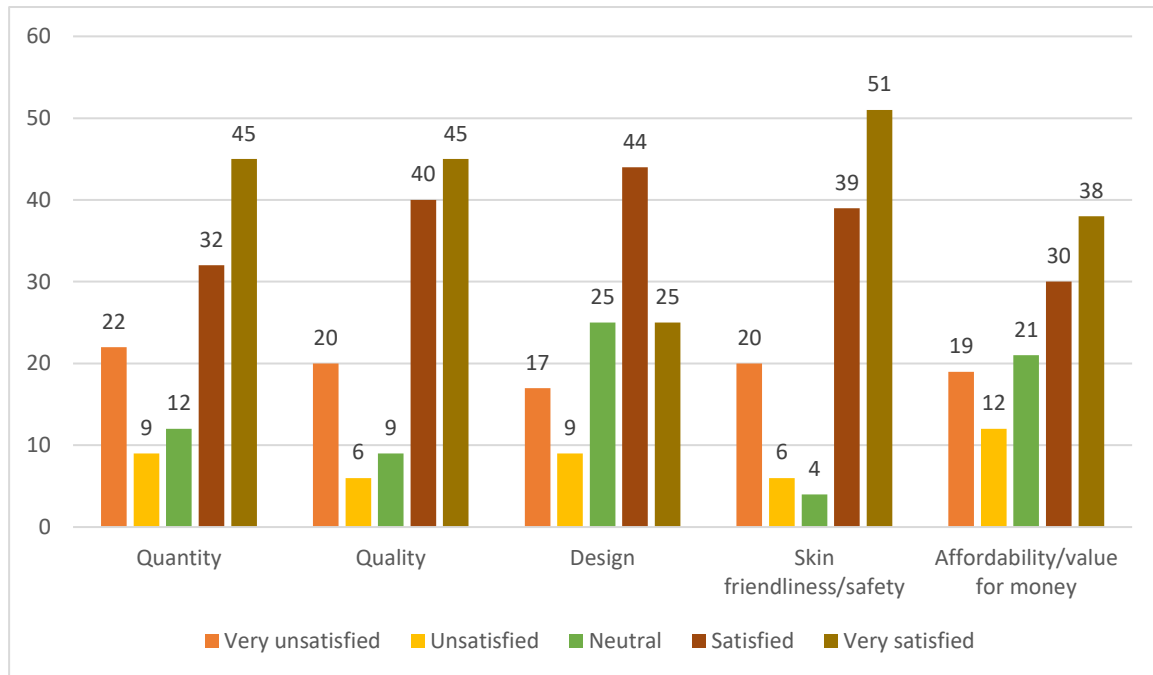
k) Factors influencing the people for using the above brand



From above responses it can be interpreted that:

- Quality has a great influence on female while buying skin care products. About 85% i.e. 102 out of 120 females measure quality as a most influencing factor.
- After quality skin friendliness and safety is considered by 77.5% respondents.
- Affordability is considered by 44.2% females
- Ingredients is considered by 42.5% females
- Quantity is considered by 41.7% females
- Design is considered by 16.7% females
- Advertisement is considered by 11.7% females
- 9.2% females use the brand because it is Recommended by someone
- 0.8% females use it because their Dermatologist recommendation

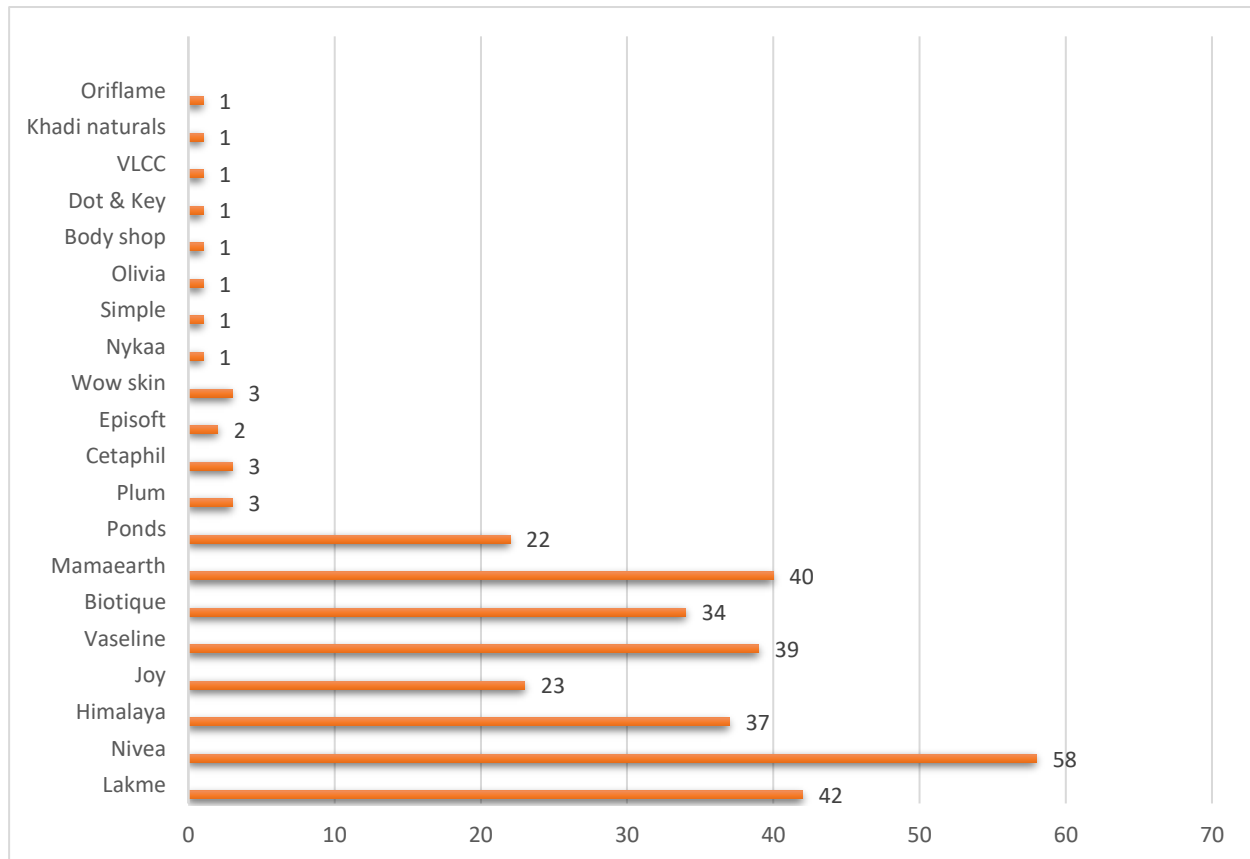
1) Satisfaction received by using the skin care brand



From above responses it can be interpreted that:

- **Quality:** About 45 females out of 120 were found to be very satisfied with the quality of the product they use, 32 were just satisfied, 12 were found to be neutral, 9 were unsatisfied and 22 females were very unsatisfied.
- **Quantity:** About 45 females out of 120 were found to be very satisfied with the quantity of the product they use, 40 were just satisfied, 9 were found to be neutral, 6 were unsatisfied and 20 females were very unsatisfied.
- **Design:** About 25 females out of 120 were found to be very satisfied with the design of the product they use, 44 were just satisfied, 25 were found to be neutral, 9 were unsatisfied and 17 females were very unsatisfied.
- **Skin friendliness or safety:** About 59 females out of 120 were found to be very satisfied with the skin friendliness or safety of the product they use, 39 were just satisfied, 4 were found to be neutral, 6 were unsatisfied and 20 females were very unsatisfied.
- **Affordability or value for money:** About 38 females out of 120 were found to be very satisfied with the affordability or value for money of the product they use, 30 were just satisfied, 21 were found to be neutral, 12 were unsatisfied and 19 females were very unsatisfied.

m) Recommendation of skin care brands to others



From above responses it can be interpreted that:

- Most females i.e. 58% recommend Nivea to others
- Lakme is recommended by 35% females
- Mamaearth is recommended by 33.3% females
- Himalaya is recommended by 30.8% females
- Biotique is recommended by 28.3% females
- Joy is recommended by 19.2% females
- Ponds is recommended by 18.3% females
- Cetaphil and plum is recommended by 2.5% females each
- Episoft and wow skin is recommended by 1.7% females each
- Body shop, khadi naturals, oriflame, nykaa, VLCC, Olivia, simple and dot & key is recommended by 0.8% females each.

6. Hypothesis testing

H_0 : Perceived quality is most preferred attribute while selecting a cosmetic brand.

H_1 : Perceived quality is not preferred while selecting a cosmetic brand.

For testing this hypothesis chi-square test was performed.

Count of How much you are satisfied with the products you use with respect to the following aspects- [Quality]	Actual Value		Expected value		Grand Total
	Satisfied	Very satisfied	Satisfied	Very satisfied	
Quality	6		2.69421053	3.315789474	6
Quality, Affordability			1.044736842	0.552631579	1
Quality, Affordability, Skin-friendliness/Safety	4		3.13157895	3.868421053	7
Quality, Design, Ingredients, Affordability, Skin-friendliness/Safety, Advertisements			1.044736842	0.552631579	1
Quality, Design, Ingredients, Skin-friendliness/Safety			1.044736842	0.552631579	1
Quality, Design, Recommended by someone			1.044736842	0.552631579	1
Quality, Ingredients, Affordability, Skin-friendliness/Safety	1		0.44736842	0.552631579	1
Quality, Ingredients, Recommended by someone			1.044736842	0.552631579	1
Quality, Ingredients, Skin-friendliness/Safety	4		5.402631579	4.973684211	9
Quality, Ingredients, Skin-friendliness/Safety, Advertisements			1.044736842	0.552631579	1
Quality, Ingredients, Skin-friendliness/Safety, Advertisements, Recommended by someone			1.044736842	0.552631579	1
Quality, Ingredients, Skin-friendliness/Safety, Dermatologists			1.044736842	0.552631579	1
Quality, Ingredients, Skin-friendliness/Safety, Recommended by someone	1		0.44736842	0.552631579	1
Quality, Ingredients, Skin-friendliness/Safety, Recommended by someone, Dermatologists			1.044736842	0.552631579	1
Quality, Quantity, Affordability	2		1.34210526	1.657894737	3
Quality, Quantity, Affordability, Skin-friendliness/Safety			5.357894737	4.421052632	8
Quality, Quantity, Design, Affordability, Skin-friendliness/Safety			2.089473684	1.105263158	2
Quality, Quantity, Design, Affordability, Skin-friendliness/Safety, Advertisements	1		1.089473684	1.105263158	2
Quality, Quantity, Design, Ingredients, Affordability, Advertisements	1		1.044736842	0.552631579	1
Quality, Quantity, Design, Ingredients, Affordability, Skin-friendliness/Safety	1		1.089473684	1.105263158	2
Quality, Quantity, Design, Ingredients, Affordability, Skin-friendliness/Safety, Advertisements			1.044736842	0.552631579	1
Quality, Quantity, Design, Ingredients, Affordability, Skin-friendliness/Safety, Advertisements, Recommended by someone			2.089473684	1.105263158	2
Quality, Quantity, Design, Ingredients, Affordability, Skin-friendliness/Safety, Recommended by someone			1.044736842	0.552631579	1
Quality, Quantity, Ingredients, Affordability, Skin-friendliness/Safety	1		3.178947368	2.210526316	4
Quality, Quantity, Ingredients, Affordability, Skin-friendliness/Safety, Advertisements			2.089473684	1.105263158	2
Quality, Quantity, Ingredients, Skin-friendliness/Safety	1		1.089473684	1.105263158	2
Quality, Quantity, Ingredients, Skin-friendliness/Safety, Recommended by someone			1.044736842	0.552631579	1
Quality, Quantity, Skin-friendliness/Safety	1		1.089473684	1.105263158	2
Quality, Quantity, Skin-friendliness/Safety, Recommended by someone			1.044736842	0.552631579	1
Quality, Skin-friendliness/Safety	7		2.402631579	4.973684211	9
Grand Total	34	42	34	42	76

When calculated, p value = 0.923622

Which means value of p is greater than significant value (0.05), so we can't reject the null hypothesis and therefore null hypothesis is accepted, this clearly shows that perceived quality is most preferred attribute while selecting a cosmetic brand.

7. CONCLUSION

From the above study, we can conclude that most female consumers use skin care products on a daily basis. Also they prefer buying the products mostly from retail store near their home and from online shopping sites too. Nivea was the most preferred brand for skin care among the female consumers. For some consumers, their favorite brand for skin care and the brand use are different. Maximum respondents choose Nivea as number one brand followed by Lakme and Mamaearth. Also in case of using people chose Nivea over any other brand followed by Vaseline and Lakme. The above study also says that female consumers prefer quality of skin care product over any other attribute. After quality what people prefer in skin care products is skin friendliness or safety of the product and then affordability. The above study also reveals that lot of people are most satisfied with the skin friendliness and safety of the products they are using. Some consumers are also satisfied with the perceived quality and quantity of the product at an equal level, whereas some people are also not satisfied with the quantity of the product they are using. And finally we can conclude that the most loving brand for skin care among females is Nivea because of its quality. Maximum people recommend brand of Nivea to others.

8. RECOMMENDATION

Nivea is the most preferred brand in skin care. People are much satisfied with Nivea as it provides a complete range of products for instance if people are using moisturizer of Nivea then they are loving to use other products of it too.

People are much satisfied with the quality of product and very much concern about the skin friendliness and safety of the product. Researcher would recommend that if a brand wants to increase its customer satisfaction then it must give attention to the attributes mainly like quality, safety, skin friendliness and affordability because this study shows these factors influence customers to buy a cosmetic brand.

So researcher would recommend that any brand must have a good quality and safety in its product as people won't compromise in these two. The companies need to come out with innovative technology and best features towards the products. If every brand do so then their customer satisfaction will surely go on a rise.

This study recommends that while promoting the brand companies must target age group 23-30 and 31-40 more.

The sweet spot in pricing is the one which is targeting mass market. If company contemplates multiple target markets it should have different brand names.

Though the study is restricted to feminine market the male grooming market is also growing. Company should develop masculine brand(s) as well, however, the brand name should be different.

This study has noted that herbal brands are getting acceptance in the market. This study recommends that companies should consider introducing herbal brands as well. Herbal brands should also be with different brand name.

Companies should make the brand available at medical stores too, which happens to be the third most preferred outlet for buying cosmetic products.

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APPENDIX (questionnaire)

Consumer satisfaction with respect to Skin care products (A brand-wise analysis)

* Required

1. Your Age group- *

Mark only one oval.

- 18-22
- 23-30
- 31-40
- 41-50
- 50 & above

2. Your life stage- *

Mark only one oval.

- Single/Unmarried
- Married
- Married with 1 child
- Married with more than 1 child

3. Your occupation- *

Mark only one oval.

- Student
- Working
- Home-maker
- Retired

4. Your income group- *

Mark only one oval.

- 1,000-15,000
- 16,000-30,000
- 31,000-45,000
- 45,000 & above
- None

5. How frequently do you use Skin care products? *

Mark only one oval.

- Daily
- Once a week
- Twice a week
- Once a month
- Occasionally
- Seasonally

6. From where do you prefer buying skin care products? *

Mark only one oval.

- Retail Shop near your home
- Shopping Malls
- Medical shops / Pharmacy
- Online Store
- Other: _____

7. Rank the following brands according to their skin care products as 1 being the best. *

Mark only one oval per row.

	1	2	3	4	5
Lakme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nivea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Himalaya	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaseline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biotique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mamaearth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ponds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Do your favorite skin care brand and the brand you use are same? *

Mark only one oval.

Yes

No

9. Among the following which is your favorite skin care brand? *

Mark only one oval.

Lakme

Nivea

Himalaya

Joy

Vaseline

Biotique

Mamaearth

Ponds

Other: _____

10. Whose skin care products you highly prefer to use? *

Check all that apply.

Lakme

Nivea

Himalaya

Joy

Vaseline

Biotique

Mamaearth

Ponds

Other: _____

11. You use the above brand because of *

Check all that apply.

Quality

Quantity

Design

Ingredients

Affordability

Skin-friendliness/Safety

Advertisements

Recommended by someone

Other: _____

12. How much you are satisfied with the products you use with respect to the following aspects- *

Mark only one oval per row.

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
Quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skin friendliness/safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordability/Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Which brands for skin care products will you recommend to others? *

Check all that apply.

- Lakme
- Nivea
- Himalaya
- Joy
- Vaseline
- Biotique
- Mamaearth
- Ponds

Other: _____

*thank
you*