



A STUDY ON CONSUMER SATISFACTION AND PROBLEMS FACED BY CONSUMERS OF SKINCARE COSMETIC PRODUCTS IN ERODE DISTRICT

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Abstract

Since prehistoric era, both males and females are consuming beauty care products in their own ways to look presentable, elegant, conspicuous and sophisticated. Apart from this vary fact, females are still considered to be more inclined towards use of these products. Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. The purpose of this paper is to find consumer satisfaction and problems encountered by the respondents. A total of 600 sample respondents were taken for this study. Hence, it is decided to measure the extent of consumers' satisfaction towards skin care cosmetics in Erode district. This study analysis with applying the statistical technique of chi-square test and Garret ranking technique.

Keywords: Skin Care Cosmetics, Consumer Satisfaction, Consumer Problems.

INTRODUCTION

The Indian Cosmetic market which is traditionally a stronghold of a few major Indian players like Godrej Consumer Care, Hul, Emami, and a lot many, have seen foreign entrants into the market within the last decade. As India is a very price sensitive market of the cosmetics and personal care products, considering this in mind, the new foreign entrants had to work out new innovative strategies that suited the Indian preferences, for this they budgeted themselves to establish a hold into the Indian market to satisfy the consumers. Satisfaction is a persons feeling of pleasure toward their product, which can be only inferred but not seen. Manufacturer aim to give fair satisfaction to consumer through providing good quality products.

REVIEW OF LITERATURE

Bolton and Drew (1991) has studied the effect of customer attitudes toward brand in developing brand preferences and relative consumer share of visit or purchase. The buyers' attitudes develop by assessing brands after using the products or services. **Dodds (1991)** stated that when brand perception is more favourable, consumers attribute higher quality to the product, and their perception of the product's value and the overall willingness to purchase is greater. However, different customers may have different perception as they have different attitude and expectation toward satisfaction of particular brands. **K.Keller (1993)** claimed brand image could be categorized into functional, experiential and symbolic benefits. Besides that, the symbolic benefits were allied with fundamental needs for individual expression, societal endorsement and external-directed self-esteem, which is mainly correspond to non-product linked attributes. **Stephen et al (2007)** results indicated that overall satisfaction does influence customers' loyalty. The results imply that marketers should focus on brand image benefits in their effort to achieve customer loyalty. **Shahzad Khan and Faryal Noor (2012)** found that out of 11 factors studied, quality is vital and most essential factor affecting female's cosmetic buying behaviour. **Saima Ulfat (2013)** studied the role of brand consciousness and price sensitivity in relation with satisfaction of females with their selected beauty care products. **Burcu Candan et al (2013)** found between consumption values and brand loyalty of young people in personal care products.

STATEMENT OF PROBLEM

In the globalization era, improvement of technology, science, society, economy and education provide people to have better standard of living and styles. Relating to the development of purchasing power in consumers and market trend that people become more conscious of hygiene and beauty, it affects to the rapid growth in beauty care industry, especially in this decade. Because of the characteristic of the market is quite high by value, thus it attracts many companies to enter to this market continually. Not only domestic companies that try to take as much as advantages in their local market but multinationals also desire to reach the market. Even there is intensive competition in beauty care market; many companies still pay attention to invest in this market to respond for the high demand available in market. In this regard a study has been undertaken in customer satisfaction towards skin care cosmetic products in Erode district.

OBJECTIVES OF THE STUDY

1. To Study the consumer satisfaction of skin care cosmetic product.
2. To identify the problems faced by the skin care cosmetic consumers.
3. To offer suitable suggestions to the manufactures to improve the consumer satisfaction towards skin care cosmetic products.

METHODOLOGY AND TOOLS OF ANALYSIS

This is an empirical research based on survey method. The data were collected by survey method using purposive sampling technique from various parts of Erode district based on the information provided by the shop owners and the references provided by the consumers. A data of 600 samples was collected through interview schedule. The data collected from the primary sources were analyzed by using the simple percentage, Chi-square test and Garret ranking analysis.

LIMITATIONS OF THE STUDY

1. Consumers do not keep records for prices, brand and place of purchase. So they are not able to furnish exact data.
2. The information about the consumers is provided by shop owners and personal judgment of the researcher. However, all possible efforts have been made in ensuring the details.

DATA ANALYSIS AND INTERPRETATION

Sample respondents have been asked to answer ten questions regarding their skin care cosmetic products. When a respondent is highly satisfied with a factor, a score of 5 has been allotted, like wise 4 for satisfied, 3 for neutral, 2 for dissatisfied and 1 for highly dissatisfied. As such, the maximum score that assigned by a consumer for all the ten factors would be 50 and minimum score would be 10. The respondent who scored below 30 were classified as dissatisfied and those who scored equal to and above 30 were classified as having satisfied. Likert's five point scale has been used in this regard.

According to the above, satisfaction of the sample respondents (600) towards skin care cosmetics in Erode district has been classified and shown in the following Table.

Table 1. Distribution of Sample Respondents by their Level of Satisfaction

Level of Satisfaction	Number of sample	Percentage
High (≥ 30)	264	44.0
Low (<30)	336	56.0
Total	600	100.0

Figures in the parentheses are percentage

The above Table lists out that , 56 per cent (336) of the respondents are dissatisfied while only 44 per cent (264) are satisfied.

Place of Domicile and Level of Satisfaction: Place of domicile is one of the notable factors which determines the satisfaction level of an individual.

Table 1.1 Distributions of Respondents by their Place of Domicile and Level of Satisfaction

Place of Domicile	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
Urban	93 (39.2)	144 (60.8)	237 (100)
Semi urban	137 (53.1)	121 (46.9)	258 (100)
Rural	34 (32.4)	71 (67.6)	105 (100)
Total	264 (44.0)	336(56.0)	600(100)

It reveals that, 53.1 per cent of the sample respondents belonging to the category of Semi urban, 39.2 per cent of the sample respondents belonging to the category of urban and 32.4 per cent of the sample respondents belonging to the category of rural are having high level of satisfaction.

Age and Level of Satisfaction

Age of a consumer is an important factor which influences the level of satisfaction about skin care cosmetics.

Table 1.2 Distributions of Respondents by their Age And Level of Satisfaction

AGE	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
Up to 20 years	61 (59.8)	41 (40.2)	102(100.0)
21 to 30 years	73 (50.7)	71 (49.3)	144(100.0)
31 to 40 years	89 (39.4)	137 (60.6)	226(100.0)
Above 40 years	41 (32.0)	87 (68.0)	128(100.0)
Total	264 (44.0)	336 (56.0)	600 (100.0)

The Table 1.2 indicates that, 59.8 per cent of the sample respondents belonging to up to 20 years, 50.7 per cent of the sample respondents belonging to between 21 to 30, 39.4 per cent of the sample respondents belonging to between 31-40 years and 32 per cent of the sample respondents belonging to above 40 years are having high level of satisfaction.

Marital status and level of satisfaction

In order to study the satisfaction of women towards their skin care cosmetics, they have been classified into two categories viz., married and unmarried.

Table 1.3 Distributions of Respondents by Their Marital Status and Level of Satisfaction

Marital Status	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
Married	152 (39.7)	231 (60.3)	383 (100.0)
Unmarried	112 (51.6)	105 (48.4)	217 (100.0)
Total	264 (44.0)	336 (56.0)	600 (100.0)

It is observed from the Table 1.3 that, 51.6 per cent of the sample respondents belonging to unmarried and 39.7 per cent of the sample respondents belonging to the married group are having high level of satisfaction.

Educational Status and Level of Satisfaction

Educated customers select only quality products and therefore their level of satisfaction may be higher than uneducated respondents.

Table 1.4 Distribution of Respondents by Their Educational Status and Level of Satisfaction

Educational Status	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
School Level	47 (41.2)	67 (58.8)	114 (100.0)
Graduate	113 (42.6)	152 (57.4)	265 (100.0)
Post Graduate	51 (37.5)	85 (62.5)	136 (100.0)
Professional	53 (62.4)	32 (37.6)	85 (100.0)
Total	264 (44.0)	336 (56.0)	600 (100.0)

The Table 1.4 discloses that, 62.4 per cent of the sample respondents belonging to professional group, 42.6 per cent of the sample respondents belonging to graduate group, 41.2 per cent of the sample respondents belonging to the school level education group, and 37.5 per cent of the sample respondents belonging to post graduate level of education group are having high level of satisfaction.

Nature of Occupation and Level of Satisfaction

Occupation is an important demographic variable that should be included in the analysis for the satisfaction level of sample respondents towards their skin care cosmetic products.

Table 1.5 Distribution of Respondents by Their Nature of Occupation and Level of Satisfaction

Nature of occupation	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
Employed	70 (40.2)	104 (59.8)	174 (100.0)
Professional	56 (65.9)	29 (34.1)	85 (100.0)
Others	138 (40.5)	203 (59.5)	341 (100.0)
Total	264 (44.0)	336 (56.0)	600 (100.0)

It is observed from the Table 1.5 reveals that, 65.9 per cent of the sample respondents belonging to professional, 40.5 per cent of the sample respondents belonging to others and 40.2 per cent of the sample respondents belonging to employed are having high level of satisfaction.

Type of Family and Level of Satisfaction

It is thought that type of the family has greater impact on the satisfaction level of consumers.

Table 1.6 Distribution of Respondents by Their Nature of the Family and Level of Satisfaction

Nature of the family	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
Joint Family	99 (52.9)	88 (47.1)	187 (100.0)
Individual family	165 (40.0)	248 (60.0)	413 (100.0)
Total	264 (44.0)	336 (56.0)	600 (100.0)

It is apparent from the Table 1.6 that the satisfaction level between the nature of family of the sample respondents, 52.9 per cent of the sample respondents belonging to the Joint family and 40 per cent of the sample respondents belonging to individual family are having high level of satisfaction.

Number of Members in the Family and Level of Satisfaction

Size of family is an important socio-economic factor which determines the satisfaction level of consumers towards their skin care cosmetic products. When the number of members in the family is high, there is huge possibility buying different brands of skin care cosmetics then the family which is having less number of members.

Table 1.7, Distribution of Respondents by Their Number of Members in the Family and Level of Satisfaction

Number of members in the family	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
Upto 3	109 (46.8)	124 (53.2)	233 (100.0)
4 to 6	140 (43.2)	184 (56.8)	324 (100.0)
Above 6	15 (34.9)	28 (65.1)	43 (100.0)
Total	264 (44.0)	336 (56.0)	600 (100.0)

The Table 5.8 exhibits that the satisfaction level among the three groups of number of members in the family, 46.8 per cent of the sample respondents belonging to the category of up to 3 members in the family, 43.2 per cent of the sample respondents belonging to the category of between 4 to 6 members and 34.9 per cent of the sample respondents belonging to the category of above 6 members in the family are having high level of satisfaction towards their skin care cosmetic products.

Total Annual Income and Level of Satisfaction

It is believed that the annual income of the consumers would likely to influence the satisfaction towards their skin care cosmetic products.

Table 1.9, Distribution Of Respondents By Their Total Annual Income And Level Of Satisfaction

Total annual income (Amount in ₹)	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
Upto 50,000	16 (34.0)	31 (66.0)	47 (100.0)
50,001 to 1,00,000	110 (44.4)	138 (55.6)	248 (100.0)
1,00,001 to 3,00,000	73 (37.8)	120 (62.2)	193 (100.0)
Above 3,00,000	65 (58.0)	47 (42.0)	112 (100.0)
Total	264 (44.0)	336 (56.0)	600 (100.0)

It is understood from the Table 5.10 that the satisfaction level among the four groups of total annual income, 58 per cent of the sample respondents belonging to the annual income category of above ₹3,00,000, 44 per cent of the sample respondents belonging to the annual income category of between ₹50,001 to ₹1,00,000, 37.8 per cent of the sample respondents belonging to the annual income category of between ₹1,00,001 to ₹3,00,000 and 34 per cent of the sample respondents belonging to the annual income category of up to ₹50,000 in the family are having high level of satisfaction towards their skin care cosmetic products.

Type of Skin and Level of Satisfaction

Proper skin care provides comfort and prevents and treats skin breakdown. For older adults, skin care takes on particular importance because as people age the skin becomes more susceptible to burns, bruising, xerosis (dry skin), pressure sores, shear type injuries and delayed wound healing. So, type of skin plays paramount importance in deciding the satisfaction level of consumers towards their skin care cosmetic products.

Table 1.10, Type of Skin and Level of Satisfaction

Type of skin	LEVEL OF SATISFACTION		TOTAL
	HIGH	LOW	
Oily skin	8 (33.3)	16 (66.7)	24 (100.0)
Dry skin	31 (43.1)	41 (56.9)	72 (100.0)
Normal skin	75 (41.7)	105 (58.3)	180 (100.0)
Mixed skin	97 (50.5)	95 (49.5)	192 (100.0)
Sensitive Skin	53 (40.2)	79 (59.8)	132 (100.0)
Total	264 (44.0)	336 (56.0)	600 (100.0)

It is observed from the Table 1.10 that, 50.5 per cent of the sample respondents belonging to mixed skin, 43.1 per cent of the sample respondents belonging to the dry skin, 41.7 per cent of the sample respondents belonging to the Normal skin, 40.2 per cent of the respondents belonging to sensitive skin and 33.3 per cent of the sample respondents belonging to oily skin are having high level of satisfaction.

Chi-Square Analysis

H₀: There is no significant association between attributes of the respondents and their level of satisfaction.

S.No	Attributes	Value	D.F	Table Value	Significant/Not Significant
1	Place of Domicile	16.604	2	9.210	Significant
2	Age	22.357	3	11.341	Significant
3	Marital Status	7.996	1	6.635	Significant
4	Educational Status	14.506	3	11.341	Significant
5	Nature of occupation	19.247	2	9.210	Significant
6	Type of family	8.814	1	6.635	Significant
7	No.of members in the family	2.264	2	5.991	Not Significant
8	Total annual income	13..846	3	11.341	Significant
9	Type of skin	5.639	4	7.815	Not Significant

The chi-square table reveals that there is a significant association between the place of domicile, age, marital status, education, occupation, type of family, and type of skin and also insignificant association between the no. of members in the family and type of skin of these attributes and skin care cosmetic products.

PROBLEMS FACED BY THE CONSUMERS WHILE USING SKINCARE COSMETIC PRODUCTS

Cosmetic products can be refer to as any substance applied to the human body such as skin, hair, nails, lips or eye for beautifying, cleansing, colouring, perfuming, conditioning, protecting, preserving or changing the appearance and style of human body. In this background, an attempt is made in this section to identify the various problems encountered by the consumers while using skin care cosmetic products. Each consumer is instructed to indicate the importance of the problem by giving rank I to the most important problem, rank II to the second important one and so on. In order to analyse the problems, Garrett's Ranking Technique has been applied.

Table 2, Problems Faced By the Consumers While Using Skincare Cosmetic Products: Garrett Ranking Analysis

S.No	Components	Total score	Mean Score	Rank
1	Low quality	29802	49.67	VII
2	Non availability	30871	51.45	VI
3	Higher price	31708	52.85	IV
4	Adulteration	32558	54.26	I
5	Low quantity	31553	52.59	V
6	No offer/No discount	32129	53.55	III
7	No impact	27952	46.59	VIII
8	Skin irritation	32332	53.89	II
9	Eye problem	27583	45.97	IX
10	Identical brand name	26523	44.21	X
11	Exhausting advertisement	24589	40.98	XI

The Table 5.12 exhibits that Adulteration is the main problem while using skin care cosmetic products with a garret mean of 54.26 followed by Skin irritation (53.89), No offer/no discount (53.55), Higher price (52.85), Low quantity (52.59), Non availability (51.45), Low quality (49.67), No impact (46.59), Eye problem (45.97), Identical brand name (44.21) and Exhaustive advertisement (40.98).

Hence, it is concluded that Adulteration is the main problem (Garret mean score 54.26) faced by the consumers while using skin care cosmetic products.

FINDINGS

- semi-urban respondents are having high level of satisfaction about various skin care cosmetics
- The respondents belonging to the age of up to 20 years are having high level of satisfaction towards their cosmetics products.
- The respondents belonging to the unmarried group are having high level of satisfaction towards skin care cosmetics.
- Respondents belonging to professional education group are having high level of satisfaction towards their skin care cosmetic products
- majority of respondents belonging to professional group of occupation are having high level of satisfaction towards their skin care cosmetic products
- 52.9% of the sample respondents belonging to joint family are satisfied.
- 46.8% of the sample respondents belongs to the group up to 3 are having high level of satisfaction.
- A person who is earning above 3,00,000 are satisfied.
- A person who is having mixed skin are highly satisfied than the other people.
- The chi-square table reveals that there is a significant association between the place of domicile, age, marital status, education, occupation, type of family, and type of skin and also insignificant association between the no. of members in the family and type of skin of these attributes and skin care cosmetic products.
- The Garret ranking technique reveals that adulteration is the main problem faced by consumers while using skin care cosmetic products.

SUGGESTIONS

1. It is suggested that the companies need to take special care in manufacturing the products by overcoming the complaints lodged by the customers.
2. It is suggested that the companies have to take steps to make the required quantity of cosmetic with affordable prices to the consumers.
3. It is found that Adulteration is the main problem (Garret mean score 54.26) faced by the consumers while using skin care cosmetic products than the other factors. Hence, it is suggested that the Government should implement quality control system in the skin care cosmetic in order to protect the customers from the unauthorized sellers and adulteration.



CONCLUSION

As we have seen that the skin care product importance is increasing with in the Asian countries. There are so many brands available in the market and they are competing with each other to sustain in the big market which is full of opportunities. The study was carried out in Erode district to find out the consumer satisfaction for cosmeceutical products or for skin care products. The study tells us that the skin care products which is not having any adulteration is gaining importance these days. We have also seen that quality is also an important criterion which plays an important role in the purchase of these skin care products.

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