

A STUDY ON CUSTOMER SATISFACTION ON NIVEA PRODUCT IN TUMKUR

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ABSTRACT

This study investigates customer satisfaction with Nivea products in Tumkur, India. Nivea, a well-known brand in the skincare and personal care industry, has gained a significant market presence in Tumkur. Understanding customer satisfaction is crucial for businesses to maintain and improve their market position. The primary objective of this research is to assess customer satisfaction levels and identify factors influencing satisfaction with Nivea products in Tumkur.

The research methodology employs a mixed-methods approach, combining qualitative and quantitative data collection techniques. Data is gathered through surveys, interviews, and secondary research sources. The study includes a diverse sample of Nivea product consumers in Tumkur, encompassing various age groups, genders, and product preferences.

1. INTRODUCTION

The fast-moving consumer goods (FMCG) sector of the Indian economy is substantial and continues to expand. It is currently the fourth-largest sector in India and makes a significant GDP contribution because of the continuously growing market. Many causes have contributed to the significant expansion of this industry, which has attracted the attention of investors and businesses alike.

By changing consumer preferences, technological advancements, and favorable economic conditions. As the sector changes and expands, there are many opportunities and challenges for companies and investors looking to get into this burgeoning market.

Key components of a well-written corporate profile usually include the following:

Company name and Logo: The official name and logo of the company function as its visual identity, fostering brand recognition.

An introduction that gives a brief overview of the company's mission, vision, and values establishes the tone for the remainder of the profile.

History: An account of the company's past that highlights important turning points and accomplishments.

Leadership: Details about the important executives, founders, or leaders who set the course and ensured the success of the organization.

Products and Services: Thorough explanations of the company's goods and services, highlighting their special qualities, advantages, and features.

Clientele: A list of well-known clients or consumers the business has worked with or partnered with, demonstrating its legitimacy and experience.

Awards and Recognition: Any accolades, credentials, or recognition that the business has gotten for being the best in its field.

Mission and Values: A more thorough examination of the business's basic goals, principles, and dedication to moral and environmentally friendly operations.

Business Operation: An overview of the company's assets, locations, and, if applicable, its global presence.

Financial Information: Key financial metrics like sales, profit margins, and growth patterns may be provided to show the company's stability and potential for expansion.

Future goals and Strategy: An overview of the company's growth expectations, strategic initiatives, and long-term goals.

Testimonials and Case Studies: Positive feedback from satisfied customers or partners, together with success stories or case studies that highlight the company's capabilities.

Contact Information: Contact information, such as the address, phone number, email address, and website of the business.

A well-written company profile should be intriguing, brief, and tailored to the intended audience. It can be applied to a range of contexts, such as investor presentations, job recruitment, marketing collateral, and business expansion initiatives. Ultimately, in today's competitive business world, having a good corporate profile helps to establish credibility, trust, and a strong brand image—all essential for long-term success.

2. AN OVERVIEW OF THE LITERATURE

- Edakkotte shaji (2019) - The writer examines how female customers respond to particular cosmetic companies' advertising strategies.
- Studies are being conducted on how young Indian women select cosmetics companies, how Indian women manage their appearances, and the connections between appearance satisfaction, cosmetic use, and appearance investment. Kerinab Beem.
- Smisha K. (2018) Understanding local versus foreign cosmetics' brand equity is crucial, according to the author. The goal extends beyond only purchasing a particular brand of makeup from a particular business.
- Kumar (2018): Risk aversion, status consumption, and prior experience all have a positive impact on happiness. Brand loyalty, price, and all three have a very positive impact.
- Subbalakshmi R (2017) The author discusses companies, enterprises, and groups. How consumers behave when purchasing cosmetics online

Problem Statement

Nivea's main goal is to produce high-quality products in order to guarantee consumer happiness and foster brand loyalty. But sustaining brand experience and client pleasure is an ongoing struggle. Customer preferences are influenced by a number of elements, such as product variety, attractiveness, competition, taste, quantity, and brand image. Customers are being impacted by a number of factors, such as pricing adjustments for items, new product launches by competitors, worries about product quality, and changes in consumer behavior. The purpose of this survey is to look at customer preferences and brand recognition.

Focus of Study: The study aims to assess customer preferences, brand awareness, and the impact of sales promotion on consumer behavior and purchasing decisions, with an emphasis on the challenges Nivea faced in the competitive market.

METHODOLOGY

The study, or to put it another way, the phenomenon, that is used to characterize the characteristics of a population does not provide an explanation for the how, when, or why the traits first arose. The research that is being examined is a descriptive one. This survey was done in Bengaluru in January 2020. In 2020, the study was carried out in January and February. The primary data for this study was collected directly from the clients using a tool called a questionnaire and Google Forms. It was then utilized once more in the analysis of the investigation. Primary data from clients, staff, and the broader public were used. The secondary data for this project will be gathered through company data and literature study.

3. SOURCE OF DATA

The majority of the data used in this inquiry were primary data. fresh data that has been acquired via a range of methods from the general public, staff, students, etc. Participants are required to fill out the Google Form or survey that is provided.

POPULATION: The population is the main source of data. A greater population will reveal more details on the attitudes of the people toward a certain subject.

SAMPLE: A sample is a component of the population. It will enable the researcher to make decisions regarding a case based on the information at hand.

SAMPLE UNIT: The sample unit aids in the separation of individuals for the purpose of data collection.

FRAME SAMPLE: It's a substance that the source originates from.

DESIGN A MODEL: It is a method for extracting samples from a pre-existing sample.

LITTLE SAMPLE: The sample size for the study is 100

COLLECTION OF DATA

Questionnaires are used in data collection. The questionnaire covers a number of aspects related to the research issue. It is often used in situations where the wide scope of the inquiry precludes direct observation. The study's questionnaire is a 5-point Likert scale with statements classified as Strongly Agree or Strongly Disagree.

PURPOSE OF STUDY

Like breathing, learning is a basic human capacity that comes naturally. Typically, learning permeates every part of life. Psychologists don't agree on how learning takes place in this regard. Marketers ought to be curious about how well each person can adapt and grow. Marketers try to place clients in their position in order for them to comprehend where they are in the business. Marketers want customers to understand different products, product qualities, brand attributes, potential consumer benefits, how to use, maintain, or even dispose of the products, as well as changes in the marketer's behavior, in order to satisfy both the customer and themselves and to fulfill needs.

Objective

- Search Bangalore for Nivea product customer satisfaction.
- Recognize market trends, assess product value, and understand the brand.
- As per your preference.
- Knowing what factors affect consumers' choices to buy Nivea products.
- For an all-encompassing perspective.
- To be aware of the earnings of individuals. Study constraints
- The sample group was limited to Bengaluru city and just the consumer's perspective was considered.
- Consumer input was sent to manufacturers with ideas for enhancements.
- The information gathered from casual chats with a limited number of respondents was not supported by written proof.
- The information obtained through a survey and Google Forms may or may not be correct. It's difficult to gauge the customer accurately.
- It took only three months to complete the investigation.

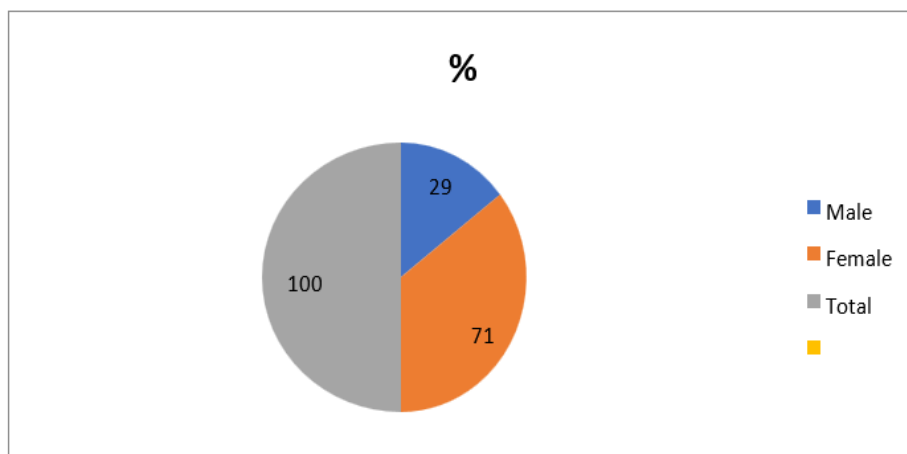
4. DATA ANALYSIS AND INTERPRETATION

Table. 4.1 shows how respondents are arranged based on their gender.

in particular	Respondents: Number	%
Male	29	29
Female	71	71
Total	100	100

ANALYSIS

The figures presented above show that 71% of respondents are women and 29% of respondents are men.



Graph 4.1: Gender-Based Graphs Showing the Ordering of Respondents

INTERPRETATION: The graph shows that the majority of respondents were women.

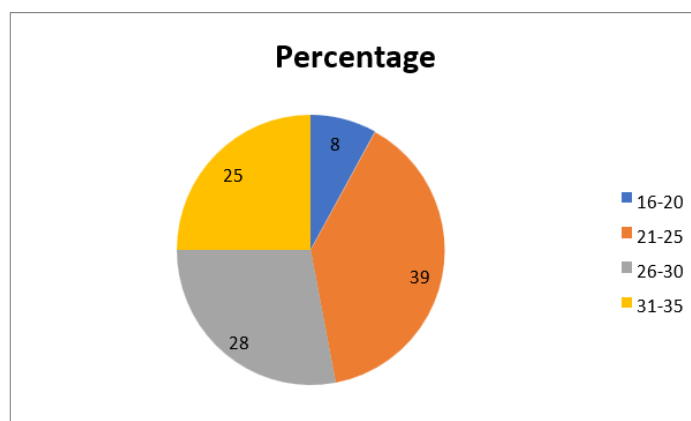
Tabel 4.2

TABLE SHOWN BELOW SHOWING ORDER BASED ON AGE

Particular	No of people.	%
16-20.	8	8
21-25.	39	39
26-30.	28	28
31-35.	25	25
Total	100	100

Based on the preceding data, 8% of respondents are between 16 and 20 years old, 39% are between 21 and 25 years old, 28% are between 26 and 30 years old, and 25% are between 31 and 35 years old.

Graph 4.2 GRAPH SHOWS ORDER BASED ON AGE

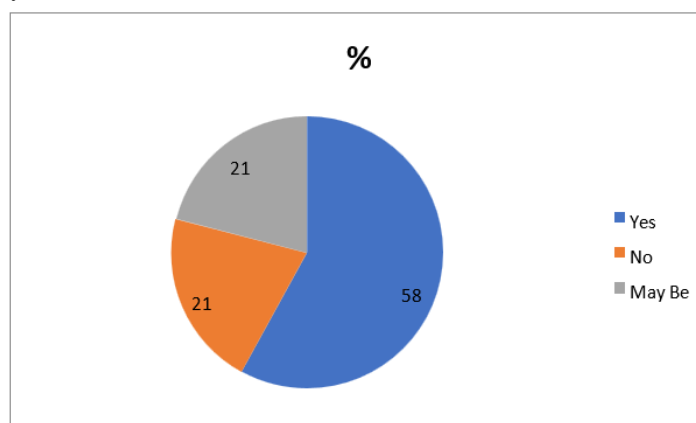


INTERPRETATION: The graph cited earlier indicates that most respondents are in the age range of 21 to 25.

The percentage of survey participants who use Nivea products is seen in Tabel 4.4

Particular	No of Respondents	Percentage
Yes	58	58
No	21	21
May Be	21	21
Total	100	100

According to the above table, 58% of participants use Nivea skincare products. Although 21% of respondents say they don't use, 21% occasionally do.



Graph 4.4 Displays the proportion of survey respondents who have tried Nivea products.

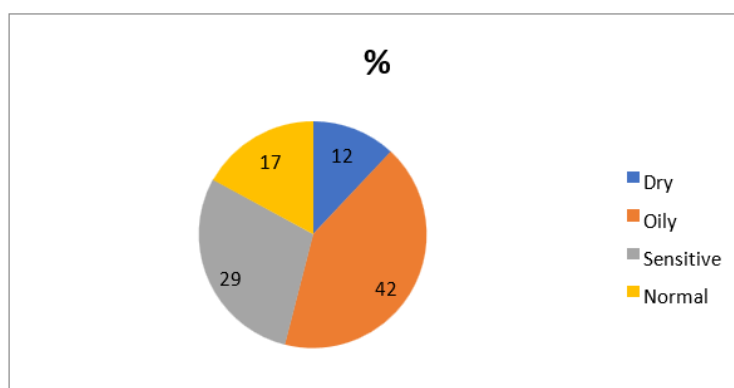
INTERPRETATION: The graph presented earlier suggests that a significant proportion of participants use Nivea products.

Table displaying the respondents skin tones.

Particular	No of PEOPLE	%
Dry	12	12
Oily	42	42
Sensitive	29	29
Normal	17	17
Total	100	100

ANALYSIS:

According to the previously cited data, 12% of respondents had dry skin, 42% had oily skin, 29% had sensitive skin, and 17% had normal skin. A graph displaying the respondent's skin tone



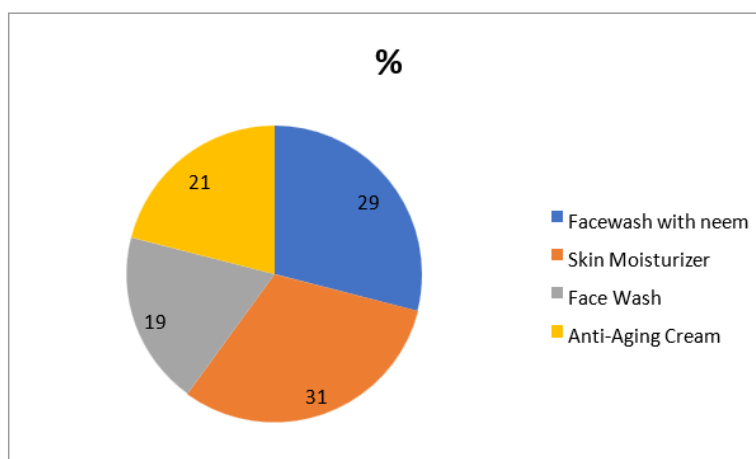
INTERPRETATION: The majority of responders, as indicated by the graph, had oily skin.

Table showing the products that survey respondents used

Particular	No of Respondents	Percentage
Facewash with neem	29	29
Skin Moisturizer	31	31
Face Wash	19	19
Anti-Aging Cream	21	21
Total	100	100

ANALYSIS: According to the aforementioned research, 29% of respondents use neem face wash, while 31%, 19%, and 21% use face moisturizers, face wash scrubs, and anti-wrinkle creams, respectively.

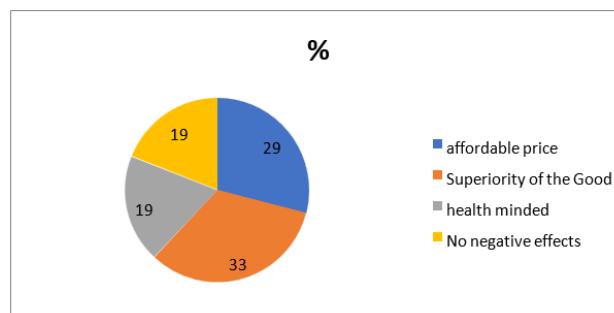
Graph displaying respondents' preference for purchasing Nivea products



Tabel showing the respondents buying patterns The graph indicates that respondents frequently wash their faces with moisturizers, which are ideal for those with oily skin.

Particular	No of Respondents	Percentage
affordable price	29	29
Superiority of the Good	33	33
health minded	19	19
No negative effects	19	19
Total	100	100

Analysis: The table above indicates that 29% of respondents said they would purchase the product due to its reasonable price, 33% said they would do so due to its quality, 19% said they would do so due to health concerns, and 19% said they would do so due to the absence of any negative effects. Diagram in the graph indicating the respondents' inclination toward Nivea goods

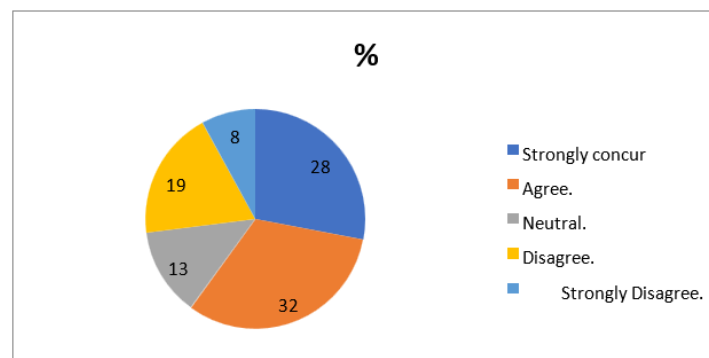


INTERPRETATION: Because of the product's high quality, the graph confidently forecasts that respondents would purchase it Table

Table demonstrating how the items are tailored to the respondents needs

Particular	No of Respondents	Percentage
Strongly concur	28	28
Agree.	32	32
Neutral.	13	13
Disagree.	19	19
Strongly Disagree.	8	8
Total	100	100

According to analysis, 28% of respondents are certain that products are changed to meet their needs. 32% of them say they agree, 13% are neutral, 19% disagree, and 8% strongly disagree, based on responses.



Graph 4.11- The needs of the respondents are considered when building the product display graph.

INTERPRETATION: It is clear from the graph that respondents generally agree that products should be customized to match the needs of customers.

5. CONCLUSION

As one of the top companies, Nivea has established strong relationships with its clients and business partners, and the vast majority of its consumers are pleased with both its products and services. The company has thrived in this competitive business environment because of its excellent product and reasonable pricing, which encourages repeat business from clients. Now that so many people are aware of it, the Nivea Company ought to start developing in rural areas, where the majority of Indians reside. Advertising not only promotes Nivea but also increases sales of the brand's products to customers of competitors. With the aid of The Nivea marketing and R&D teams, the corporation may be able to control the global economy by producing products that outperform those of competitors.

6. REFERENCES

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