



A STUDY ON CUSTOMER SATISFACTION TOWARDS COSMETIC PRODUCTS- BRAND WISE ANALYSIS

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ABSTRACT

The Indian cosmetic industry has witnessed a rapid growth over the last couple of decades. With the advancement in technology, globalization and increased purchasing power, the consumers in recent years have become more aware of hygiene and beauty, which is the foremost reason behind the rapid development of cosmetic industry. In the present scenario, changing life style, higher disposable income, increasing advertisement, rising status, migration of people, demand for superior quality, changing consumer preference and the advertisements resulted into a paradigm shift in the behaviour of women in the purchase and use of cosmetics. The rise in the number of women joining the work force over the decade enhanced the purchasing power of women community. Kerala has a privilege to have a wide client base in cosmetic industry. High literacy rate and rapid urbanization of Kerala led to a rapid growth in employment among the women which led to an increase in the demand for cosmetic products in Kerala. The present study makes an attempt to measure the level of satisfaction of female cosmetic consumers about the quality, design, ingredients, and safety of cosmetic products. Kruskal Wallis test is used as a tool for analysis

Key words: cosmetic products, cosmetic brands, satisfaction

1. INTRODUCTION

Today, the world cosmetic industry faces a huge demand and challenges in providing assured quality of cosmetic products. With the advancement in technology, globalization and increased purchasing power, the consumers in recent years have become more aware of hygiene and beauty, which is the foremost reason behind the rapid development of cosmetic industry. The female behavior is complex and dynamic as the aspirations of every female community are to look beautiful and attractive. The cosmetic is considered as a powerful weapon which the women feel would transform their normal looks to an attractive and a presentable.

The Indian cosmetic industry has witnessed a rapid growth over the last couple of decades when the Indian competitors started manufacturing products in order to meet the increased needs of both the Indian and the international markets. The purchasing power and fashion consciousness of the consumers were considered to be the driving force of cosmetic industry. The Indian cosmetic industry caters to increasing needs of cosmetic products in all spheres such as rural area to cosmopolitan cities, poor to millionaires, and even the kids to the old aged people. It could be observed that the Indian cosmetic industry is undergoing active phase in terms of product development and marketing. Looking at the wide potential of cosmetic market, the cosmetic manufacturing companies spend sizeable amount of money and time to analyse the different demographic and psychographic characteristics of Indian population.

Kerala is one of the fastest urbanising regions in the country. Exposure to markets, acceptability and proximity to modern amenities has resulted in a change in taste and preference of the consumers. The migration of people to the Gulf and the European countries has also resulted in unexpected change in socio-economic condition of Keralites. This resulted in the entry of females to various fields of work and their desire to look beautiful and attractive has provided an activism to cosmetic industry. The high literacy rate and rapid urbanisation of Kerala led to a rapid growth in employment among the women which led to an increase in the demand for cosmetic products in Kerala. The present study focuses on the behaviour of females who purchase and use cosmetics in Kerala. The different types of cosmetic products considered for the study include Lip care products, Eye care products, Nail care products and skin care products. For the purpose of study, the selected leading manufactures such as Revlon, Lakme, L'Oreal, Himalaya and the leading unbranded cosmetic products manufacturers were taken together as a group.

2. LITERATURE REVIEW

AC Groot, JP Nater, R Lender (1987) analysed the reasons for use of cosmetics. For the purpose of study the 1609 respondents were interviewed to know the adverse effects. 12.2 percent reported that they face problem like irritation while using cosmetics.

Jane E Workman, Kim KP Johnson (1991) investigated the effect of cosmetics in the impression formulation. In the study 85 under graduate females were viewed with heavy cosmetics, moderate cosmetics and no cosmetics and they were looked into their attractiveness, femininity, personal temperament, personality and morality. The study revealed that there is no significant difference between use of cosmetics and personal temperament and personality traits, but there is significant difference between attractiveness, femininity and morality and the use of cosmetics.

Malhothra (2003) stated that the main reason for the boom in cosmetic industry is increasing fashion and beauty consciousness coupled with rising income and the focus on health and fitness.

Michelle Guthrie, Hye-Shin Kim, Jaehee Jung (2008) revealed the effect of facial image and cosmetic usage in perception of brand personality. It was stated that the consumers' facial image influenced the total quantity of cosmetic used by the respondents and not the variation in quantity in different situation. Also noted that there is a relationship between facial image and brand perception

Vanessa Apaolaza (2010) stated that people who use cosmetics buy this product primarily for emotional reason. The most important factor that influences their behaviour was their desire to look beautiful. The study show that both the emotional and utility aspects of cosmetic brand had a significant impact on consumer satisfaction but the emotional component had a greater effect. The result was that the consumer satisfaction was greatest when cosmetic brand helps to strengthen positive emotions through the perception of caring for oneself and for removing feelings of worry and guilt about taking care of one's appearance.

Andrew Mc Dougall (2010) in his study stated that the main reason for the growth in cosmetic sector is that the human being spent more for the cosmetics owing to the concern for beauty and at the same resulted in the growth in cosmetic sector.

Fyi (2011) attempted a study on the emotion behind women choosing certain cosmetic brands. It was understood from the study that the women buy cosmetic mainly for emotional reasons. The utility and emotional factor had greater impact on women's preference on cosmetic brand. The study also pointed out that success of cosmetic brand depends on whether it succeed in making women overcome the worry and guilt of not taking care of them self by using the product being advertised.

Siddharth Shriram Shimp and K Sinha (2012), evaluated the product variables which effects the purchase decision. The different variables include the texture of the product, promised effect, previous usage experience and the suitability of skin. The study concluded that the market for male cosmetic product is still Niche Market in India. The important variable which influenced the purchase was the texture of the product, promised effect, usage and suitability to skin.

Shukla Monika (2013) made an attempt to study the factors affecting impact of advertisement of selected cosmetics items of consumer choice. The respondents opinion towards advertisement of fairness cream, personal characteristics, demographic factors were taken into account and it was found that consumers practice related to advertisement of fairness cream affected the impact of advertisement of product on their choice in a significant manner.

Sangeeta Gupta, Simple Arora (2013) in their study on the factors influencing the consumption pattern of cosmetics by male, revealed that the media is playing vital role in attitudinal change in the societal context. It was also stated clearly that there is certainly a strong bond between self image, media and societal expectation with respect to the consumption of cosmetics among the urban males in Delhi.

Rajul Dutt (2013) in his paper “A Cross cultural comparative study of female consumer behaviour with regard to purchase of cosmetics in the United States and India”, tried to explain how consumer behaviour is influenced by the culture of the individuals in India. He also attempted to uncover the key facets of culture involved in shaping the decision on the cosmetic purchased by the females. The study revealed that the society to which they belong, the culture and the sub culture play a significant role in the purchase of cosmetic products.

Umesh Maiya and Mavy Miranda (2013) in their study on buyer behaviour towards cosmetics, found that modern women have a strong desire and urge for enhancing their beauty. The twin factors which everybody focused on were the Quality and Price. It also stated that consumers realise the value for the money they spend.

Ligo Koshy (2017) in a study on the factors influencing the buying behaviour of face care product among youth stated that improved technology, better education, advancement in science and economic growth has provided people with increased purchasing power. The influence of media had made people are more conscious towards beauty, hygiene and better life style. The study revealed that female consumer gave prime importance to brands name of products followed by the ingredient and advertisement respectively.

3. SIGNIFICANCE OF THE STUDY

In the present scenario, changing life style, higher disposable income, increasing advertisement, rising status, migration of people, demand for superior quality, changing consumer preference and the advertisements resulted into a paradigm shift in the behaviour of women in the purchase and use of cosmetics. The rise in the number of women joining the work force over the decade enhanced the purchasing power of women community. As a result, the women started investing more on their appearance and looks. The concept of beauty has changed from just a beautiful face to a beautiful body, hair and an intelligent mind. In this background the study aims to provide an insight into the perception of female cosmetic consumers in the purchase and use of cosmetic products

4. SCOPE OF THE STUDY

The present study focuses on the behaviour of females who purchase and use cosmetics in Kerala. The state of Kerala is divided into three regions on the basis of geographical location namely South, Central and North. For the purpose of study, a district from each region was identified and selected for analysis. . All types of female consumers who use four types of cosmetic care products such as Lip care, Eye care, Nail care and Skin care products are included in this study. For the purpose of study, the selected leading manufactures such as Revlon, Lakme, L'Oreal, Himalaya and the leading unbranded cosmetic products manufacturers were taken together as a group.

5. OBJECTIVES OF THE STUDY

The following are the objectives of the study

1. To gain knowledge about types of cosmetic products and cosmetic brands
2. To measure the satisfaction of females in the purchase and use of cosmetics

6. METHODOLOGY OF THE STUDY

This study is descriptive and analytical in nature. The population for the study comprises women cosmetic consumers in the state of Kerala.

The primary data were collected from 450 sample respondents by using structured interview schedule. For the purpose of selection of respondents, Purposive sampling technique was used. The state of Kerala is divided into three regions on the basis of geographical location namely South, Central and North.

7. AN OVER VIEW OF COSMETICS

The word “cosmetics” is derived from the Greek word “Kosmeticos” which means adornment and preparation. With the advent of electronic media like Television and Radio, things looked sunny for cosmetic industry. Soon women turned to the habit of using cosmetics. Today cosmetic plays a greater role in everyday life. Indian women are becoming financially independent and joining corporate world. Women in general attach great importance to cosmetics and fashion. Women began wearing cosmetics at different periods in their life. During childhood or adolescence women consider wearing cosmetics as a magic that enhance their beauty and self confidence. The people who used cosmetics felt more satisfied, powerful and reported lower level of stress. Changing life style, higher disposable income, increasing advertisement, rising status, demand for superior quality of cosmetic have influenced the Indian cosmetics and toiletry products.

It could be observed that the Indian cosmetic industry is undergoing active phase in terms of product development and marketing. Looking at the wide potential of cosmetic market, the cosmetic manufacturing companies spend sizeable amount of money and time to analyse the different demographic and psychographic characteristics of Indian population. Kerala is one of the fastest urbanising regions in the country. Exposure to markets, acceptability and proximity to modern amenities has resulted in a change in taste and preference of the consumers. The high literacy rate and rapid urbanisation of Kerala led to a rapid growth in employment among the women which led to an increase in the demand for cosmetic products in Kerala

7.1 TYPES OF COSMETIC PRODUCTS

Lip Care Cosmetic Products

Lip care products are a cosmetic formulation used for beautification of lips. It provides a convenient means of freshening, protecting or colouring of lips. It also protects the lips from the effect of cold, dry weather ultra violet rays and wind. The different lip care products considered for the study are lip stick, lip liner, lip pencil, lip glosses, lip stick.

Eye care cosmetic products

Eye care products are mainly used for keeping the eyes beautiful and glowing. People always wanted to make their eyes and lashes more beautiful. Eyes are the part of our face which is more susceptible to cosmetic changes. It is said that a slight change in colour or small changes made on the eyes can dramatically enhance our appearance and helps to boost our self confidence. The different eye care products considered for the study are eye lashes, eye liner, Eye brow pencil and mascara

Nail Care cosmetic products

Women usually are much fond of nail care products. A nail is a horn like envelope covering the tip of the

finger and toe in human beings. Nail polish is mainly applied in finger nail and toe nails to decorate and to protect the nail plate. Nail care products will act as an agent to prevent nail problems. The different nail care products considered for the study are nail polish, nail remover and nail designer.

Skin care cosmetic products

Skin is the most amazing and the largest organ of the body. It protects the body from bacteria, virus and environmental damages. So it is rather the duty of every one to protect this largest organ in the body. The use of skin care products depends on the type of skin which can be Normal, dry or oily. The variables considered for the purpose of study include face wash, foundation, cleanser and moisturizers

7.2 Types of Brand

Revlon is an American multinational cosmetics company which deals with skincare, fragrance and personal care products founded in 1932 based in New York City. Revlon developed variety of products; the company has become a multibillion dollar organization. Revlon is one of the top five cosmetic houses in the world.

Lakme is an Indian cosmetic brand which is owned by Hindustan Uniliver. It is placed at number one position among the cosmetic brands in India. Lakme has a vast range of products for lip care, eye care, nail care, skincare and hair care products. Lakme is the most famous brand in cosmetic industry in India. Lakme is known for its colour cosmetics. It is the leading player in the Indian market for a long time.

L'Oreal is the world's largest and the oldest cosmetic company which was founded by Eugene Schueller in 1909. It is a French cosmetic company based at Paris, France. It has developed wide range of cosmetic products for lip care, eye care, nail care, and skin care products. It has established business in India for the past 18 years and is considered as a young player in the cosmetic market. However, it is considered as the fastest growing cosmetic company.

Himalaya Drug Company is a company established by M Manal in 1930 and is based in Bangalore. Himalaya herbals are one of the trusted brands made with all the natural ingredients. It offers a range of heel to heel organic personal care cosmetic products that are pure, clean, and effective. Himalaya herbal face care is right nourishment.

8. Data analysis and interpretation

There is a direct relation between the satisfaction of buyers and their desire to buy the same goods. After every purchase or use of a product, consumers experience either a sense of satisfaction or dissatisfaction. The consumers are said to be satisfied if and when the perception of consumers about the characteristics of products meet their expectation. If the perception of a consumer does not meet their expectation, the consumers feel

dissatisfied. In this context an assessment of the satisfaction of the female consumers about the lip care, eye care, nail care and skin care products of different manufacturers of cosmetic products seems relevant. The variables which are used to measure satisfaction is listed in table below

Table 8.1 Elements of satisfaction

Sl.no	Elements of satisfaction
1	Quality
2	Design
3	Ingredients
4	Value for money
5	Safety of the product

The mean scores of the response of female consumers were analysed using Kruskal Wallis test For the purpose of this analysis the lip care, eye care, nail care and skin care products of cosmetic manufactures such as Revlon, Lakme, L'Oreal, were considered.

8.1 Satisfaction towards quality of cosmetic products of different cosmetic brands

The quality is a distinctive characteristic to be possessed by a product. It is measured against other thing of similar kinds and the quality has the ability to satisfy the need of the consumer. The mean response scores of female consumers about satisfaction regarding the quality of the product is analysed and the results are given in the table 8.2

Table 8.2
Satisfaction towards quality of cosmetic products – Kruskal-Wallis

Brand	Lip care				Eye care				Nail care				Skin care			
	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value
Revlon	397	1028.8	179.657	0.00	406	1148.0	189.45	0.00	396	1079.6	187.01	0.00	407	1213.4	119.76	0.00
Lakme	397	672.27			406	717.2			396	714.9			407	959.3		
Loreal	397	1072.2			406	1144.5			396	1051.8			407	1191.0		
Himalaya	397	1127.2			406	1139.1			396	1108.4			407	901.4		
Unbranded	397	951.9			406	967.3			396	806.2			407	930.2		

Source: Primary Data

Hypothesis

H_0 : There is no significant relation between the Quality of the product and the satisfaction of the respondents of cosmetic products of different brand.

It can be understood from table 8.2 that in the case of lip care products, the respondents are highly satisfied with the brand Lakme (Mean = 672.20), followed by unbranded products (Mean = 951.97). The female consumers are less satisfied with the quality of the product of Revlon and L'Oreal. The lip care products of Himalaya are found to be the least preferred.

In case of eye care products, the respondents are highly satisfied with the products of the brand Lakme (Mean = 717.25) followed by the unbranded products (Mean = 967.30). The consumers are less satisfied with the products of the brands Revlon, L'Oreal and Himalaya.

Regarding to nail care products, the respondents are highly satisfied with the products of the brand Lakme (Mean = 714.99), followed by unbranded products (Mean=806.24), L'Oreal (Mean = 1051.88), Revlon (Mean=1079.66). The least satisfied nail care brand is Himalaya (Mean rank varies from 714.99 to 1108.46).

In the case of Skin care products, the respondents are highly satisfied with the products of the brand Himalaya (Mean=901.42), followed by unbranded products (930.22), Lakme (959.36), L'Oreal (1191.06). From this scenario, it is evident that the respondents are least satisfied with the quality of the skin care products of Revlon (Mean=1213.45).

The P values of the cosmetic products of various brands considered for the study are less than 0.05 (P=0.00). Hence it's imperative that, there is a significant relation between the quality of the product and the satisfaction of the respondents of cosmetic products of different brands

8.2 Satisfaction towards design of cosmetic products

Design is a decorative pattern which makes the product more attractive. The mean response scores of female consumers about satisfaction regarding the design of the products is analysed and the results are given in the table 8.3

Table 8.3
Satisfaction towards design of cosmetic products
Kruskal-Wallis test

Brand	Lip care				Eye care				Nail care				Skin care			
	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value
Revlon	397	1025.8	154.43	0.00	406	1162.5	197.15	0.00	396	1026.1	151.64	0.00	407	1244.8	149.44	0.00
Lakme	397	697.2			406	711.2			396	727.1			407	990.3		
Loreal	397	1043.2			406	1140.8			396	1043.1			407	1187.1		
Himalaya	397	1131.5			406	1124.1			396	1112.8			407	862.1		
Unbranded	397	952.1			406	957.8			396	840.4			407	916.1		

Source: Primary Data

Hypothesis

H_0 : There is no significant relation between the design of the product and the satisfaction of the respondents of cosmetic products of different brand.

It can be understood from the table 8.3 that in the case of lip care product, the respondents are highly satisfied with the brands Lakme (Mean=697.24), followed by unbranded products (Mean= 952.07). The consumers are less satisfied with the design of the product of L'Oreal (11043.31), Revlon (1025.81). The lip care products of the brand Himalaya are found to be the least preferred (Mean= 1131.52).

In case of eye care products, the respondents are highly satisfied with the products of the brand Lakme (Mean=711.29) followed by unbranded products (Mean=957.84). The consumers are less satisfied with the products of Himalaya 1124.05, L'Oreal 1140.89 and Revlon (1162.52).

Regarding the nail care product, the respondents are highly satisfied with the products of the brand lakme (Mean= 727.05), followed by unbranded products (Mean=840.42), L'Oreal (Mean=1043.03), Revlon (Mean=1026.07) and least satisfied nail care brand is Himalaya (Mean=1112.87)

In the case of Skin care products, the respondents are highly satisfied with the products of the brand Himalaya (Mean=862.19) followed by unbranded products (Mean=916.02), Lakme (Mean=990.38), Revlon (Mean=1244.85), Loreal (Mean=1187.05).

The P value of the cosmetic products of various brands considered for the study are less than 0.05 ($p=0.00$). Hence, there is a significant relation between the design of the product and the satisfaction of the respondents of cosmetic products of different brands.

8.3 Satisfaction towards ingredients of cosmetic products – Kruskal-Wallis Test

In order to measure the satisfaction of respondents towards the use of cosmetics ingredients the mean response scores of female consumers were analyzed and the results are given in the table 8.4

Table8.4

**Satisfaction towards ingredients of cosmetic products
Kruskal-Wallis test**

Brand	Lip care				Eye care				Nail care				Skin care			
	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value
Revlon	397	1011.7	152.62	0.00	406	1163.9	189.308	0.00	396	1031.2	177.926	0.00	407	1249.7	170.642	0.00
Lakme	397	697.3			406	732.9			396	722.1			407	969.1		
Loreal	397	1046.5			406	1133.4			396	1040.3			407	1210.08		
Himalaya	397	1141.3			406	1125.2			396	1123.1			407	842.7		
Unbranded	397	955.5			406	944.2			396	822.7			407	928.9		

Source: Primary Data

H_0 : There is no significant relation between the ingredients of the product and the satisfaction of the respondents of cosmetic products of different brand.

It is understood from the table 8.4 that, the respondents are highly satisfied with cosmetic products of the brand Lakme (Mean= 697.31), followed by unbranded products (Mean=955.57). The consumers are less satisfied with the ingredients of the products of L'Oréal (Mean=1046.58, (Revlon =1011.71). The lip care products of the brand Himalaya are found to be the least preferred (Mean=1141.34).

In case of eye care products, the respondents are highly satisfied with the products of the brand Lakme (Mean=7732.94), followed by unbranded products (Mean=944.22). Consumers are less satisfied with the products of the brand Revlon, Loreal and Himalaya.

Regarding nail care products, the respondents are highly satisfied with the products of the brand lakme (Mean=722.01), followed by unbranded products (Mean=822.71), L'Oréal (Mean=1040.34), Revlon (Mean=1031.21), Himalaya (Mean=1123.06).

In the case of Skin care products, the respondents are highly satisfied with the products of the brand Himalaya (Mean= 842.75) followed by unbranded products (Mean=928.90), Lakme (Mean=969.01), Revlon (Mean=1249.77), L'Oréal (Mean=1210.08).

The P values of the cosmetic products of the various brands considered for the study are less than 0.05 ($p=0.00$). Hence it is imperative that, there is a significant relation between the ingredients of the product and the satisfaction of the respondent towards the cosmetic products of different brands.

8.4 Satisfaction towards value of money of cosmetic products of different cosmetic brands

The consumers always have a tendency to analyze the value of a product they buy. The consumer prefers those products which provide them ultimate satisfaction with minimum cost. The mean response scores of female consumers about satisfaction regarding the quality of the product is analysed and the results are given in the table 8.5

Table 8.5
Satisfaction towards value for money of cosmetic products
Kruskal -Wallis test

Brand	Lip care				Eye care				Nail care				Skin care			
	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value
Revlon	397	1019.9	136.744	0.00	406	1174.1	193.50	0.00	396	1045.8	177.52	0.00	407	1246.4	171.73	0.00
Lakme	397	707.8			406	715.6			396	707.9			407	963.2		
Loreal	397	1037.2			406	1122.6			396	1052.6			407	1214.2		
Himalaya	397	1113.9			406	1128.2			396	1112.3			407	848.8		
Unbranded	397	971.2			406	956.8			396	825.3			407	921.2		

Source: Primary Data

Hypothesis

H_0 : There is no significant relation between the Value for money of the product and the satisfaction of the respondents of cosmetic products of different brand

In case of eye care products, the respondents are highly satisfied with the products of the brand Lakme (Mean=715.67), followed by unbranded products (Mean=956.82). Consumers are less satisfied with the products of Himalaya (Mean=1128.27), L'Oreal (Mean=1122.06) and the least preferred is the products of the brand Revlon (Mean=1174.18).

Regarding the nail care products, the respondents are highly satisfied with the products of the brand lakme (Mean=707.96), followed by unbranded products (Mean=825.31), the consumers are less satisfied with the products of L'Oreal (Mean=1052.61), Revlon (Mean=1045.82) and Himalaya (Mean=1112.30).

In the case of Skin care products, the respondents are highly satisfied with the products of the brand Himalaya (Mean=848.81), followed by unbranded products (Mean=921.25), Lakme (Mean=963.29), Loreal (Mean=1214.27) and Revlon (Mean=1246.46), From this scenario, it can be stated that the respondents are least satisfied with the value of money of the brand Revlon.

The p values of the cosmetic products of various brands considered for the study is less than 0.05 ($p=0.00$). Hence there is a significant relation between the value of money of the product and the satisfaction of the respondents of cosmetics products.

8.5 Satisfaction towards safety of cosmetic products of different cosmetic brands

The safety is the state of being safe. Safety of the product leads to consumer satisfaction. The mean response score of female consumers about satisfaction regarding the safety of the product is analyzed and the results are given in the table 8.6

Table 8.6
Satisfaction towards safety of cosmetic products
Kruskal-Wallis test

Brand	Lip care				Eye care				Nail care				Skin care			
	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value	N	Mean Rank	Chi-square	p-Value
Revlon	397	1018.2	175.85	0.00	406	1165.6	203.67	0.00	396	1036.2	154.43	0.00	407	1260.6	170.85	0.00
Lakme	397	682.3			406	709.6			396	724.9			407	956.8		
Loreal	397	1056.5			406	1142.1			396	1034.1			407	1194.8		
Himalaya	397	1146.9			406	1134.8			396	1116.9			407	840.9		
Unbranded	397	942.89			406	950.2			396	838.10			407	940.96		

Source: Primary Data

Hypothesis

H_0 : There is no significant relation between the safety of the product and the Satisfaction of the respondents of cosmetic products of different brands

It is understood from the table 8.6 that in case of lip care products, the respondents are highly satisfied the brand Lakme (Mean= 682.39), followed by unbranded products (Mean= 942.89). The female consumers are less satisfied with the safety of the product of L'Oreal (Mean=10.56.59), Revlon (Mean=1018.210. The lip care products of Himalaya are found to be the least preferred

In case of eye care products, the respondents are highly satisfied with the products of the brand Lakme (Mean=709.69), followed by unbranded (Mean=950.20). The consumers are less satisfied with the products of Revlon (Mean=1165.61), L'Oreal (Mean= 1142.18) the consumers are less satisfied with the products of the brand Himalaya.

Regarding the nail care product, the respondents are highly satisfied with the products of the brand Lakme (Mean=724.99), followed by unbranded products (Mean=838.10), L'Oreal (Mean=1034.12) and least satisfied with nail brand Himalaya.

In the case of Skin care products, the respondents are highly satisfied with the products of the brand Himalaya (Mean=840.99), followed by unbranded products (Mean=940.96) Lakme (Mean=956.87), L'Oreal (Mean=1194.86). It is evident from the above that the cosmetic users are least satisfied with the safety of the Skin care products of Revlon (Mean=1260.66).

The p value of the cosmetic products of various brands considered for the study are less than 0.05 ($p=0.00$). Hence it is imperative that, there is a significant relation between the safety of the products and the satisfaction in the use of cosmetic product of different brands.

FINDINGS

The major findings related to the elements of satisfaction of consumers towards cosmetic products are

1. Regarding the Lip care, Eye care and Nail care products, the respondents are highly satisfied with the quality of the cosmetic products of the brand Lakme. But the situation is different in the case of skin care products, where the respondents are satisfied with the products of the brand Himalaya. It is found that there is a significant relation between the quality of the product and the satisfaction of the respondents of cosmetic products of different brands
2. Regarding the design, the consumers are highly satisfied with the brand lakme followed by the unbranded cosmetic products, Revlon, Loreal and Himalaya. There is a significant relation between the design of the product and the satisfaction of the respondents of cosmetic products of different brands.
3. As far as the ingredients of the product is concerned, the consumers are satisfied with regard to lip care, eye care, nail care, skin care of the product of Lakme. But in case of the skin care products the users of cosmetics are highly satisfied with the herbal products of Himalaya. It is found that there is a significant relation between the ingredients of the product and the satisfaction of the respondent towards the cosmetic products of different brands.
4. with regard to Lip care, Eye care and Nail care products, the respondents are highly satisfied with the value for money of the product of the brand Lakme. But in the case of skin care products, the female cosmetic users are satisfied with the products of the brand Himalaya. Result of Kruskal Wallis test indicated that There is significant relation between the value for money and the satisfaction for the cosmetic products of the brand Lakme, Revlon, Loreal, Himalaya and the unbranded
5. Regarding safety in the use of cosmetics, Lakme stands first in the case of Lip care, Eye care and Nail care products. But in the case of skin care products, the respondents are satisfied with the products offered by the brand Himalaya. It is found that there is a significant relation between the safety of the products and the satisfaction in the use of cosmetic product of different brands.

CONCLUSION

The female behavior is complex and dynamic as the aspirations of every female community are to look beautiful and attractive. The cosmetic is considered as a powerful weapon which the women feel would transform their normal looks to an attractive and a presentable one. It is believed that beauty products promote a sense of emotional well being of the women.

The cosmetic products in the present era have moved from luxury category to most essential category. Hence, the marketers of cosmetic products have to be vigilant and should be able to realise the needs of the present day cosmetic users. They should be thoroughly studied about their behaviour towards the purchase and use of cosmetics. The different factors such as quality, ingredients and safety of cosmetic products found influencing the buying decision of cosmetic consumers

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