



Consumer Satisfaction towards Garnier Product's Users in Coimbatore City

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ABSTRACT

Consumer satisfaction towards Garnier products users in Coimbatore city reveals that a significant proportion of the consumers are satisfied with the quality and effectiveness of Garnier products. The study was conducted through a survey of 200 Garnier product users in Coimbatore city. The findings indicate that most of the consumers are satisfied with the packaging, availability, and affordability of Garnier products. Additionally, the majority of consumers are satisfied with the product's performance, fragrance, and ease of use. The study also revealed that consumers' level of satisfaction was influenced by their age, gender, and income level. Overall, the study suggests that Garnier has been successful in meeting the needs and expectations of its consumers in Coimbatore city.

INTRODUCTION:

Garnier is a mass market cosmetics brand of L'Oreal that produces hair care and skin care products. The company started as Laboratories Garnier in 1904 and was acquired by L'Oreal in the 1970s. Garnier is sold in numerous countries worldwide with specific product lines targeted for different skin types and cultures. In 2011, Garnier partnered with Terra Cycle to promote up cycling of product containers and the introduction of bio degradable products. Garnier hair care and skin care products is one of the highest luxury brands used in Asia, China, Japan & India. In the Brand Trust Report 2012, Garnier was ranked 73rd among India's most trusted brands and subsequently, according to the Brand Trust Report 2013, Garnier was ranked 47th among India's most trusted brands. In 2014 however, Garnier was ranked 83rd among India's most trusted brands according to the Brand Trust Report 2014, a study conducted by Trust Research Advisory, A brand analytics company. Hair and skin experts since 1904, Garnier blends active natural ingredients to offer all active men and women the healthy good looks that help them connect with others. Second largest brand of the L'Oreal Group, Garnier is an international hair care and skincare brand with subbrands in four categories and seven areas of expertise among which Ultra DOUX, Fructis, AmbreSolaire, Nutrisse or Olia. With products formulated to meet the needs of every man and woman everywhere in the world we offer innovative affordable care solutions at the best prices. Founded in France in 1904 by Alfred Amour Garnier, the brand was born with the launch of the first patented plant-based hair lotion, La Lotion Garnier. Over the decades Garnier expanded into skincare and cemented its reputation as the healthy beauty expert, by providing naturebased solutions to combat pollution, acne, UV and fatigue. In 1907, Eugene chueller a young French chemist developed an innovative hair-color formula. With that the history of L'Oreal began. Eugene chueller formulated and manufactured his own products, with he then sold to Parisian hairdressers.

STATEMENT OF THE PROBLEM:

The objective of undertaking this project work is to study about the benefits and drawbacks of garnier products among youths. When the alternatives are available to consumers there may be chance of consumer's migration from one company to another. So it is better to analysis about the current existing consumer satisfaction towards the garnier products.

This gave the idea to the researcher to study about the retail support given towards garnier products and the customer approach towards garnier products.

OBJECTIVES OF THE STUDY:

- To study about the usage level of Garnier product
- To know about the awareness level of Garnier products.

REVIEW OF LITERATURE:

1.Divya (2022)The conclusion was its drawbacks that the product does not suit for all types of hair skin. If the cream is available for normal and sensitive skin the sales of the product will be increased.

2.Maaya (2021)Her conclusion was its convenient packing makes it easy to carry and use. Its moisturizers and makes look beautiful and feel silky and soft

RESEARCH METHODOLOGY:

DATA COLLECTION:

The information required for the preparation of report is collected through two sources.

- Primary Data
- Secondary Data

PRIMARY DATA

The data is collected through questionnaires, which form the major part.

SECONDARY DATA

The secondary data is readily available from the dealer's news and magazines. Data like company profile and product profile are collected from the Internet.

TOOLS USED FOR ANALYSIS

The collected data was analysed using tools like

- Simple Percentage analysis

The various factors are analysed on the basis of the Percentage (%) of statistical among the sample size 108 from these samples the Percentage (%) of satisfied level is found to give a conclusion.

$$\text{Simple Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

ANALYSIS AND INTERPRETATION

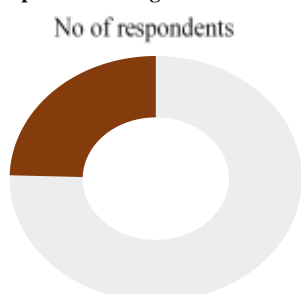
Mode of payment

Sl. No	Particulars	No. of respondents	Percent
1	Cash	83	75
2	Credit	27	25
	Total	110	100

Interpretation

From above table, it clearly shows that from 110 respondents, 75 percent of the respondents are purchasing the product through cash, 25 percent of the respondents are purchasing the product through credit.

Majority (75%) of the respondents are purchasing the product through cash.



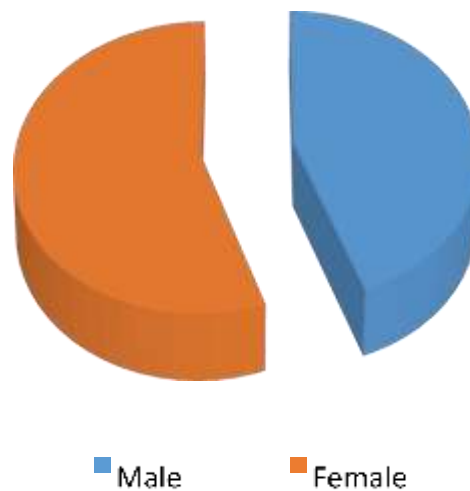
GENDER WISE CLASSIFICATION

Sl. No	Particulars	No. of respondents	Percent
1	Male	49	45
2	Female	61	55
	Total	110	100

Interpretation

From the above table, it clearly shows that from 110 respondents, 55 percent of the respondents are female, 45 percent of respondents are male.

Majority (55%) of the respondents are female.



FINDINGS

- Majority 75 percent of the respondents are purchasing the product through cash.
- Majority 55 percent of the respondents are female.

SUGGESTIONS

- Only hair color products are wellknown to the people and not about the face cream ,there are more varieties of the product are produced . so, garnier should create awareness about face cream products to the people.
- Garnier should provide discounts offers and combo to increase sales and also marketing should also be improved.
- Garnier should take steps to create more advertisements about its product to create awareness among the people.
- Price should be reasonable.

CONCLUSION

The study was conducted to know customer pick, awareness and drawback of garnier hair colouring among youths. The data obtained for the study was basically primary data in a small amounted secondary data. It was found that many of the respondents are aware of hair removal cream through advertisement like television, newspaper, internet etc., most of the respondents gave first preference to quality. A periodical survey on the market conditions all definitely help the manufactures to go with market changes and it helps the company to drive success.