



A Study on Customer Satisfaction on Nivea Product Bangalore

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ABSTRACT

This study investigates customer satisfaction with Nivea products in Bangalore, India. Nivea, a well-known brand in the skincare and personal care industry, has gained a significant market presence in Bangalore. 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 Bangalore.

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 Bangalore, encompassing various age groups, genders, and product preferences.

INTRODUCTION

Fast-moving consumer goods (FMCG) make up a significant and growing portion of the Indian economy. It is now India's fourth-largest sector and considerably contributes to GDP thanks to a continually expanding market. This industry has seen substantial expansion as a result of a number of factors, making it an alluring topic of interest for both businesses and investors.

by modifying customer preferences, advancing technology, and advantageous economic circumstances. Businesses and investors interested in entering this booming market face a variety of opportunities and obstacles as the industry adapts and grows.

A well-crafted company profile typically includes the following key elements:

Company Name and Logo: The company's official name and logo serve as its visual identity, creating brand recognition.

An introduction sets the tone for the rest of the profile by providing a succinct summary of the company's goal, vision, and values.

History: A historical timeline that outlines the company's journey, highlighting significant milestones and achievements.

Leadership Team: Information about key executives, founders, or leaders responsible for guiding the company's direction and success.

Products or Services: Detailed descriptions of the products or services offered by the company, including their features, benefits, and unique selling points.

Clientele: A list of notable clients or customers the company has served or partnered with, showcasing its credibility and expertise.

Awards and Recognition: Any industry awards, certifications, or acknowledgments received by the company for excellence in its field.

Mission and Values: A more in-depth exploration of the company's core mission, values, and commitment to ethical and sustainable practices.

Business Operations: A description of the company's resources, locations, and, if relevant, its global reach.

Financial Information: To illustrate the company's financial stability and growth potential, key financial indicators such as sales, profit margins, and growth trends might be presented.

Future Goals and Strategy: A glimpse into the company's strategic plans, growth projections, and future objectives.

Testimonials and Case Studies: Commendable remarks from contented clients or partners, as well as success tales or case studies showcasing the expertise of the business.

Contact Information: Contact details, including the company's address, phone number, email, and website.

A well-written company profile should be succinct, interesting, and customized for the target market. It can be utilized in a variety of settings, including marketing materials, investor presentations, employment recruitment, and efforts to grow a business. In the end, a solid company profile contributes to building credibility, trust, and a strong brand image—all of which are necessary for long-term success in the cutthroat business environment of today.

AN OVERVIEW OF THE LITERATURE

- Edakkotte shaji (2019) - The author looks into how female consumers react to specific cosmetic businesses' marketing techniques..
- Research is being done on Indian women's appearance management techniques and how young Indian women choose cosmetics businesses, as well as the relationship between appearance investment, cosmetic use, and appearance satisfaction. Kerinab Beem.
- Smisha K. (2018) The author believes it is vital to comprehend the brand equity of local versus overseas cosmetics. The objective goes beyond just buying a specific brand of cosmetics from a specific company.
- Kumar (2018): Prior experience, status consumption, and risk aversion all have significant beneficial effects on happiness. Price, brand loyalty, and all three have a significant favorable effect.
- (2017) Subbalakshmi R - The author talks about firms, businesses, and organizations. How customer behavior when making an online cosmetics purchase.

Problem Statement:

Nivea's primary objective is to ensure customer satisfaction and build brand loyalty through the production of high-quality products. However, maintaining customer satisfaction and brand experience is a constant challenge. Various factors influence customer preferences, including product quality, taste, quantity, brand image, competition, attractiveness, and product variety. Several issues are affecting customers, including changes in product prices, competition launching new products, and concerns about product quality and purchasing behavior. This study aims to investigate consumer preferences and brand awareness among customers.

Focus of the Study:

With a focus on the difficulties Nivea experienced in the cutthroat market, the study intends to analyze consumer preferences, brand awareness, and the effect of sales promotion on consumer behavior and purchasing decisions.

METHODOLOGY

The research, or, to put it another way, it is a phenomena, that is used to define a population's qualities does not explain how, when, or why the traits initially evolved. The study under consideration is a descriptive one. In January 2020, this survey was conducted in Bengaluru. The research was conducted in January and February of 2020. With the aid of a technology called a questionnaire and Google Forms, the main data for this study was directly gathered from the clients. It was then used once again in the study's analysis. The general public, employees, and clients' primary data were utilised. The literature research and business data will be used to collect the secondary data for this project. Moreover, the example A size of 100.

SOURCE OF DATA

Primary data were the main form of data used in this investigation. new information that has been gathered from the public, employees, students, etc. through a variety of means. The participants must complete the provided survey or Google Form.

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

An element of the population is a sample. It will let the researcher reach judgments about a case based on the available data.

SAMPLE-UNIT

For the purpose of gathering data, the sample unit helps to separate people.

FRAME SAMPLE

It is a material from which the source is derived.

DESIGN A MODEL

It is a technique for getting samples from a given sample..

LITTLE SAMPLE

The study's sample size is 100.

COLLECTION OF DATA

Data collecting involves the use of questionnaires. There are questions on the questionnaire on several facets of the research topic. It is frequently utilized when direct observation is impossible due to the study's broad subject. Strongly-Agree or Strongly-Disagree statements make up the 5-point Likert's scale. It serves as the study's questionnaire.

PURPOSE OF THE 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.

Objectives.

- Look up nivea product customer satisfaction in Bangalore.
- To realize market trends, evaluate the worth of the goods, and comprehend the brand.
- To your liking.
- Understanding what influences consumers' decisions to purchase Nivea products.
- For a comprehensive viewpoint.
- To be conscious of people's incomes.

Study limitations

- Only the viewpoint of the consumer was taken into account, and the sample group was strictly restricted to Bengaluru city.
- The study only makes use of first-hand accounts.
- Manufacturers received feedback from customers with suggestions for improvements.
- There was no written evidence to back up the information acquired through informal conversations with a small number of respondents.
- The data acquired via a questionnaire and Google-Forms might or might not be accurate.
- Accurately assessing the consumer is challenging.
- Only three months were spent doing the study.

DATA ANALYSIS AND INTERPRETATION

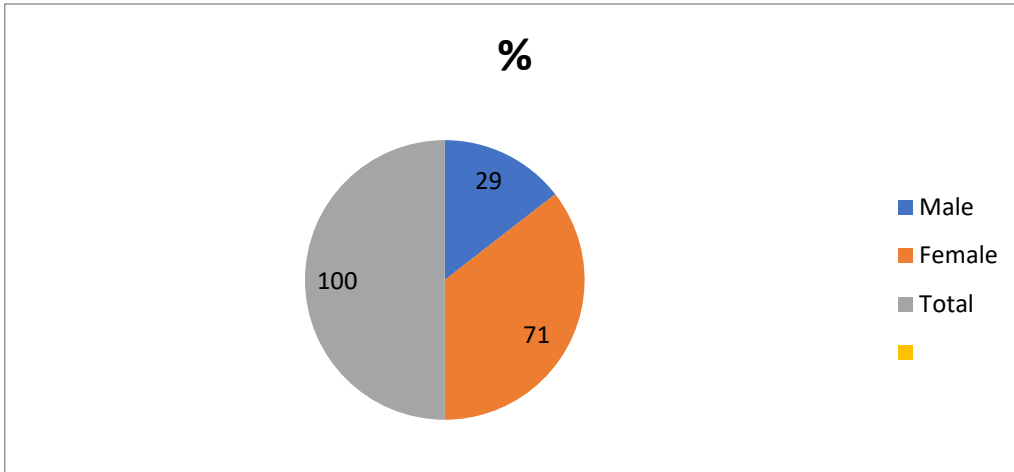
Table. 4.1 shows how respondents are arranged based on their gender.

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

ANALYSIS:

According to the aforementioned statistics, 29% of respondents are men, while 71% of respondents are women.

Graph 4.1 GRAPHS DEPICTING HOW REPENDENTS ARE ORDERED BY THEIR Gender



INTERPRETATION: The graph demonstrates that women responded in the majority.

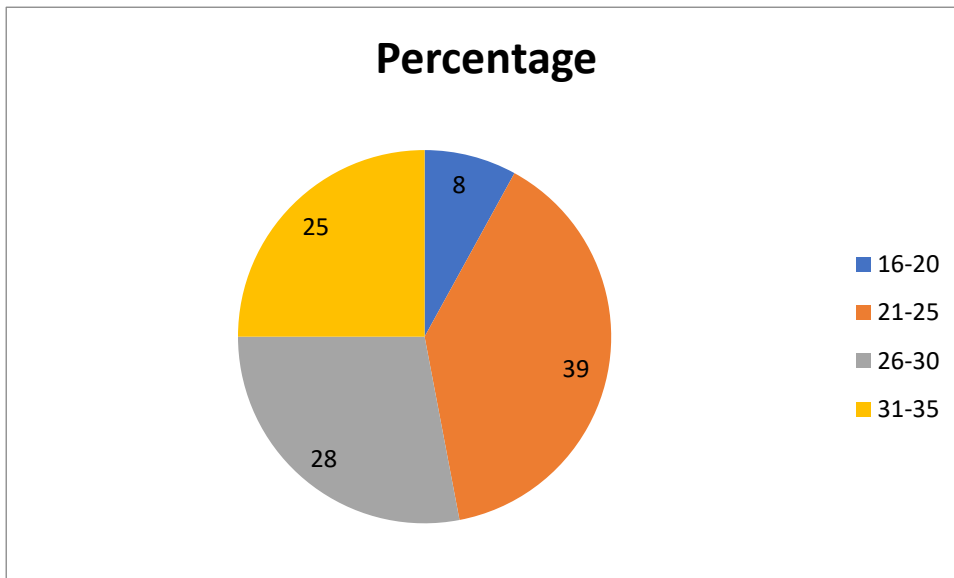
Table 4.2

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 |

8% of respondents are between the ages of 16 and 20 in the data above, 39% are between the ages of 21 and 25, 28% are between the ages of 26 and 30, and 25% are between the ages of 31 and 35.

Graph 4.2 GRAPH SHOWS ORDER BASED ON AGE



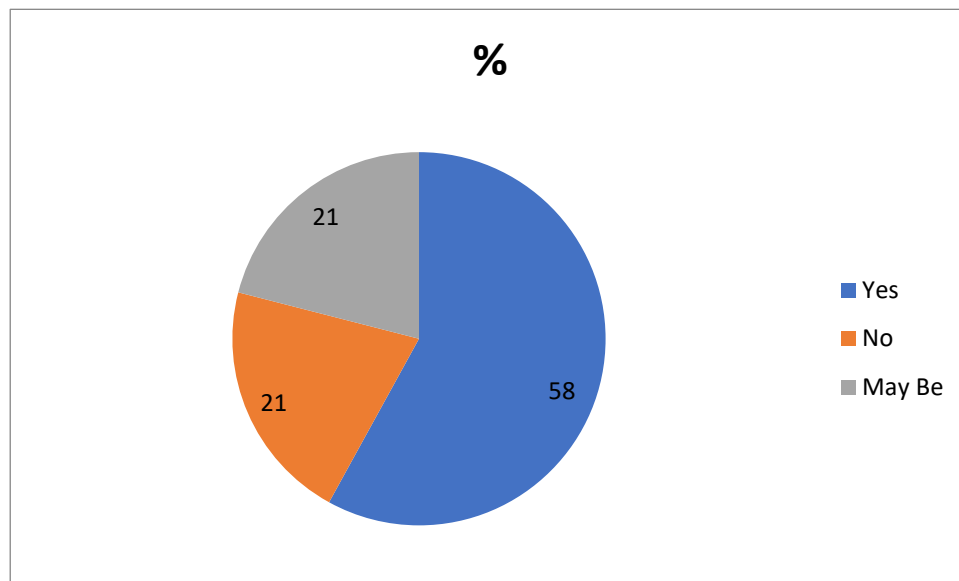
INTERPRETATION: According to the aforementioned graph, the majority of responders are between the ages of 21 and 25.

Table 4.4 displays the proportion of survey respondents who use Nivea products.

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

The aforementioned table indicates that 58% of respondents use Nivea skincare products. While 21% of respondents claim not to use, 21% do so on occasion.

Graph4.4 Displays the proportion of survey respondents who have tried Nivea products.



INTERPRETATION:

The aforementioned graph indicates that the vast majority of respondents utilize Nivea products.

Table displaying the respondents' skin tones.

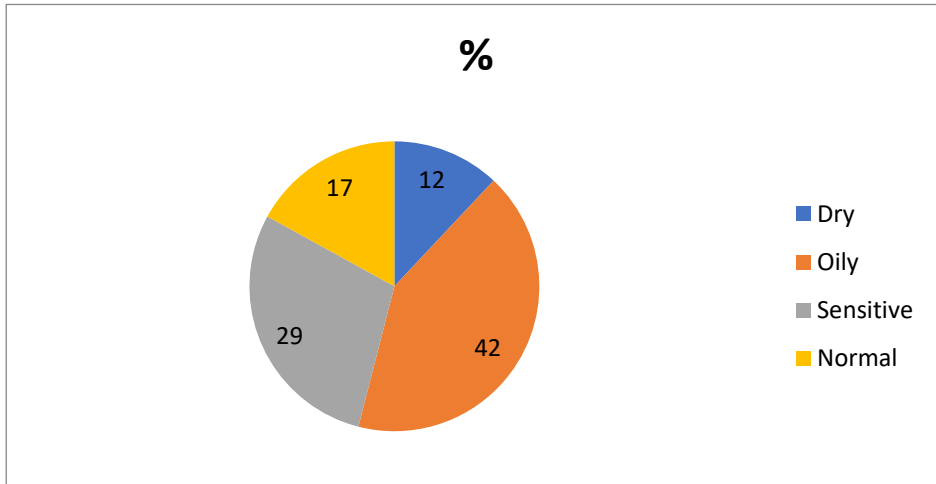
| Particular | No of PEOPLE | % |
|------------|--------------|-----|
| Dry | 12 | 12 |
| Oily | 42 | 42 |
| Sensitive | 29 | 29 |
| Normal | 17 | 17 |
| Total | 100 | 100 |

ANALYSIS:

12% of respondents had dry skin, 42% had oily skin, 29% had sensitive skin, and 17% had normal skin, per the aforementioned data.

Graph

graph showing the skin tone of the respondent



INTERPRETATION: The graph shows that most of the respondents had oily skin..

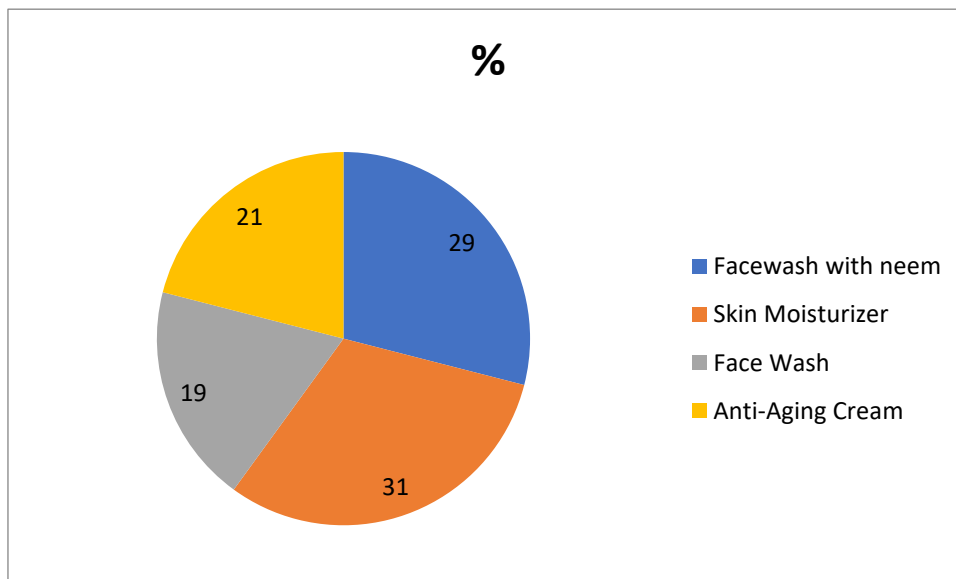
Table showing the products that survey respondents used

| 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: Neem face wash is used by 29% of respondents, while 31%, 19%, and 21% of respondents use face moisturizers, face wash scrubs, and anti-wrinkle creams, respectively, according to the aforementioned data.

Graph

Table showing the respondents' buying patterns



According to the graph, respondents regularly use face moisturizer washes, which are better for people with oily skin.

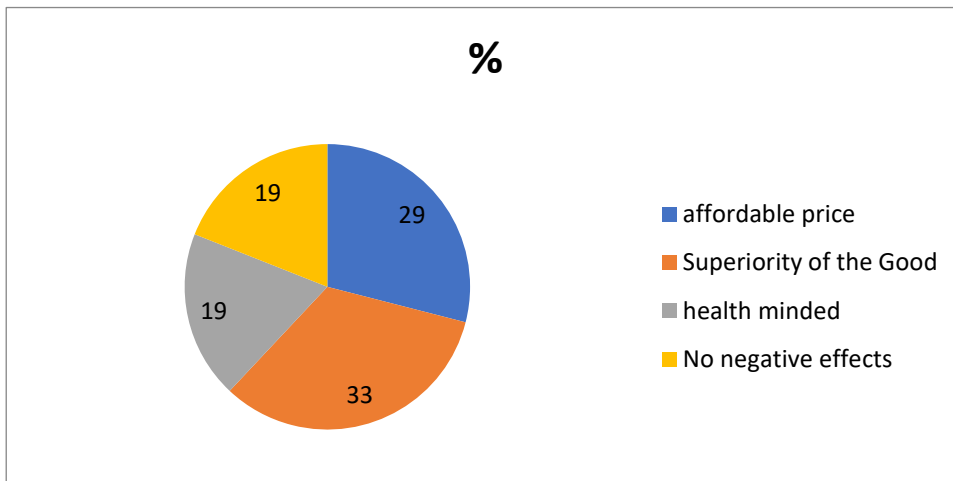
Table

Graph displaying respondents' preference for purchasing Nivea products

| 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: According to the above table, 29% of respondents said they would buy the product because of its fair price, 33% said they would because of its quality, 19% said they would because of health concerns, and 19% said they would because it had no side effects.

Diagram in Graph showing respondents' preference for Nivea products



INTERPRETATION:

The graph predicts with certainty that respondents would buy the product due to its quality

Table 4.11

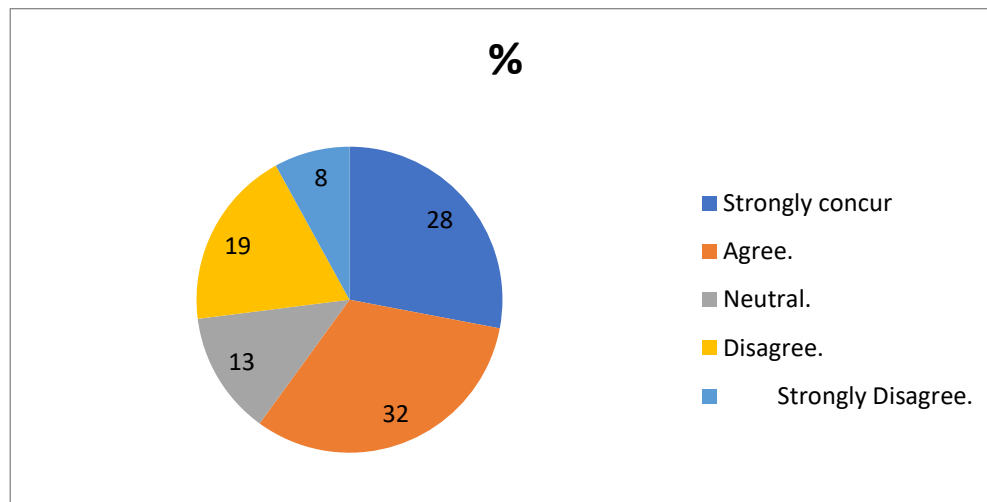
Table demonstrating how the items are tailored to the respondents' needs

| 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 |

Analysis shows that 28% of respondents firmly believe that products are altered to suit their demands. According to responses, 32% of them say they agree, 13% are neutral, 19% disagree, and 8% strongly disagree.

Graph 4.11

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

**INTERPRETATION:**

The graph makes it obvious that the respondents concur that products should be tailored to meet client needs.

CONCLUSION

The majority of Nivea's customers are satisfied with both its goods and services, and as one of the leading businesses, it has solidified connections with both customers and business associates. Because of its great product and fair pricing, which encourages repeat business from customers, the company has succeeded in this cutthroat business environment. Given that the majority of Indians live in rural regions, the Nivea Company should start expanding there now that so many people are aware of it. While promoting Nivea, advertising also helps the company sell more of its goods to clients of rival companies. By outperforming competitors' products with the help of The Nivea marketing and R&D teams, the company may be capable of controlling the world economy.

BOOKS:

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- Customer Relationship Management, 1 st edition by Ed Peelen, Pearson publications, January 2008.
 - The personal MBA, a world-class business education in a single volume, by Josh Kaufman, by Penguin publications in December 2012
 - Research methodology: Viswa Prakasam publication, C R Kothari, 2014.
 - Strategic management: Theory and practice, Stewart Clegg, 2020.
 - Marketing research: Mc Graw Hill publication, Rajendra Nargundkar, 3rd editio