



A Study on Nivea Skin Care Customer Preference

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ABSTRACT

This paper talks about NIVEA, which is one of the most popular companies known across the world for its better skin care products. To keep their competitive edge and improve customer happiness, we conduct an analysis on NIVEA's customer preferences for its skin care products. This paper uses SPSS which is a software used to analyse buyer habits for NIVEA skin care products. The method used to implement the analysis were Regression and ANOVA analysis is used in the study to determine the variables impacting customer satisfaction and decision patterns. The results of this paper give NIVEA important information on its product line, marketing plans and competitive positioning in the field of skin care.

This paper analyses consumer preferences for Nivea skincare products. We used SPSS, to run the analysis to find the similarity to learning what influences the decisions. Regression and ANOVA are the methods we implemented and the data obtained were through survey questions. ANOVA enables us to determine whether preferences vary depending on variables such as age or product type, while Regression helps us know the relationship between other variables. Data collection was done through questionnaire, which was gathered by sending out a Google Form to friends, relatives, and people in various age groups.

Keywords: Regressions, Anova, Brand preference and Durbin-Watson



Introduction

There is saying "the customer is king" has the framework behind business expanding, then consumers are becoming more selective and intelligent about what they need. The marketing team of an organization is always looking to maximize revenue over time as people are satisfied. The word "marketing" is broad and covers a wide range of topics. Global consumer preferences are a factor that marketing has the power to alter. When you sell something, the main and primary focus should be on the needs and desires of your target audience in order to provide them with the appropriate products. The saying "customers are kings of the any business" implies that customers must select every item that has to be sold. German personal care company NIVEA is well-known for its superior skin care products. Since its founding in 1911, the company evolved into one of the most well-known skin care companies worldwide. Millions of consumers use and may purchase NIVEA products in more than 200 countries worldwide.

Problem Identification

This study looks at the evolving preferences of Indian consumers for skincare products. Numerous factors influence people's purchasing patterns. Customer decisions has it influence in marketing. People are unlikely to buy the products if you neglect the options, which could reduce marketers'

earnings. This study examines the ways in which changes in the world are influencing people's preferences for skin care products. We found that when established brands like L'Oréal are making a big comeback, innovative skin care companies like Skink raft, Mama Earth, The Body Shop, Caffeine, Forest Essentials, Reequip, Plum, The Bodyshop, WOW, Forest Essentials, Minimalist & Neutrogena, and many more are making waves in the industry.

Literature Review

Hamza Salim Khraim conducted research on how consumer purchase behavior for cosmetic companies is influenced by brand loyalty. In terms of cosmetics brand loyalty, this study discovered a strong positive association among the name of the company, the quality of the product, costs, approach advertising, service level, and shop ambiance. Despite to popular opinion, a study showed that age had no effect on women's spending habits for cosmetic skin care products. The survey found that various age categories had differing opinions about natural ingredients in face beauty products.

In a study on beauty companies, university students at Sargodha in Pakistan discovered favorable relationships among brand devotion, quality perceptions, understanding, and believability. According to this study, consumer recognition has a big impact on perceived value and can increase customer loyalty for makeup companies.

Sushilkumar desires a well-known beauty brand that young people regularly use for a variety of uses. The study's findings do not support the notion that a user's gender or place of residence affects their brand loyalty. Youth housing and monthly cosmetic expenditures are economically distinct variables. The majority of respondents ranked brand recognition and fulfillment of needs as the most essential factors, then high quality beauty products.

Yee and Mansori discovered that elements like rivalry and variety made it difficult for a business to keep customers loyal to its goods. According to a study on makeup brand loyalty, customer loyalty is strongly impacted by perceived high quality.

Anjana discovered in her study paper that factors such as the name of the company, packing, cost, the value of the product, and promotion have a greater influence on consumer decisions when purchasing cosmetics. Brand, the level of quality, and pricing are competitive factors that affect decision-making. When it comes to cosmetic products, these five factors have a big influence on what customers decide to buy.

In a piece on women's natural beauty purchasing habits, Chattaraj looked at the relationship between demographics and socioeconomic backgrounds and the amount of buying. Age, financial status of the household, and education were found to be strongly correlated with the every time buy herbal organic cosmetics. This find us to show that the following factors influence the purchase of herbal cosmetics: advertisement, qualities, valuable of buying, and demo effect.

Consumers are drawn to companies that sell safe, all-natural, and clean beauty products. Brands struggle to define terms in a green market. Different countries may have distinct meanings or regulations for terms, such "organic" (for example). Consumers might be misled or confused by dishonest brands, which makes it difficult for loyal brands to win over customers.

According to a study, women's overall happiness without beauty products is influenced by both psychological and functional benefits, with psychological interactions with consumption having a greater influence. The biggest benefit was the alleviation of negative self-perception.

According to a study, marketing of cosmetics can both diminish female self-confidence and offer emotional solace through the company's products. The examination of consumer intents to purchase eco-labeled cosmetics indicates a predilection for reliable tags and content. The combination of health consciousness, devotion to the brand, and familiarity with eco-labels did not lessen the influence of a company's name on to buy the product of skin care.

According to a consumer survey conducted in Dubrovnik-Neretva County, the purchase inclination of new common cosmetic brands, gender, and the buying habits of organic foods all have an impact on the purchase of natural cosmetics. Customers' plans to buy natural cosmetics are unaffected by the trend towards health awareness. Studies reveal a robust affirmative association between consumers' tastes and their intention to purchase cosmetics that are natural.

RESEARCH METHODOLOGY

A form of survey was created and given to participants across various age ranges. The survey was divided into two sections: one asking about the demographic data of the participants and the other asking about their tastes in brands and various variables that influenced their choice of cosmetic companies. A chosen group of 84 skin customers, both genders male and female, among the the ages of 18 and 36, participated in the study. Friends, relatives, and other people were given the survey. For the Nivea skin care product, 84 in total were given out and gathered, with a 51% percent of respondents.

Methods of Data Collection

Primary Data: collected data was to collect getting the information on what customers want for the brands they like to use when applying different Nivea skin care products.

Secondary Data: The majority of this was gathered from online sources.

Objective of the Study

The study looks at the several factors that affect the product's acceptance and trustworthiness in order to better understand buyer habits and views.

To identify the main factors influencing the effectiveness of NIVEA Skin Care products using regression and ANOVA analysis.

This study aims to provide important insights into consumer behavior, competition, and potential applications for skin care products.

Data Analysis

In order to determine whether there was an connection among the age of the survey participant and their brand-related factors, five independently which are pricing, advertising, quality of products, about package, and product of brand —that changed respondents' choice of skin care brand were tested using correlation coefficients in this study.

Results

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Availability Nivea Skin Care online , Quality of Nivea Skin Care, Purchase Nivea Skin care , Nivea packing ^b		Enter

a. Dependent Variable: Satisfied Nivea Product?

b. All requested variables entered.

INTERPRETATION:

The research study's dependent variable is "How much happy were you using with the Nivea skin care?"

At the same time, the independent variables include quality, Nivea packaging, and accessibility both offline and online.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787 ^a	.619	.597	.768	1.688

a. Predictors: (Constant), Availability Nivea Skin Care online , Quality of Nivea Skin Care, Purchase Nivea Skin care , Nivea packing

b. Dependent Variable: Satisfied Nivea Product?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.039	4	16.760	28.401	<.001 ^b
	Residual	41.308	70	.590		
	Total	108.347	74			

a. Dependent Variable: Satisfied Nivea Product?

b. Predictors: (Constant), Availability Nivea Skin Care online , Quality of Nivea Skin Care, Purchase Nivea Skin care , Nivea packing

INTERPRETATION

Further research into Durbin-Watson gives a value of 1.688, and given the Durbin-Watson ought to range around 1.5 and 2.5, we may conclude that it's appropriate for additional study.

Examining the ANOVA, we find that how important value is .001, which is less than 0.05. Based on this, you can conclude that the data looks suitable for more research.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.635	.333		1.904	.061
	Purchase Nivea Skin care	.107	.105	.119	1.013	.314
	Quality of Nivea Skin Care	.451	.090	.499	5.028	<.001
	Nivea packing	.064	.124	.065	.515	.608
	Availability Nivea Skin Care online	.227	.108	.231	2.092	.040

a. Dependent Variable: Satisfied Nivea Product?

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.48	4.89	3.91	.952	75
Residual	-3.425	2.432	.000	.747	75
Std. Predicted Value	-2.546	1.019	.000	1.000	75
Std. Residual	-4.459	3.166	.000	.973	75

a. Dependent Variable: Satisfied Nivea Product?

INTERPRETATION:

Regression Equation = Constant + Independent1 * (value) + Independent2 * (value)

Satisfied Nivea Product = 0.635 + Quality of Nivea Product * 0.451 + Availability of Nivea Online * 0.227

These factors influence customers choices towards choosing Nivea Products and these depend on Satisfaction of customers. From the above equation we can see that the most influential variable was found to be Quality of Nivea product and the next most influential variable is Availability of Nivea Products online.

FACTOR ANALYSIS**Factor Analysis****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	314.494
	df	10
	Sig.	<.001

Communalities

	Initial	Extraction
4. Do you purchase Nivea Skin care product due to Price?	1.000	.691
5. Do you Like the quality of Nivea product for Your Skin Care?	1.000	.696
6. Does Nivea packing impact your buying?	1.000	.776
8. The availability of Nivea Skin Care products in stores or online platforms impacts Your choice?	1.000	.703
9. Are You Satisfied with Nivea Product?	1.000	.742

Extraction Method: Principal Component Analysis.

The KMO and Bartlett's table above has values that are suitable for analysis.

To run the Factor Analysis, we use Principal Component method since it considers Total Variance, i.e., this method determines the minimum number of factors that accounts for Maximum Variance.

The Factors considered are Purchase influenced by Price, Quality, Packaging, Availability and Satisfaction.

The KMO value must be above 60% and the value obtained is 0.845 which is close value 1, this states that we can consider this model for further analysis.

The Bartlett's value i.e., the significance value must be below 0.05, here we have obtained a value of 0.001 which also states that this model is suitable for analysis.

The Communalities table states the Amount of Variance a variable share with other variables, these values must be above 0.5.

The obtained values are all above 0.6 which implies that these factors can be considered for analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.607	72.134	72.134	3.607	72.134	72.134
2	.524	10.477	82.611			
3	.407	8.132	90.743			
4	.242	4.842	95.585			
5	.221	4.415	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
5. Does Nivea packing impact your buying?	.861
3. Are You Satisfied with Nivea Product?	.861
6. The availability of Nivea Skin Care products in stores or online platforms impacts Your choice?	.838
5. Do you Like the quality of Nivea product for Your Skin Care?	.834
4. Do you purchase Nivea Skin care product due to Price?	.831

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

The Total Variance Explained table shows the Variance that explains the factors.

Only one Factor is considered here since it has Eigen value above 1 and the total variance it explains is 72% which is above 50%, this implies that this model can be used to run other analysis.

The Component Matrix table show the Factor Loadings i.e., the values for each factor and looking at the values we can Group them based on Packaging and Satisfaction, this Group can be termed as Customers with high influence on Packaging and their Satisfaction with NIVEA products.

**Rotated
Component
Matrix^a**

a. Only one component was extracted. The solution cannot be rotated.

Since only 1 Factor was obtained the Rotated Component Matrix cannot be rotated, hence we consider the previous table for Factoring or Grouping the factors.

Conclusions

This research work is to identify the variables that influence consumers' brand preferences while making purchases and whether or not response demographics will influence brand preferences. The aspects that have a stronger impact or affect customer brand preferences are pricing, brand names, marketing and ads, packaging for the product, and the overall quality of the item, according to the data study and findings. The participant's first option is therefore a Nivea Care product. The survey participant's profile of demographics changes based on age group in terms of brand selections.

Recommendations

- For the provider that sells skin care goods, it is advised that it raise the consumer's understanding of the benefits of these kinds of products by utilizing awareness-raising campaigns that are more successful brand projection using marketing.
- More people should be used in the research, with consideration given to age or gender, as well as the economic circumstances of the households in which the women might be working but yet use a great deal of cosmetics for their skin.
- It is necessary to provide the surveys to students younger than 13 who use cosmetic products.
- The majority of the cosmetic companies that were chosen as options under each group do not list natural components, which could influence both genders choose different products.
- The companies that were chosen have well-known brands in global marketplaces. To find out consumer preferences for certain brands within those items, studies would only be done on the usage of locally produced beauty products.

Google Form Link:

https://docs.google.com/forms/d/e/1FAIpQLSfv2ZK01ordw4JhwwQcWaMa4BSGXJk4yphdg36Dz1ZEoQkO6w/viewform?usp=sf_link

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