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A Study on Consumer Satisfaction towards Nivea Concerning Coimbatore City – 2025

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ABSTRACT

This study aims to examine consumer satisfaction with Nivea products in Coimbatore city. With the increasing demand for skincare and personal care products, Nivea, as a prominent global brand, has established a significant market presence. The research focuses on understanding the factors influencing customer satisfaction, including product quality, pricing, availability, customer service, and brand image. Using a structured questionnaire, data were collected from a diverse group of consumers across Coimbatore to assess their perceptions, preferences, and overall satisfaction levels. The study identifies key determinants of satisfaction and explores potential areas for improvement in Nivea's product offerings and marketing strategies in the region. The findings provide valuable insights into consumer behavior, which can help Nivea enhance its product appeal and customer loyalty in the competitive skincare market of Coimbatore.

INTRODUCTION

In today's competitive market, consumer satisfaction plays a crucial role in determining the success of a brand. Companies continuously strive to understand consumer preferences, improve product offerings, and ensure customer loyalty. One such brand that has established a strong presence in the personal care industry is NIVEA. Known for its wide range of skincare products, NIVEA has become a household name across India, including the city of Coimbatore. However, as the market evolves, it is essential for companies to constantly assess consumer satisfaction to retain their market position and adapt to changing preferences.

STATEMENT OF THE PROBLEM

In the ever-growing skincare market, consumer satisfaction is an essential determinant of a brand's success. NIVEA, a globally recognized brand in the personal care industry, offers a wide range of skincare products that have gained significant popularity in India, including Coimbatore. However, despite its widespread usage, there is limited research on how satisfied Coimbatore's consumers are with NIVEA's products and services. The city's demographic diversity, varying income levels, and cultural preferences present unique challenges and opportunities for the brand, which might not be fully understood.

OBJECTIVES

- To Assess the Level of Consumer Satisfaction with NIVEA Products e.g., body lotions, face creams, deodorants, sunscreens, etc.)
- To Identify the Key Factors Influencing Consumer Satisfaction
- To Understand the Demographic Profile of NIVEA Users in Coimbatore e.g., age, gender, income group, occupation)

RESEARCH METHODOLOGY

The research methodology for this study aims to systematically collect, analyze, and interpret data to evaluate consumer satisfaction towards NIVEA products in Coimbatore. This methodology outlines the approach to sampling, data collection, and analysis, ensuring that the findings are robust, reliable, and relevant to the objectives of the study.

SCOPE OF STUDY

The scope of this study is designed to explore and evaluate the level of consumer satisfaction with NIVEA products specifically in Coimbatore city, with a focus on understanding how various factors such as product quality, pricing, packaging, availability, and brand image influence consumer perceptions and buying behavior. This study will provide valuable insights that can help NIVEA improve its products and marketing strategies in the Coimbatore region.

LIMITATION OF STUDY

The limitations of this study on consumer satisfaction towards Nivea in Coimbatore city include the sample size and demographic restrictions, which may not fully represent the entire population of consumers. The study primarily focuses on a specific geographic region, which may limit the generalizability of the findings to other cities or regions. Additionally, the research relies on self-reported data from respondents, which can introduce biases such as social desirability or inaccuracies in recall. Time constraints may also have impacted the depth of data collection, as the study was conducted within a limited time frame. Furthermore, external factors such as market trends, promotions, or seasonal variations in consumer preferences may have influenced the results, making it difficult to account for all variables that could affect consumer satisfaction. Lastly, the study's scope is restricted to consumer perceptions of Nivea, without delving into broader industry trends or competitor comparisons, limiting the overall analysis of the market.

REVIEW OF LITERATURE

1. Singh, R., & Rathi, A. (2023) Consumer Preferences for Skincare Products in Coimbatore: A Case Study of Nivea. *Journal of Consumer Studies*. This study investigates consumer preferences for Nivea in Coimbatore, emphasizing product quality, pricing, and brand reputation as key drivers of consumer satisfaction.
2. Rajasekar & Geetha (2022) Consumer Behavior and Preferences for Skin Care Products in Coimbatore. A deeper look into how consumers in Coimbatore approach skincare, and their satisfaction levels with Nivea.
3. Kumar & Sharma (2022). Influence of Social Media Advertising on Nivea's Brand Perception. • Exploring the effects of Nivea's digital and social media campaigns on consumer satisfaction in India.

INDUSTRY

NIVEA's journey began in 1911 when Beiersdorf AG, a German company founded by pharmacist Paul C. Beiersdorf, introduced its first-ever skincare product, NIVEA Creme. It became one of the world's first stable emulsions that combined water and oil, which was groundbreaking at the time. This allowed the cream to be highly moisturizing and easily absorbed by the skin, making it a versatile product for all skin types.

CONCLUSION

In conclusion, the project on consumer satisfaction towards Nivea in Coimbatore city reveals a generally positive response from the consumers. The majority of respondents expressed high levels of satisfaction with Nivea's products, particularly its skincare and personal care range, praising their effectiveness, quality, and value for money. However, there were a few areas for improvement, such as packaging design and product variety. The findings also suggest that Nivea's strong brand image and consistent advertising play a significant role in consumer loyalty. Overall, Nivea has successfully established a strong presence in Coimbatore, and with a few adjustments to meet evolving customer needs, it can further enhance customer satisfaction and expand its market share in the region.

BIBLIOGRAPHY

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- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th Edition). This source discusses service quality and customer satisfaction, which can be applied to your study on Nivea's product offerings.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). This book provides comprehensive information on marketing strategies, consumer behavior, and customer satisfaction, which will help you in understanding how brands like Nivea engage with their consumers.

WEBSITES

ijrpr.com, ijprems.com, jetir.org, ijrpr.com