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CONSUMER SATISFACTION TOWARDS GARNIER PRODUCT USER IN COIMBATORE CITY

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ABSTRACT:

The study aims to analyze consumer satisfaction among users of Garnier products in Coimbatore city. Garnier, a popular brand in the personal care segment, offers a variety of skincare and haircare products that cater to different customer needs. This research focuses on understanding consumer preferences, usage patterns, and satisfaction levels based on factors like product quality, price, availability, packaging, and overall performance. A structured questionnaire was used to collect primary data from selected users across different age groups and demographics in Coimbatore. The study findings help identify the key factors influencing customer satisfaction and their loyalty towards the Garnier brand. The research also highlights areas where the brand can improve to better meet consumer expectations. The insights gained from this study can assist Garnier in enhancing its product offerings and marketing strategies in a competitive market. Overall, the study contributes to a deeper understanding of consumer behavior and brand perception in the personal care industry.

KEY WORDS: Consumer satisfaction, Garnier products, Personal care, Skincare and Haircare, Brand loyalty, Product quality.

INTRODUCTION:

Garnier, a leading brand in the skincare and haircare segment under L'Oréal, has built a strong customer base in Coimbatore, a city known for its increasing focus on personal grooming and beauty awareness. With a wide range of products such as shampoos, conditioners, face washes, hair colors, and creams, Garnier caters to the diverse needs of both men and women. The brand is appreciated for its quality, affordability, attractive packaging, and easy availability across various retail and online platforms. As lifestyle patterns evolve and consumers become more conscious about the products they use, satisfaction with brands like Garnier depends on several factors including product effectiveness, pricing, accessibility, and marketing appeal. This study aims to assess the satisfaction levels of Garnier users in Coimbatore, providing insights into consumer behavior, expectations, and areas where the brand can improve to better serve its market and strengthen customer loyalty.

OBJECTIVES:

- To study the key factors influencing consumer preferences for Garnier products, such as brand image, ingredients, packaging, and advertising.
- To evaluate the impact of pricing and promotions on customer purchase decisions.
- To analyze consumer loyalty towards Garnier products and the likelihood of repeat purchases.
- To identify challenges or dissatisfaction faced by Garnier product users in Coimbatore.

METHODOLOGY OF RESEARCH:

RESEARCH DESIGN:

The study adopts a descriptive research design to analyze consumer satisfaction, preferences, and perceptions towards Garnier products.

DATA COLLECTION METHODS:

- **Primary Data:** Collected through structured questionnaires, surveys, and interviews with Garnier product users in Coimbatore.
- **Secondary Data:** Gathered from journals, research articles, company reports, websites, and marketing studies related to Garnier and consumer satisfaction.

SAMPLING TECHNIQUE:

A convenience sampling was used to select 120 Garnier users in Coimbatore who were easily available and willing to participate.

AREA OF STUDY:

This study examines consumer satisfaction among Garnier product users in Coimbatore city. It aims to understand customer opinions, preferences, and overall experience with the brand.

PERIOD OF STUDY:

The project work entitled **"CONSUMER SATISFACTION TOWARDS GARNIER PRODUCT USERS IN COIMBATORE CITY"** was conducted over a period of four months, from December 2024 to march 2025.

TOOLS FOR ANALYSIS:

The tools used for data analysis in the research is Simple Percentage Analysis.

SIMPLE PERCENTAGE ANALYSIS:

Simple percentage refers to a special kind of ratio. These were used to describe relationship; they reduce everything to a common base and there by allow meaningful comparisons to be made.

$$\text{Simple percentage} = \frac{\text{Total number of respondents}}{\text{Total number of samples}} * 100$$

REVIEW OF LITERATURE:

Kumar & Ramesh (2019),found that Garnier's natural ingredient-based formulas, such as vitamin-enriched and fruit extract-based products, attract many consumers. However, users with sensitive skin sometimes report allergic reactions, affecting overall satisfaction.

Vidhya.T, Aishwarya.R, Mahalakshmi.K (2017),"A Study on advertisement of garnier products". The study was conducted to know customer pick, awareness and drawback of garnier hair coloring among youths. The data obtained for the study was basically primary data in a small amount and secondary data. It was found that many of the respondents are aware of hair removal cream through advertisements like television, newspaper, internet etc., most of the respondents gave first preference to quality.

Kotler & Keller (2016), consumer satisfaction is driven by expectations, perceived product value, and post-purchase experiences. In Coimbatore, purchasing decisions for Garnier products are influenced by brand reputation, recommendations, and advertising effectiveness. Consumers seek affordable, high-quality skincare and hair care solutions, making satisfaction levels dependent on how well the product meets these needs.

RESULTS AND DISCUSSIONS:

HOW SATISFIED ARE YOU WITH THE QUALITY OF GARNIER PRODUCTS?

Satisfaction Level with the Quality of Garnier Product	No. of respondents	Percentage
Very satisfied	29	24.17%
Satisfied	59	49.17%
Neutral	32	26.67%
TOTAL	120	100

INTERPRETATION:

The survey reveals that 49.17% of respondents are satisfied with the quality of Garnier products, 24.17% are very satisfied, and 26.67% have a neutral opinion. This indicates that the majority of users have a positive perception, while a significant portion remains neutral about the product quality.

FINDINGS:

1. The most (40%) of the respondents saw the garnier products through social media.
2. The most (40%) of the respondents are between 6 months to 1 year.

3. The most (48.4%) of the respondents used face mask.
4. The most (37.9%) of the respondents are used garnier products daily.
5. The majority (51.6%) of the respondents were satisfied.

SUGGESTIONS:

1. Offering more budget-friendly options or introducing discounts and promotional offers could help retain price-sensitive customers.
2. Garnier could focus on trendy, youth-oriented skincare and haircare solutions, such as acne treatments, oil-control products, and vitamin-enriched formulas.
3. Investing in influencer collaborations, engaging content, and interactive campaigns could further enhance brand visibility and trust.
4. Garnier should consider launching more skin-sensitive and chemical-free alternatives to cater to diverse consumer needs.
5. Strengthening online availability and offering exclusive online deals can drive digital sales.

CONCLUSION:

The study on consumer satisfaction towards Garnier products in Coimbatore city shows that most users are satisfied with the brand's offerings. Consumers appreciate the wide range of products, good quality, and easy availability in the market. Garnier's strong brand image and consistent advertising efforts have helped build trust among users. Many respondents mentioned that they prefer Garnier for its skincare and haircare products, especially for their visible results and affordability.

However, some consumers expressed concerns about the use of chemicals in certain products and suggested improvements in packaging and pricing. A few also felt that more natural or herbal options could enhance the product line. Overall, Garnier has a good market presence in Coimbatore, and with minor improvements based on customer feedback, the brand can strengthen its position and increase consumer loyalty even further.

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