A STUDY ON CONSUMER CONTENTMENT LEVEL IN COSMETICS PRODUCT IN TAMILNADU WITH SPECIAL REFERENCE TO THANJAVUR

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ABSTRACT

Cosmetic Industry present days covers a wide range of products and services, Cosmetics are substances or products used to enhance or alter the appearance of the face or fragrance and feel of the body. Many cosmetics are designed for use of applying to the face, hair and body. Nowadays day by day companies introduce new products and upgrades existing products. Consumer highly concerned about their appearance, health, skin, hair and wellness. But cosmetic companies are mainly focusing on creating attractive and effective cosmetic. This gives me an opportunity to work on with endeavor focusing on the consumer perception and contentment level of cosmetics product in Tamilnadu with special reference to Thanjavur. The primary objective of this study is to understand the consumer perception, contentment level and studying the awareness of the products within the consumers.

Keywords – *Contentment, Substances and Fragrance*

INTRODUCTION

Cosmetics have been in use for thousands of years. Egyptian used makeup to enhance their appearance. They were very fond of eyeliner in dark colors including blue, red and black. Ancient Sumerian people were possibly the first to invent and wear lipstick, about 1000 years ago. They crumpled gemstones and used them to prettify their faces, mainly on the lips and the eyes. Also women in the ancient Indus Valley Civilization applied red tinted lipstick to their lips for face beautification. Many women in the 19th century liked to be thought of as gentle ladies.

During the 19th century, there was a high number of incidences of lead-poisoning because of the style for red and white lead makeup and powder. In the second part of the 19th century, great developments were made in chemistry from the chemical fragrances that enabled a much easier production of cosmetic products.

REVIEW OF LITERATURE

SushilkumarM.Parmar(2004),This study analyzed Brand Loyalty for Cosmetic products among Youth. The researcher has reported that excellent quality factor plays a main role over other factors viz., price, marketing, brand name and brand loyalty. The findings enable cosmetic manufacturers to concentrate on major brand loyalty building factors and to understand the buying behavior.

Dr.J.GayathriandJ.Kousika (2016), Made an attempt to investigate the study on the consumer satisfaction and preference towards foreign branded cosmetics, has come to the finding that foreign branded cosmetic products is rising and will continue to grow fast. The future for the foreign branded cosmetic sector looks tremendously encouraging. Quality is the main motivating factor for the consumer to buy the product of foreign branded cosmetics.

S.Jamuna and M.Nandhini(2019), The result carried on a research study with view to determining indicated that people are satisfied with the ponds skin care product and also there are lots of scopes for ponds skin care product. People are commonly satisfied with the total quality of ponds and necessary advertisement should be made in order to increase the sales of ponds care product then the competitors.

STATEMENT OF THE PROBLEM

Modern make-up has been traditionally used mainly by women, an increasing sum of men are using cosmetics usually related to women to enhance their own beauty treatment features such as blemishes, dark circles etc., Cosmetics brands release products specially personalized for men, and men are increasingly using them. On the same time customer satisfaction is the most important factor. This customer satisfaction has become the key operational goal for every organization. This research aims to explore the consumers contentment level and preference towards cosmetic products with special reference to Thanjavur. A extremely satisfied customer usually remain faithful longer, buys more as the company initiates new products and upgrades existing products. A satisfied customer talks favorably to others about the product and company.

OBJECTIVE OF THE STUDY

- ❖ To study the usage frequency level of customer regarding cosmetics.
- ❖ To find the factors that influence consumers to purchase cosmetic products.
- ❖ To obtain the satisfaction level of consumers towards their cosmetic products.
- ❖ To give some recommendations to the marketers to improve the level of customer satisfaction.

SCOPE OF THE STUDY

The present study will be helpful in understanding the contentment level of cosmetics product in Tamilnadu with special reference to Thanjavur. The different level of the people classify in Gender wise, Age wise, Education wise, Income wise, Occupation wise etc., The study will also be helpful in analyzing the customer contentment level towards the different factors recognized. Finally it will also help to the consumer as well as manufacturers.

METHODOLOGY

- **Area of the Study**   -   **Thanjavur**
- **Period of the Study**   -   **Six Months**
- **Sources of Data**   -   **(i) *Primary Data Collection***

> The data has been collected from the consumers of cosmetics products.

> **(ii) *Secondary Data Collection***

> The data was collected from the various journals, newspapers, articles and websites.

- **Sampling design of the study :**

The population is huge so it is difficult to define and to get the wide-ranging frame. Therefore, the study is conducted by purposive sample method for 100 respondents. The sample size comprises of different kinds of customer who are potential users of cosmetics.

STATISTICAL TOOLS USED

After the completion of collected data is tabulated and analyzed and the relationships between different variable have been appraised with the help of simple percentage method and ranking method chi-square test.

LIMITATION OF THE STUDY

[1] The area was wide since it is confined only to Thanjavur. So that results cannot be universally accepted.

[2] The study is limited to the sample size of 100 respondents only.

[3] The researcher has collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

ANALYSIS AND INTERPRETATION OF DATA

(1) **Classification related to Respondents occupation / status**

S.No.	Occupation / Status	No. of Respondents	Percentage
1.	Students	35	35
2.	Employees	27	27
3.	Business People	24	24
4.	Professional People	14	14
	TOTAL	**100**	**100**

Source :*Primary Data*

The above table exposes that 35% of the respondents are students, 27% of the respondents are business people, 24% of the respondents are employed and 13% of the respondents are professional persons.

(2) **Source of awareness on the cosmetics among the sample respondents**

S.No.	Sources	No. of Respondents	Percentage (%)
1.	Television	40	40
2.	Magazine	19	19
3.	Web	24	24
4.	Radio	-	-
5.	Relatives / Friends	16	16
6.	Posters and Banners	1	1
	TOTAL	**100**	**100**

Source :*Primary Data*

The above table clearly shows that out of 100 sample respondents, 40% come to know about the product through television, 19% respondents are through magazine, 16% respondents get the awareness through their relatives / friends wise and 24% respondents attain the products through web 1% respondents influence the products through posters and banners. But no respondents has the awareness on the products through radio.

(3) **Real influence factors of consumers**

The respondents study has taken seven factors to measure consumer's real influencing factors, below here ranking scale is used to measure the attitude level. Some highly influencing factors and their ranking indicate the attribute makes to choose the product.

S. No.	Factors	No. of Respondents	Percentage (%)	Rank
1.	Quality	50	50	I
2.	Price	3	3	VI
3.	Brand Image	8	8	IV
4.	Availability	12	12	III
5.	Fairness	1	1	VII
6.	Freshness	19	19	II
7.	Cleanliness	7	7	V

Source : Primary Data

The above table can ascertain that Quality capture the first rank (50%). Followed by the other features. The lowest rank (1%) is protected by fairness.

(4) **Level of satisfaction toward the Cosmetics**

S.No.	Factors	No. of Respondents	Percentage (%)
1.	Very Poor	-	-
2.	Poor	2	2
3.	Average	23	23
4.	Good	55	55
5.	Excellent	20	20
	TOTAL	**100**	**100**

Source :*Primary Data*

The Table explains that out of 100 sample respondents, 20% rate the quality of the product as excellent, 55% of the respondents expressed as good, 23% of the respondents give the average rating, 2% rate the quality of the product as poor. But no respondent rates the quality of product as very poor.

CHI-SQUARE ANALYIS

Hypothesis I :   There is no significant relationship between the respondents age and period of using the cosmetic products.

Age and period of using the products

Period of using the Products				
Less than a year				
Below 20 Years	8 (18%)	6 (36%)	2 (18%)	2 (18%)	18 (100%)
21-30 Years	4 (18%)	8 (36%)	6 (28%)	4 (18%)	22 (100%)
31-40 Years	2(6%)	6 (19%)	16 (50%)	8 (25%)	32 (100%)
Above 40 Years	0	2 (07%)	14 (50%)	12 (43%)	28 (100%)
TOTAL	**14**	**22**	**38**	**26**	**100**

Since $\chi_e^2 = 16.919$ for 9 degree of freedom at 5% level and $\chi_0^2 < \chi_e^2$ the null hypothesis is rejected. Thus the relationship between age and period of using the cosmetic product is a significant one.

FINDINGS

- ➢ Majority 65% of the respondents are female customer.
- ➢ The study show that 60% of the respondents are in the age group of 31-40.
- ➢ Out of 100 respondents 80% of the respondents are married.
- ➢ The study shows that 40% of the respondents are in the monthly income group of 10000-15000.
- ➢ The study shows that 52% of the respondents monthly spend from Rs.150-200.
- ➢ Out of 100 respondents 71% of the respondents buy the product regularly once in a month.
- ➢ The study shows that 70% of the respondents get the product through retail shop.
- ➢ The study shows 75% of the respondents are satisfied on available cosmetic product.
- ➢ Out of 100 respondents 40% of the respondents know about the product through Television.

SUGGESTIONS

- ✓ Manufacture of the cosmetic product should concentrate more on quality of products.
- ✓ The producers could reduce the chemical combination and the same time add more herbal source.
- ✓ If possible to reduce cosmetic product price that would be attract and maximum of customers.
- ✓ Advertisements is a significant device to influences more customers.
- ✓ To rises awareness through malty dimensional advertisement in order to increases the sales.

CONCLUSIONS

The present study represents that majority of the respondents are satisfied with quality and Freshness of cosmetic products. Single cosmetic products with multiple benefits are gaining popularizes and satisfied more customers.

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