



# A STUDY ON CUSTOMER SATISFACTION TOWARDS NIVEA IN VILLUPURAM TOWN.

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## ABSTRACT

*The project entitled "A Study on Customer Satisfaction Towards Nivea In Villupuram". It had an objective to determine company's image of Nivea product towards customers and the primary objective was to study the customer satisfaction towards Nivea products and to analysis the factor influencing the purchase decision of the Nivea products. We Collected the. Secondary data as. Well as primary data. After collecting the data. Simple percentage analysis method and used statistical tools for the data collected. From the data collected in this study, some people are satisfied the product of Nivea and some people are also not satisfied the product of Nivea. The suggestion was to show the both the male and female have a different level of satisfaction about the product. So it. Is important that the company should focus in a different way for both male and female. Thus conclusion shows that most of the customer are highly satisfied by Nivea product and service.*

*Keywords: Nivea, Customer Satisfaction, Data analysis, Comapny Focus, Different level satisfaction.*

## INTRODUCTION

Customer satisfaction is a process where a customer collects information about a product and interprets the information to make a meaningful image about a particular product. When a customer sees advertisements, promotions, customer reviews, social media feedback etc. relating to a product, they develop an impression about the product. The entire process of Customer satisfaction starts when a consumer sees or gets information about a particular product. This process continues until the consumer starts to build an opinion about the product. Everything that a company does will affect Customer satisfaction. The way the products are positioned in a retail store, the colour, and shapes in your logo, the advertisements that you create, the discounts that you offer, everything impacts the Customer satisfaction.

Customer satisfaction is important because it impacts a business's bottom line. Say a customer becomes so frustrated with your brand that they decide to end their subscription with your business. You might think it's a small loss—just a single subscription—but that churn represents much more value. That buyer might have gone for an up sell or cross-sell, or they may have remained a loyal customer and told their friends to buy your product. Once you realize how much impact a single customer can have on your bottom line, their perception of your company will seem like anything but a small matter. Many consumers love to share their positive experiences with people in their network. For example, they might tell their family about a restaurant that serves delicious pizza. Or,

they'll encourage their co-workers to use a productivity app that slashed their work time in half. But customers don't always say good things. Their word-of-mouth depends on their perception of your brand.

## REVIEW OF LITERATURE

### Dr. P. Rengarajan, R. Sathya and R. Gothami (2015)

Buying-behavior is their study on Nivea. An important and necessary thing in our daily life . Though our country is largest producer of products in the year 1990. The current market-size has changed and its increasing day-by-day because of the customers demand for the Nivea products.

Therefore the company has decided for proper-distribution-network to make the product available for the customers which are at demand.

### Akhila D and Dr. C. Boopathi (2017)

They speak about the Consumer-behavior in Nivea product in particular place in Tamil Nadu". The state Tamilnadu state is known for its largest production of product in India. This study aims in revealing the consumer-perception & Satisfaction over Nivea based on few factors, namely:

1. Age,
2. Education,
3. Qualification &
4. Monthly-income.

This of an individual or a family who is consuming this product. Most of the people are buying this Nivea product for its quantity & quality over price. They have taken 15 necessary steps and strategies to satisfy their consumers to the highest they can in providing good and best quality products.

### STATEMENT OF THE PROBLEM

This study focuses on the various aspects which have been influencing the customers before they decide to purchase various types of products . Present survey is conducted to find out the level of customer satisfaction of Nivea product available in market. The first step in research is formulating or defining the research problem. A Nivea product has grown considerably in recent years. This has resulted in the entry of many multinational brands products and consequently the competition has become cut throat.

### Objectives of the study:

- A study on customer satisfaction and perception towards Nivea product
- To understand the brand experience of Nivea
- To know the factors which are influence customer which makes them buy Nivea products.

### Scope of the study:

- To is focusing in the skin and beauty
- To look into customer's requirement and satisfaction
- To increase customer base, improve customer perceptions of the organization's products and services
- Analyzing the consumer-satisfaction is the strict focus of the study or it is also known as the scope-of-the-study.

## Limitation of the study

- The company may be have controversy problems to explore new products.
- The Reach of new products may get more time.
- It is a long process to attract audience.
- Only the consumer's viewpoint was considered for analysis and shopkeeper, and the company's views were not taken.

## RESEARCH METHODOLOGY

A Research methodology is purely and simply basic framework or plan for the study that guides the collection of data analysis of the data. In consumer surveys, we adapted this descriptive research for collecting and analysis of the data. It is the systematic way to solve problems. It may be understand as a science of studying how research is done scientifically.

### Data Collection

**Primary Data:** The primary data comprises information survey of "CUSTOMER SATISFACTION TOWARDS NIVEA PRODUCT IN VILLUPURAM". The data has been collected directly from respondent with the help of structured questionnaires.

**Secondary Data:** The secondary data is collected from the internet reference from library. Few data would be taken from the websites, various paper and magazines.

### Sampling method

The convenient sampling method is used to select the sampling from the population.

### Period of study:

The period of study is from 2022-2023(6 months period)

### Sample design:

The It includes size of the sample& the techniques that we used for selecting the different items from the sample a design is definite plan for obtaining a sample from a given population.

### Sample type:

Some people often like to have a Nivea product because it is budget friendly and it has so many flavors of using and smells good and no harmful chemicals.

### Sample size:

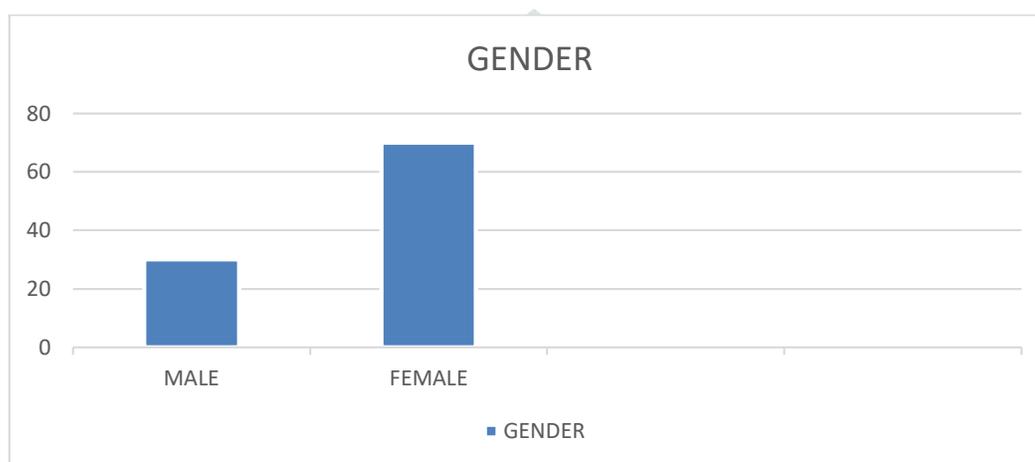
the sample of 100 people are taken on the basis of convenience. The actual consumer was contacted on the basis of random sample. For the purpose of present study a related sample of population was selected on the basis of convenience.

### Statistical Methods and Analysis

The data has been analyzed through Descriptive statistics, Frequencies, Pie charts ,Independent Samples Test and line Graphs.

**DATA ANALYSIS AND INTERPRETATION:****TABLE:4.1 Classifications of the respondents based on the gender**

GENDER FREQUENCY(F)	PERCENTAGE
Female	70
Male	30
Total	100

**INTERPRETATION:**

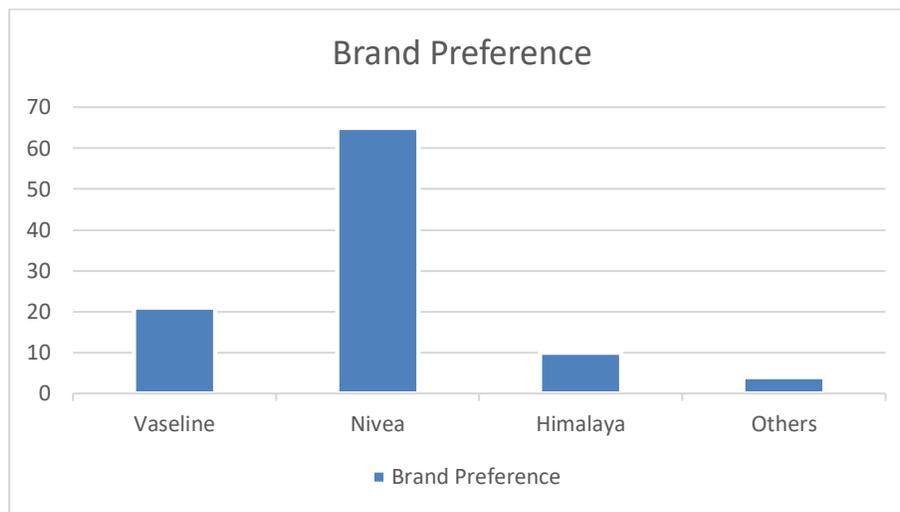
We can depict from the above table that there are 70% of female respondents and 30% of male respondents. It says that Female can use more products as the packing is attractive. They go with the packing style. Whereas males have different way of selecting the product.

**INFERENCE:**

Majority 70% of the respondents are female.

**TABLE:4.2 Brand preferences for cream**

Brand Preference	Frequency	Percentage
Vaseline	21	21
Nivea	65	65
Himalaya	10	10
Others	4	4
Total	100	100



### INTERPRETATION:

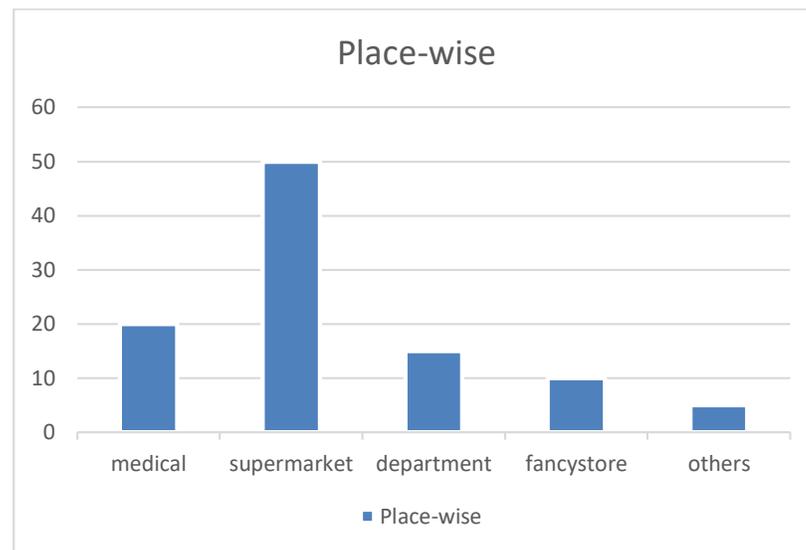
In the above table we know that, 60% of the respondent are using Nivea cream, 14% of the respondents are using Himalaya, 24% of the respondents are using Vaseline and the remaining 2% are using other brands like dove, bio line. It is found that the majority of respondents (60%) prefer Nivea products. Therefore, it says that most of the respondents likes Nivea products.

### INFERENCE:

Bunchly 60% of the respondents are using Nivea cream.

**TABLE:4.3 Place wise classification of buying Nivea**

PLACES	FREQUENCY	PERCENTAGE
Medical Store	20	20
Super Market	50	50
Department Store	15	15
Fancy Store	10	10
Others	5	5
Total	100	100



### Interpretation:

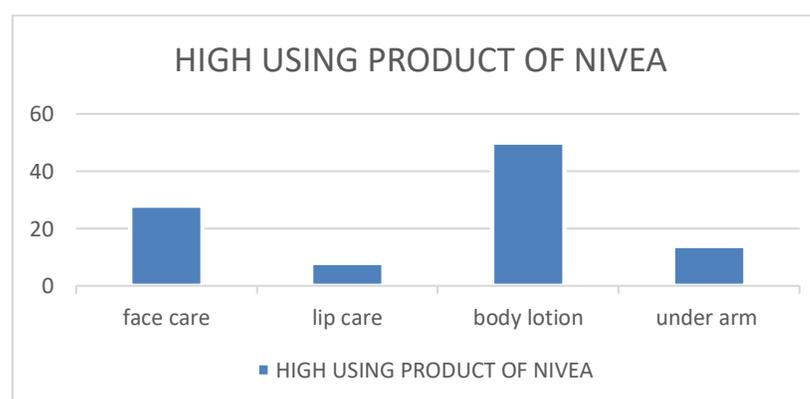
From the above table considered that, 20% of people buy Nivea cream from the medical store, 50% of people buy cream from the supermarket, 15% of people buy it from the departmental store, 10% of buyers from the fancy store and finally 5% of buyers from the others outlets. So, it is revealed that 50% respondent buy Nivea cream from the super-markets.

### Inference:

Majority 50% of people buy Nivea cream from the super market

**TABLE:4.4 Classification of High using of Nivea product**

Products	Frequency	Percentage
Face Care	28	28
Lip Care	8	8
Body Lotion	50	50
Under Arm [Roll on]	14	14
Total	100	100



**Interpretation:**

In the above figure considered that, 28% of people are using Nivea for face carer, 8% of people are using Nivea for lip care, 50% of peoples are using Nivea for body care, 14% of people are using Nivea for under arm care,hence the most of the people are using Nivea for body lotion 50%.

**Inference:**

Majority 50% people are using Nivea for body lotion.

**FINDINGS:**

- Majority 70% of the respondents are female.
- Bunchly 60% of the respondents are using Nivea cream.
- Majority 50% of people buy Nivea cream from the super market.
- Majority 50% people are using Nivea for body lotion.

**SUGGESTIONS:**

- ✓ As in the analysis it shows that both the Male and Female have a different level of satisfaction about the product. It is important that the company should focus in a different way for both Male and Female.
- ✓ The price of the product in comparatively higher than the competitors and it is also proven in this analysis that only 50 percent of the customer are satisfied with the price of the product. So, it is the essential-objective of the company to maintain price of products and make sure that their customer will not move to the competitor's product.

**CONCLUSION:**

Most of the customer are highly-satisfied by Nivea product and Service, as one of top companies the company has building good-relationship among the customer & retailers. This good relation helped the company to grow in this competitive world, and the company is having a very good quality product at a reasonable price which makes their customer to purchase their product repeatedly. As many people are knowing about the Nivea company it is time for the Nivea to expand their business to the rural areas and villages because majority of the people in India are from village area. Advertisement is also playing an important role in converting the competitor's customers to buy Nivea's product and also creating awareness about the Nivea product.

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