A STUDY ON CUSTOMER SATISFACTION TOWARD GARNIER HAIR DYE

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Abstract : The present study focuses on Consumer satisfaction towards Garnier hairdye. The users reveals that a significant proportion of the consumers are satisfied with the quality and effectiveness of Garnier hairdye. The study was conducted through a survey of 150 Garnier hairdye users . The findings indicate that most of the consumers are highly satisfied with the quality of Garnier hairdye. The study also revealed that consumers level of satisfaction was influenced by their age, gender, and income level. Overall, the study suggests that Garnier has been successful in meeting the needs and expectations of its consumers.

KEY WORDS – Garnier hairdye, purchase behaviour, customer satisfaction

INTRODUCTION

Hair color is on a high, accounting for a major part of the sales of hair care products and spurring new launches. Hair color today doesn't necessarily cover strands of gray. A shade of bright burgundy or golden chocolate could well be a fashion statement and coloring hair is definitely a range among urban youth and accounts for 20 percent growth. The hair care market in India is going through a major paradigm shift, and the change is evident by consumer behavior and the speed at which marketers are introducing new product categories and services. There is increased awareness among all levels of consumers, and male consumers also have evolved as category. The Indian cosmetics market is one segment where the traditional hair treatments sell as much as newer category hairstyling and hair care products. Traditional herbal powders and hair oils for hair conditioning share the same smell with high-end products. The traditional hair care and hair styling methods are changing, which means that buyers are now ready to accept new product categories.

SCOPE OF THE STUDY

Garnier produces hair products that are most effective to date. They are sold worldwide and one of their key ingredients is fruit concentrate, of which they insert into all their products. Fructis is in fact a chemical which was adopted by garnier because their Research and development team believe that fruit concentrate is essential to good hair.

STATEMENT OF THE PROBLEM

The goal of this project is to identify the benefits and drawbacks of garnier hair dye among customers. When there are alternatives available to customers there may be a chance of consumer migration from one company to another company. So it is preferable to conduct an analysis of current customer satisfaction towards the garnier hair dye.

OBJECTIVE

- ➢ To know the awareness level of garnier hair dye.
- ➢ To evaluate the factors influencing the purchase of garnier hair dye.
- ➢ To know the consumer satisfaction about garnier.

RESEARCH METHODOLOGY:
SAMPLE SIZE
The number of items selected from the population constitutes the sample size. The study covers the consumers in the city of Coimbatore. Total sample size for the study is 150.
PERIOD OF THE STUDY
The field survey has been carried out during the period December to May 2023.
DATA COLLECTION
PRIMARY DATA:

The study is mainly based upon the primary data: Primary data collected through Questionnaires.

SECONDARY DATA:

It has been collected from Magazines, Journals, Websites, Report, Research studies etc.

STATISTICAL TOOLS USED FOR DATA ANALYSIS

The rule of statistical in research is to function as a tool in designing research, analyzing the data, and drawing its conclusion form. Most research studies result in large volumes of new data that must be suitably reduced so that the same can be read easily and can be used for further analysis.

The tools used are:

- ❖ Percentage Analysis
- ❖ Weighted Average Method
- ❖ Ranking method
- ❖ Chi-Square Analysis
- ❖ Correlation Analysis
- ❖ Regression Analysis

LIMITATIONS OF THE STUDY

- ➢ The study has been carried out within a period of 3 months
- ➢ Only the consumer's viewpoint was considered and not of any shopkeepers, companies were taken.
- ➢ The area of the study covers only Coimbatore.
- ➢ The data has been collected from only 150 respondents.

REVIEW OF LITERATURE

- ➢ **Muhamad Fizky Yusuf, Prasetyo Hadi, Alfatih S. Manggabarani (2022),** "Garnier Cosmetic product Purchase Decision Analysis". The purpose of this study was to determine whether purchasing decisions for Garnier cosmetic products were influenced by trust, country of origin and product quality. This research is a quantitative research using Partial Least Square (PLS) software. The sample in this study were 120 respondents spread across the Jakarta area. The results of this study indicate that country of origin has no effect on purchasing decisions, product quality affects purchasing decisions, country of origin affects purchasing decisions through trust, product quality affects purchasing decisions through trust and trust affects purchasing decisions.
- ➢ **Hemanth reddy (2020),** "Garnier and Its Legacy-Case Study". In this article they talked about the history of garnier and its product and brand, its past and present work in the market, ranking and awards. Today, Garnier aims to go further and commit to Green Beauty, an end-to-end approach to sustainability. Green Beauty is set to transform Garnier, helping to reduce the brand's environmental impact at every stage of its value chain.
- ➢ **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 advertisement like television, newspaper, internet etc., most of the respondents gave first preference to quality.
- ➢ **Asif Mahmud Onik, Md. Sariful Alam, Ummay Sanjida, Biswajit Saha (2016),** "Consumer buying behaviour of "product quality" garnier cosmetics". This paper and survey explores the relationships between different demographics (Bangladesh) of Consumer Buying Behaviour of "Product Quality". It observes their opinions on price, design, quality and attractiveness of certain packaging designs but mainly customers want quality products. For the majority of participants, they believed only Brand was associated with a higher quality product. Consumers can judge based on acosmetic product's quality whether it is from a low or high end brand as well as whether they are attracted to it enough to purchase it. In addition to extensive research on Consumer Buying Behaviour of "Product Quality" Gamier, a survey was conducted on over 40 consumers and most of which live in Dhanmondi and Gulshan.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS:
TIME DURATION

S. No	PARTICULARS	No. OF RESPONSES	PERCENTAGE
1	Less than a year	39	26
2	1-3 years	46	30.7
3	3-5 years	40	26.7
4	More than 5 year	25	16.7
	TOTAL	**100**	**100**

SOURCE: Primary Data

INTERPRETATION:
The above table shows that out of 150 respondents taken for the study, 26% of the responses are less than a year, 30.7% of the responses are 1-3 years, 26.7% of the responses are 3-5 years and 16.7% of the responses are more than 5 year.
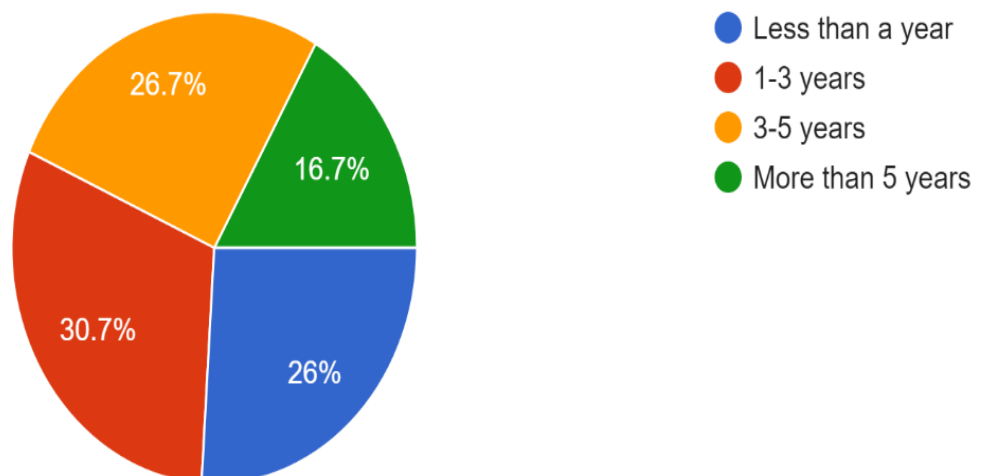
WEIGHTED AVERAGE METHOD:
LEVEL OF SATISFACTION

Particulars Factors	Highly satisfied 1(5)	Satisfied 2(4)	Neutral 3(3)	Dissatisfied 4(2)	Highly Dissatisfied 5(1)	Total	Mean Score
Price	84	41	17	5	3	150	4.32
	420	164	51	10	3	648	
Brand	53	62	30	4	1	150	4.08
	265	248	90	8	1	612	
Quantity	53	56	38	3	-	150	4.06
	265	224	114	6	-	609	
Advertisement	58	57	29	3	3	150	4.093
	290	228	87	6	3	614	
Quality	52	63	33	2	-	150	4.1
	260	252	99	4	-	615	
Offer	57	55	33	2	3	150	4.073
	285	220	99	4	3	611	

SOURCE: Primary Data

INTERPRETATION:

The above table shows the Level of satisfaction about the Garnier hair dye product. The highest mean score rises 4.32 for the price of the garnier hair dye. The lowest mean score rises 4.06 for the quantity of the garnier hair

RANKING ANALYSIS:

LEVEL OF SATISFACTION

Particulars Factors	Highly satisfied 1(5)	Satisfied 2(4)	Neutral 3(3)	Dissatisfied 4(2)	Highly Dissatisfied 5(1)	Total	Mean Score	Rank
Price	84	41	17	5	3	150	4.32	I
	420	164	51	10	3	648		
Brand	53	62	30	4	1	150	4.08	IV
	265	248	90	8	1	612		
Quantity	53	56	38	3	-	150	4.06	VI
	265	224	114	6	-	609		
Advertisement	58	57	29	3	3	150	4.093	III
	290	228	87	6	3	614		
Quality	52	63	33	2	-	150	4.1	II
	260	252	99	4	-	615		
	57	55	33	2	3	150		

Offer	285	220	99	4	3	611	4.073	V

SOURCE: Primary data

INTERPRETATION:

From the above ranking analysis, it was found that majority respondents prefer price and ranked as I, next most of the respondents prefer quality and ranked as II, next most of the respondents prefer advertisement and ranked as III, next most of the respondents prefer brand and ranked as IV, next most of the respondents prefer offer and ranked as V, next most of the respondents prefer quantity and ranked as VI.

CHI SQUARE ANALYSIS:

RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND TYPES OF PRODUCTS NORMALLY USED

GENDER	TYPES OF PRODUCTS NORMALLY USED				TOTAL
	Powder	**Liquid**	**Cream**	**Oil**	
Male	19	31	23	11	84
Female	13	21	18	14	66
TOTAL	32	52	41	25	150

SOURCE: Primary Data

To find out the association between gender and types of products normally used, chi square test is used and the result is given below.

HYPOTHESIS

There is no significant relationship between the gender of the respondents and types of products normally used.

CHI – SQUARE TEST

Factor	Calculation value	df	Table value	Remark
Gender	1.885[a]	3	7.815	Accepted

INTERPRETATION:

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is lesser than the table value. Hence the hypothesis is accepted. So there is no significant relationship between the gender and types of products normally used

BIVARIATE CORRELATION:

RELATIONSHIP BETWEEN THE OCCUPATION AND PURCHASE OF A PRODUCT

HYPOTHESIS

H_0: There is no relationship between the occupation and purchase of a product.

H_1: There is a relationship between the occupation and purchase of a product.

TEST THE CONDITIONS (R value =+1) (+1 to -1)

If R values +1 accept H_1 and reject H_0, If P value -1 accept H_0 and reject H_1

The following table gives the occupation and purchase of a product.

BIVARIATE CORRELATION

Factors	Measures	Occupation	Purchase of a product
Occupation	Pearson correlation	1	.236**
	Sig. (2- tailed)		.004
	No. of. Response	150	150
Purchase of a product	Pearson correlation	.236**	1
	Sig. (2- tailed)	.004	
	No. of. Response	150	150

SOURCE: Primary Data

INTERPRETATION:

There is a relationship between the occupation and purchase of a product because the P value is greater than 1, so the Null hypothesis is rejected, Alternative hypothesis is accepted.

REGRESSION:

REGRESSION ON THE GENDER AND THE PERIOD OF USAGE OF THE PRODUCT

HYPOTHESIS

H_0: There is no relationship between the gender and the period of usage of the product.

H_1: There is relationship between the gender and the period of usage of the product.

REGRESSION

Model	Un Standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	2.552	.261		9.770	.000
Gender	.147	.171	.070	.858	.392

SOURCE: Primary Data

INTREPETATION

It is clear from the above significance F value 0.392 is greater than P-value 0.05. Hence null hypothesis is accepted. So it can be concluded as there is no impact on gender and the period of usage of the product.

FINDINGS:

SIMPLE PERCENTAGE

➢ Majority of 27.3% people using this product for a fashion statement.

WEIGHTED AVERAGE METHOD

➢ The highest mean score rises 4.32 for the price of the garnier hair dye.
➢ The lowest mean score rises 4.06 for the quantity of the garnier hair dye.

RANKING ANALYSIS

➢ It observed from the ranking table that product which is mostly used by the respondents are ranked them. Price is ranked as I, quality is ranked as II, advertisement is ranked as III, brand is ranked as IV, offer is ranked as V, and quantity is ranked as VI.

CHI SQUARE ANALYSIS

➢ There is no significant relationship between the gender and types of products normally used.
➢ There is significant between the age of the respondents and source to know about this product.

CORRELATION ANALYSIS

➢ There is a relationship between the occupation and purchase of a product

REGRESSION ANALYSIS

➢ There is no impact on gender and the period of usage of the product.

SUGGESTIONS:

➢ Now a days, the garnier hair dye was mostly used by both male and female also.
➢ To improve sales in the urban area.
➢ Garnier needs to improve the availability network of their product, because it was available at selective stores only.
➢ The most consumers likes to see the changes in the better packaging of the product.
➢ To provide the discounts for their products
➢ To increase the size and attraction of garnier hair dye

CONCLUSION:

The study was conducted to know awareness and drawbacks of garnier hair colouring. The data Obtained for the study was basically primary data and secondary data. It is interesting to note that along with the women in India men also using large quantities of hair dye for their personal grooming. Naturally, a person grooms himself or herself perceives the level of confidence and their happiness would increase. Most of the factors influences the customers purchase decision in which life style and value at the top; followed by quality, personality, culture, occupation, price, brand name and packaging. The study also explains the impact of the brand on the consumer mind which influences the buying behavior of the consumer in the context of the hair dye.

REFERENCE:

➢ Muhamad Fizky Yusuf, Prasetyo Hadi, Alfatih S. Manggabarani (2022), "Garnier Cosmetic Product Purchase Decision Analysis".
➢ Hemanth reddy (2020), "Garnier and Its Legacy-Case Study".
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