



SUSTAINABILITY AND FEMALE CUSTOMER SATISFACTION - A STUDY ON BEAUTY CARE PRODUCTS OF SOULTREE WITH SPECIAL REFERENCE TO BHAVANI TALUK.

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ABSTRACT

The growth of cosmetic industry is being enormous in the recent days as number of users towards cosmetic products is getting increased each every and every day which leads to increase in demand for the products were the demand has also increased to buy the products. Though there is an increase in demand the consumers are looking for quality of product and service when it is a part of digital scenario. The first and most important objective of the study is sustainability and female customer satisfaction on beauty care products of soultree in Bhavani Taluk. The

study of customer satisfaction is the most important factor for marketing any goods and services. The customer satisfaction suggests how individuals, groups and organizations select, buy, use, and dispose of Goods, Services and Ideas or Experience to satisfy their needs and wants. It also gives clues for improving or introducing products or services, setting price, devising channels etc. The cosmetics sector is one of the best and important sectors at present time. For this purpose, a sample of 150 was collected from the respondents in Bhavani Taluk. Percentage analysis, one-way ANOVA, and factor analysis were used as tools to analyze the data and the conclusion is that the customers disagree towards convenience in purchasing cosmetic products through online and time for delivery of cosmetic products by the companies which may lead to dissatisfaction towards purchasing the product. If the companies, try to eradicate these errors it may to higher level of satisfaction which may also increase the volume of sales through online in near future.

Key words: Women consumers, Sustainability, Beauty care products, customer satisfaction.

INTRODUCTION

The Indian beauty industry suits increasing requirements of aesthetic products in most spheres including rural region to multicultural cities, poor to billionaires, and actually the new given birth to infants towards the old older people. It might become noticed the Native Indian aesthetic market is usually going through energetic stage when it comes to item advancement and marketing. Taking a look at the large potential of aesthetic industry, the aesthetic production businesses spend significant amount of cash and time to evaluate the various massive and psychographic features of Indian populace.

REVIEW OF LITERATURE

Krithika et.al, (2021) has conducted a study on the topic “**A study on customer preferences on cosmetic products with special reference to Coimbatore City**” to investigate consumer preferences towards cosmetics, particularly focusing on the factors that influence their purchasing decisions. The paper notes that quality is considered the most significant factor when purchasing cosmetics and the findings may be used to assist marketers in developing effective marketing strategies for cosmetics. The study identifies various factors such as quality, brand, price,

advertisement, and packaging that have a significant influence on consumer preferences. The sample size for the study was 185 people aged between 15 and 35 years living in Coimbatore, Tamilnadu. The questionnaire was used as an instrument for data collection and contained 15 close-ended questions

Arunam, (2019) has conducted the study on the topic “**A study on consumer contentment level in cosmetics product in Tamilnadu with special reference to Thanjavur**” The cosmetic industry is constantly evolving with new products being introduced. This study focuses on consumer perception and satisfaction levels of cosmetic products in Tamilnadu, with 100 respondents surveyed. Results show that consumers are satisfied with the quality and freshness of cosmetic products, and single products with multiple benefits are gaining popularity. Previous studies have also found that factors such as brand reputation, quality, price, and social media marketing influence consumer purchasing decisions. This study can help marketers improve customer satisfaction, and further research is needed to explore other aspects of consumer behaviour towards cosmetic products.

STATEMENT OF PROBLEM

The behaviour of females and the marketing potentials assume a greater importance in the minds of manufacturers, marketers, government agencies and academicians as there is tremendous changes taking place in the fashion, lifestyle, and living standard and in the rate of literacy. The technology innovation has also brought about a sea-change in the minds of consumers. Though everything has changed the development of industry is based on level of satisfaction of customers towards the products in the industry.

OBJECTIVES OF THE STUDY

1. To study about the demographic variables of the respondents.
2. To find the sustainability practices followed by **SoulTree Natural Ayurvedic Beauty Care Products Company**.
3. To analyze the level of satisfaction of women customers towards beauty care products.

SCOPE OF THE STUDY

The study is about analyzing the sustainability practices and also the level of satisfaction of female customers towards beauty care products. The main scope of the study is help the companies to know about the perception of women consumers towards beauty care products which may help them to improve the customer satisfaction.

RESEARCH METHODOLOGY

Data collection:

Both primary and secondary data has been used for the research.

Primary data:

Primary data has been collected using questionnaire.

Secondary data:

The secondary data has been used collected from journals, articles and websites.

Sample size:

A total of 150 samples were collected from the women respondents residing in Bhavani Taluk.

Sampling technique:

Convenient sampling technique has been used in this study.

HYPOTHESIS:

There is no significant association between age group of the respondents and level of satisfaction on Quality of beauty care products.

There is no significant association between frequency of using and level of satisfaction on Quality of beauty care products

LIMITATIONS OF YHE STUDY:

1. The sample size limited to 150 respondents only.
2. The study is confined to Bhavani Taluk only.

DATA ANALYSIS AND INTERPRETATION:**TABLE 1****DEMOGRAPHIC VARIABLES OF THE RESPONDENTS**

DEMOGRAPHIC VARIABLES		Number of respondents	%
Age	Less than 20	4	5.60
	21-30	40	26.60
	31-40	42	28.00
	41-50	58	35.60
	More than 50	6	4.00
	Total	150	100
Education	Schoolings	43	28.67
	Under graduate	25	16.67
	Postgraduate	67	44.67
	Professional	15	10.00
	Total	150	100
Marital status	Married	74	49.33
	Unmarried	76	50.67
	Total	150	100
Present status	Student	24	16.00
	Unemployed	56	37.33
	Employed	62	41.33
	Business	8	5.34
	Total	150	100
Type of family	Joint	37	28.9
	Nuclear	113	71.1
	Total	150	100

Frequency of using	Daily	47	31.7
	Special occasions	78	67.2
	Rarely	25	1.1
	Total	150	100

Source: primary data

TABLE 2
OPINION ON SUSTAINABLE PRACTICES OF SOULTREE

Opinion on sustainable practices of SoulTree	Mean	Std. Deviation
I feel that the products are natural and organically made.	3.44	1.72
I believe that the brand possesses green orientations in their policies.	4.02	1.28
The brand has little to no toxic ingredients in their products	4.24	1.42
The products are produced using Eco-friendly manufacturing process	4.28	1.26
The products have a sturdy and bio degradable packaging	4.20	1.00
The brand has found alternatives for the chemical-based products	4.21	1.19
The brand produce products that are safe and effective	4.26	1.34
The brand provides a wide range of products	4.14	1.18
The brand has created a reputation as an organic skincare brand	4.18	1.14

Source: primary data

The above table shows that Opinion on sustainable practices of SoulTree. The products are produced using Eco-friendly manufacturing process is having highest mean score of 4.28 and followed by The brand produce products that are safe and effective, The brand has little to no toxic ingredients in their products, The brand has found alternatives for the chemical-based products, The products have a sturdy and bio degradable packaging, The brand has created a reputation as an organic skincare brand, The brand provides a wide range of products , I believe that the brand possesses green orientations in their policies and I feel that the products are natural and organically made are having the mean score of 4. 26, 4.24, 4.21, 4.20, 4.18, 4.14, 4.02 and 3.44 respectively.

Hypothesis:

There is no significant association between age group of the respondents and level of satisfaction on Quality of beauty care products.

TABLE 3
AGE GROUP OF THE RESPONDENTS AND LEVEL OF SATISFACTION ON
QUALITY (ANOVA TEST)

SOURCES	SUM OF SQUARES	DF	MEAN SQUARE	F	F. CRT
Between Groups	578.000	2	289.000	4.357	5.14.
Within Groups	398.000	6	66.333		
Total	976.000	8			

Source: Calculated result from primary Data

The table 3 indicates that the calculated value of F is < F Critical value (at 5% level of significance). The hypothesis is accepted. Hence it is concluded that there is no significant association between age group of the respondents and level of satisfaction on Quality of beauty care products.

Hypothesis:

There is no significant association between frequency of using and level of satisfaction on price of beauty care products.

TABLE 4
FREQUENCY OF USING OF THE RESPONDENTS AND LEVEL OF
SATISFACTION ON PRICE (ANOVA TEST)

SOURCES	SUM OF SQUARES	DF	MEAN SQUARE	F	F .CRT
Between Groups	200.667	2	100.333	.651	5.14.
Within Groups	925.333	6	154.222		
Total	1126.000	8			

Source: Calculated result from primary Data

The table 4 revealed that the calculated value of F is < F Critical value (at 5% level of significance). The hypothesis is accepted. Hence it is concluded that there is no significant association between frequency of using of the respondents and level of satisfaction on price of beauty care products.

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TABLE 5**Factor analysis**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.673
Approx. Chi-Square		1.368
DF		136

Source: Calculated result from primary Data

The KMO Bartlett's value for level of satisfaction of women customers towards beauty care products is at 0.673 which is greater than 0.5 which is normally distributed.

TABLE 6**TOTAL VARIANCE EXPLAINED**

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.610	27.116	4.610	27.116	27.116	3.252	19.132	19.132	4.610
2	2.589	15.232	2.589	42.348	2.388	14.048	33.180	2.589	2.589
3	1.644	9.668	1.644	52.016	2.340	13.766	46.946	1.644	1.644
4	1.378	8.106	1.378	60.123	1.908	11.225	58.171	1.378	1.378

5	1.311	7.710	1.311	7.710	67.832	1.642	9.661	67.832	1.311
6	.902	5.304							
7	.808	4.752							
8	.735	4.323							
9	.619	3.644							
10	.556	3.271							
11	.390	2.295							
12	.360	2.117							
13	.324	1.903							
14	.244	1.433							
15	.234	1.377							
16	.177	1.044							
17	.120	.704							

Source: Calculated result from primary Data

The above table shows that the Eigen value more than 1.0 are taken for decision making process based on components. The first component contributes 27.11%, the second component

contributes 15.23%, third component contributes 9.66%, fourth component contributes 8.10% and fifth component 7.71% contributes.

TABLE 7**ROTATED COMPONENT MATRIX**

Factors	Components				
		2	3	4	5
Quality	.047				
Usage	.014	.114	.768	.307	.056
Delivery	.323	.192	.122	.772	.050
Ease of use	.199	.155	.701	-.101	.145
Reliability	- .091	.632	.371	-.149	.270
Handling	.095	.768	.149	.175	-.055
Safety of product	- .046	.835	.150	.011	.056
Effectiveness	- .007	.684	-.055	.096	.041
Ingredient	- .057	.146	.001	-.097	.866
Design of the product	.106	-.020	.160	.115	.864
Color fragrance	.787	.141	.839	.040	.042
Value for money	.728	.002	.007	.192	.092
Show room display	.625	-.092	.095	-.087	-.026

Packaging	.508	-.091	.402	.084	-.131
Labeling	.300	-.073	.311	.536	-.089
Attitude to product	.803	.039	-.034	.848	-.020
Wide range of product	.735	.021	.246	.210	-.018

Source : Calculated result from primary Data

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 6 iterations.

The common factor above 0.5 are taken for decision making process. The factors quality (0.768), usage (0.772), delivery (0.701), reliability (0.768), color fragrance (0.787), value for money (0.728) and wide range of product (0.733)

FINDINGS

Most of the respondents are from the age group between 41-50.

Maximum of the respondents are postgraduates.

Majority of the respondents are unmarried. Maximum of the respondents are employed in a company.

Majority of the respondents are from nuclear family.

Majority of the respondents are using cosmetics during special occasions.

There is no significant association between age group of the respondents and level of satisfaction on Quality of beauty care products.

There is no significant association between frequency of using of the respondents and level of satisfaction on price of beauty care products.

The products are produced using Eco-friendly manufacturing process is having highest mean score of 4.28

SUGGESTIONS

- 1.The manufactures can conduct a survey for knowing the consumers need and preference.
2. Ingredients of the products should be made clear in the package to satisfy the consumers.
3. Quality of the product should be checked frequently.

CONCLUSION

The competition is fierce in the multi-channel retailing environment. A business that hopes to grow and prosper requires a comprehensive logistics and transportation strategy, executed flawlessly. The dilemma for management lies in trying to meet consumers' growing expectations while keeping costs in check. In response to these issues of multi-channel growth, more and more carriers are branching out to offer logistics services. Those businesses that work to build successful relationships with logistics and transportation vendors will find that their efforts lead to improved customer service and profitability. It's not an easy task, but it is certainly one that's achievable with the tools and technology available today.

The growth of cosmetic industry is being enormous in the recent days as number of users towards cosmetic products is getting increased each every and every day which leads to increase in demand for the products were the demand has also increased to buy the products through online. Though there is an increase in demand the consumers are looking for quality of product and service when it is a part of digital scenario. From this study it is found that product quality is playing major role in the mind of the female customer in regard with beauty care product. The spending habit of the customer in this present scenario has been increased in purchasing the beauty care products. Here is still room for improvement in areas such as product range, pricing, and customer service. By continuing to listen to customer feedback and striving to meet their evolving needs and preferences, SoulTree can further enhance customer satisfaction and loyalty, which can lead to increased sales and profitability over time.

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