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# Major Research Project Report On “Brand-Wise Analysis of Consumer Satisfaction in Skin Care Products”

Submitted By:  
**ASHISH MISHRA**  
2k23/DMBA/28

Under The Guidance Of:  
**Dr. SAURABH AGRAWAL**  
Head of Department



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**Bawana Road Delhi 110042**

## CERTIFICATE

This is to certify that Ashish Mishra, roll number 2k23/DMBA/28, has completed the project entitled " Brand-Wise Analysis of Consumer Satisfaction in Skin Care Products". under the guidance of Dr. Saurabh Agrawal, HOD, as a part of Master of Business Administration (MBA) course of Delhi School Of Management, Delhi Technological University, New Delhi, for academic year 2023-25.

Dr. Saurabh Agrawal

Head of Department

Delhi School Of Management, DTU

## DECLARATION

I, hereby, certify that project dissertation report " Brand-Wise Analysis of Consumer Satisfaction in Skin Care Products" which is being presented to Delhi School Of Management, DTU, is my own work under the guidance of my guide Dr. Saurabh Agrawal, Head of Department, Delhi School Of Management, DTU and is submitted for partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

I also hereby affirm solemnly that the work included in the report was never supplied to any underlying concerned organization for completion of award of any degree.

Ashish Mishra

2k23/DMBA/28

## ACKNOWLEDGEMENT

I wish to express my gratitude to the guidance and mentorship offered to me throughout the study. I would like to thank my faculty advisor, Dr. Saurabh Agrawal, who guided and assisted me throughout the entire research process on the subject " Brand-Wise Analysis of Consumer Satisfaction in Skin Care Products". providing me with proper guidance in the completion of the project with respect. Working on this project and studying/researching on it enabled me to achieve unsurmountable knowledge in marketing and knowing the psychology of man.

I would also like to thank the faculty of teaching at Delhi School of Management, Delhi Technological University, for providing me with this opportunity and sharing their expertise with me on this project. It has been an excellent experience for me to share time with them in this research, and it will certainly be useful for me in the future in my career. It has always been my desire to ensure that the project is completed to its maximum capabilities and without mistakes.

Thanking You,

Ashish Mishra

2k23/DMBA/28

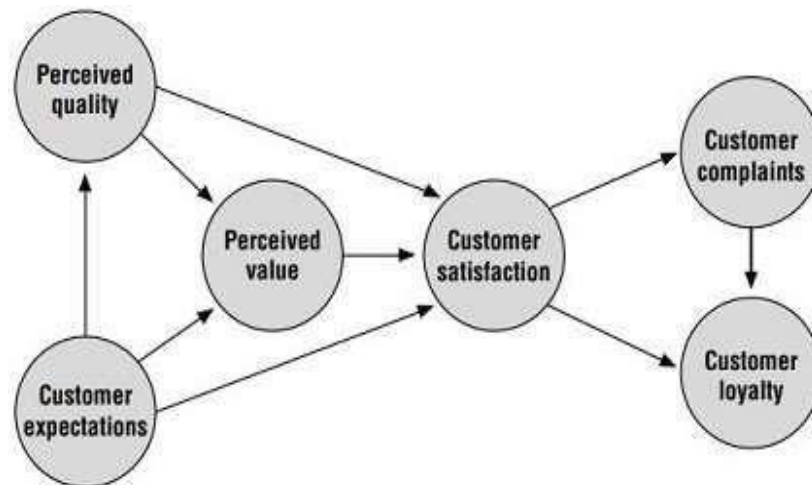
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# 1. INTRODUCTION

## 1.1 Definition

**Customer satisfaction-** Customer satisfaction is the extent to which products or services of a firm fulfill or surpass customer needs. Customer satisfaction is a significant customer loyalty, brand image, and long-term business success driver. Satisfied customers repeat purchase, give good word-of-mouth, and decrease churn, while dissatisfied customers ruin brand image and business. Companies measure satisfaction through surveys, complaints, and reviews to know customers' needs and improve service quality. Responsiveness to complaints, providing value, and excellent customer service are necessary to increase satisfaction. Soon enough, satisfied customers turn into loyal advocates who contribute significantly to a company's growth and competitiveness.



**Skincare cosmetics-** Skincare cosmetics are cosmetic products used to beautify and preserve the complexion and appearance of the skin. They are cleansers, moisturizers, serums, sunscreens, and treatments that address issues such as dryness, aging, and acne. Cosmetics have active ingredients such as vitamins, antioxidants, and plant extracts. They remove dirt, retain moisture, shield, and renew the skin with repeated application, giving a clear, healthy-looking complexion and overall skin condition.

## 1.2 Introduction

Skincare has become a necessity and no longer a luxury these days. With individuals becoming more health-conscious, wellbeing, and beauty care behaviors, they are now spending more on skincare than ever. The skincare market has experienced accelerated growth in recent years worldwide, fuelled by increased customer knowledge regarding skin health, greater exposure to pollution, and increased lifestyles. In India, the skin care market has developed a lot with an onslaught of domestic as well as international brands of multiple needs, skin types, and preferences.

In the face of increasing competition, customer satisfaction is a competitive advantage factor for brands. Brands in the skincare category, such as cleansers, moisturizers, serums, sunscreens, exfoliants, and anti-aging creams, have found favor with consumers in every age group, gender, and income level. Consumers today are more intelligent and discerning, and they tend to make a decision based on ingredient details, reputation, other consumers' ratings and reviews, and word-of-mouth.

In this competitive market scenario, the information on customer satisfaction brand by brand helps businesses stay competitive. It establishes the strength and weakness area of their products among others. Satisfied customers turn into loyal customers, recommend the product to others, and believe in the brand in the longer run. Therefore, analyzing how different skincare brands fare in terms of customer satisfaction is relevant and unavoidable.

**Importance of skin care-** Skincare is not just a beauty concern but also a matter of skin wellness overall. Skincare is a significant aspect of preventing premature ageing, sun damage, acne, pigmentation, and other dermatological issues. The rise in pollution, stress, and sun exposure has caused the maintenance of a good skincare regimen to become a staple of one's beauty routine. Moreover, in the era of digitalization, where career visibility and social media visibility make

appearances matter, individuals have become more aware of how they look and how they are viewed.

The quality skincare industry is no longer dominated by females; men and teens also desire healthy skin. Skincare has become part of the wellness trend that encompasses fitness, mental well-being, and nutrition. Therefore, the skincare industry has grown products to cater to all segments, increasing competition and consumer expectations even higher

## 2. Current market position of skin care business

### 2.1 Key Players in the Indian Skincare Market:

India's skin care business has transformed into a heterogeneous, competitive arena, in which several brands offer a variety of consumer choices—ranging from herbal and ayurvedic to scientifically developed skin care. Both traditional, long-established players and newer, innovation-led entrants occupy the space. Below is a comprehensive rundown of some of the market leaders that constitute India's skin care business today:

#### Himalaya Wellness

Launched in 1930, Himalaya has become one of the most reliable wellness brands in India. Based on Ayurveda deep in its roots, Himalaya provides a huge range of herbal skincare products. From face wash to night creams, Himalaya has become a brand which combines age-old solutions with contemporary packs and reach. Its Purifying Neem Face Wash has especially become very popular among Indian consumers due to the capacity of healing acne skin.

#### Lakmé

Indian homegrown brand Lakmé, founded in 1952 and now owned by Hindustan Unilever, has been a key driver of transforming Indian women's skin care and beauty. The brand boasts a varied portfolio of skin care products from moisturizers, sunscreens, and BB and CC creams to serums. Lakmé does its best in blending cosmetic beauty with skin care performance and thus becoming an expert and convenient daily choice.

#### Vaseline

Operating under the Unilever label, Vaseline has developed its brand mostly based on its petroleum jelly. It has, however, diversified over time into body lotions, creams, and repairing moisturizers that are targeted towards dry and sensitive skin. Its products are seen as dependable, value-for-money, and highly effective against dryness and irritation of the skin, particularly in winter months.

## Nivea

An age old brand, Nivea, has captured consumers by its minimalist and natural skincare products. From its iconic blue tin of Nivea Cream, it has expanded its base to body lotions, face wash, sun protection cream, and men's grooming products. Its forte is that it provides soft yet effective solutions that have takers in a huge segment of users, both urban and semi-urban India.

## Biotique

Launched in 1992, Biotique created a niche for itself by offering organic and preservative-free skin care products. With its emphasis on 100% natural and botanical ingredients, Biotique appeals to customers who want purity and environmental sustainability in skin care. The company is well-known for face packs, toners, moisturizers, and Ayurvedic treatments for various types of skin.

## Mamaearth

One of the younger companies in the skin care industry, Mamaearth was founded in 2016 on a mission to deliver toxin-free and green-friendly skin care. The brand has caught on quickly as a millennial and Gen Z favorite due to its transparency, safety ingredients, and online popularity. Mamaearth products like vitamin C serums, face oils, and foaming face washes are formulated to correct skin problems with botanical ingredients.

## Pond's

Pond's, a pioneering name in the world of skincare, retains a strong foothold in the Indian market. Dating back to the 19th century, the company is famous for cold creams, talc powders, and fairness creams. Through the years, it has revamped its image and ventured into anti-aging, brightening face washes, and light day creams. Its heritage and continuous product change serve to ensure customer loyalty among age groups.

## Oriflame

Oriflame is a Swedish direct selling brand that has been consistently expanding its

footprint in the Indian market. With a history of combining natural extracts with cutting-edge scientific innovations, Oriflame has a vast array of skin care products ranging from exfoliators to moisturizing gels, night creams, and face masks. Its customized skin care products and emphasis on product safety draw a niche but loyal clientele.

### Khadi Natural

Inspired by traditional Indian wellness principles, Khadi Natural has been pioneering herbal skin care for decades, decades back, from the 1960s. Khadi is highly regarded for its homemade products containing nothing but Ayurvedic and organic ingredients. Based on tradition and simplicity, Khadi sells products such as herbal soaps, cleansers, face masks, and scrubs, which are sold at home as well as abroad.

### WOW Skin Science

WOW Skin Science, established in 2016, has picked up popularity rather rapidly with its chemical-free, cruelty-free, and plant-based products. The company's product line includes serums, toners, cleansers, and body lotions—all developed by dermatologists and high-quality plant ingredients. WOW is popular primarily online, leveraging the usage of influencer marketing and e-commerce platforms for growth.

These are not just best-seller and most visible skincare brands but also the best of Indian consumer preferences that vary from nature-driven ingredients to science-based products. While traditional players such as Pond's, Nivea, and Lakmé provide legacy and trust, newer ones such as Mamaearth and WOW are changing the landscape with clean beauty and innovation. This. This is because the desires of consumers are changing, and there is potential to evolve both old and new philosophies of skincare.

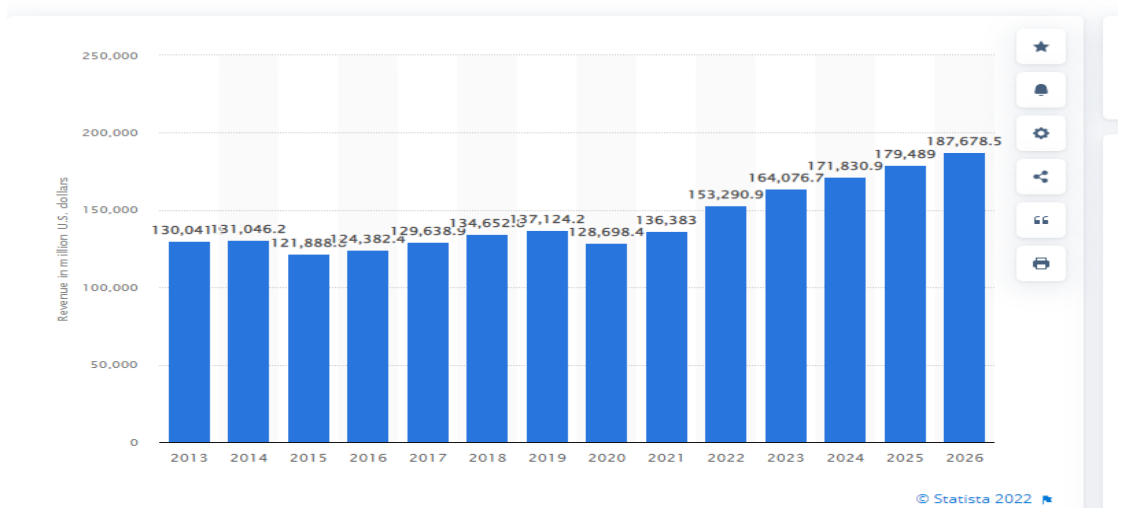
## 2.2 Market size:

Indian skin care market experienced fast growth in the past few years, stimulated by growing consumer awareness, lifestyles, and rising disposable incomes. In terms of value, the market stood at nearly \$2.48 billion in 2017 and is projected to grow more than two-fold by 2027 to over \$5 billion at a CAGR of 9.5%. Skincare accounts for around 42% of India's entire cosmetics market, the biggest segment in India's beauty industry.

Moisturizers and creams are the leading product categories accounting for more than 40% market value because they are used on a daily basis and are very popular. Consumers in India now look for products that are offering various benefits in the form of moisturization, sunscreens, and anti-aging. Herbal and natural products are also desired within the market, with companies projecting emphasis on ayurvedic and organic qualities being in demand.

Online shopping has enhanced reach to a mass scale, particularly in small towns. Internationally also, the skin care industry is increasing and is anticipated to reach almost \$188 billion by 2026. There are traditional brands such as Lakmé and Ponds versus new nature-inspired brands such as Mamaearth and Biotique, so the market is filled and competitive. Overall, India's skin care market is surfacing with high growth based on consumer interest in healthier, performing, and convenient skin care products..

**Revenue of the skin care market worldwide from 2013 to 2026**  
(in million U.S. dollars)



### 2.3 Opportunities and growth:

he global skincare market is growing rapidly, driven by the increasing demand for herbal, natural, and organic products. Customers today need safety, quality, and efficiency, and urge companies to innovate every now and then. In India, awareness about healthy skin as a reflection of well-being has progressed significantly, and numerous people are adopting simple daily routines or opting for advanced skincare devices and products.

The growth in web platforms and e-commerce has also greatly increased the range of products and information, enabling easy comparison, study, and purchase of skincare solutions. Social media and influencer marketing accelerate this growth further by creating new trends and individualized skincare solutions.

India in particular has seen a phenomenal surge in awareness regarding skincare. Individuals now understand that healthy skin signifies wellness and not just beauty. It is this realization that has raised the demand for an extensive range of skincare products and routines. While most individuals utilize simple day-to-day skincare routines, such as cleansers, toners, and moisturizers, there is a niche that is venturing into richer products such as serums, sheet masks, and particular tools in the form of jade rollers and Gua Sha stones. That range of skincare routines portrays the variation of the market that can attract basic consumers and skin-care enthusiasts alike.

Over the next few years, the skin care industry will grow in response to innovation and consumerism such as diversity, self-acceptance, sustainability, and convenience. Businesses with an eye on these emerging trends and providing safe, effective, and affordable products are bound to thrive in this changing and dynamic market.

## 2.4 Skin care products and their role:

Skincare lines provide a series of products aimed at tackling specific skin issues based on individual skin types. Every product has a specific role in healthy, radiant skin. Below is an in-depth description of some of the common skincare products:

### i) Cleanser:

Cleaning is the basis of every skin care regimen. Dermatologists suggest washing the face twice a day to remove dirt, grime, excess oil, and pollution that cling to the skin. Various skin types need various cleaners: foaming cleaners for oily skin and cream cleansers for dry or sensitive skin. Using the right cleaner keeps the natural skin balance intact without depriving the skin of its necessary moisture.

### ii) Exfoliator:

Exfoliation kills off dead skin cells built up at the surface, and due to this, the skin also feels dull along with clogged pores. Exfoliators are two varieties: physical (scrubs containing small granules) and chemical (acids such as glycolic or salicylic acid). Exfoliation accelerates cell renewal, which smooths the skin and makes it look brighter. But gentle and not too often exfoliating must be done to prevent irritation, particularly for a beginner.

### iii) Serum:

Serums are light, fast-absorbing liquids with active ingredient concentrations of antioxidants, vitamins, and moisturizers. Serums address particular skin issues like dryness, dullness, pigmentation, or fine lines. Since serums contain concentrated formula, serums penetrate deeper into the skin compared to moisturizers, providing intense nutrition and aiding repair of harmed or delicate skin.

### iv) Face Oil

Face oils are very moisturizing and form a protective layer to lock moisture in. Every skin type can use them, and they replenish essential fatty acids and nutrients. Though they can be greasy, most light oils get consumed quickly without clogging pores. They particularly suit dry or mature skin, giving it a boost of elasticity and natural radiance.

#### v) Sunscreen

Sunscreen is an important product that guards the skin against damaging UV radiation throughout the year, protecting against sunburn, premature aging, and skin cancer. Contemporary sunscreens come in a range of forms, such as gels, lotions, and sprays, that accommodate different skin types and conditions.

Sunscreen must be used daily, even on cloudy days, to keep skin healthy and guard against damage from the sun.

#### vi) Moisturizer

Moisturizers prevent the skin from becoming dry by retaining water within the surface layer so the skin remains not dry and scaly. Moisturizers are available in different forms like creams, lotions, and gels for different skin types. The application of moisturizer regularly keeps the skin smooth, youthful, and soft by maintaining it with a healthy natural protection.

#### vii) Chemical Peels

Chemical peels are professional-strength products that strip away dead skin cells on the surface better than everyday exfoliants. Chemical peels have active ingredients such as glycolic, lactic, or salicylic acid, which stimulate deep penetration into the skin to enhance texture, equalize pigmentation, and erase acne marks. Chemical peels stimulate quicker turnover of skin but must be applied carefully under expert advice to prevent irritation or damage.

#### viii) Toner

Toners are applied after washing off to erase any remaining dirt, makeup, or cleanser residue and rebalance the pH of the skin. They may also moisturize or provide another treatment depending on their content. Toner conditions the skin for better absorption of serums and moisturizers if applied twice daily.

Face masks come in various forms to address specific skin concerns, with moisturizing masks augmenting moisture content, clay masks cleansing and de-clogging the skin, and brightening masks providing a healthy radiance to the complexion. Masks provide the skin with a deep treatment that helps in reviving the skin and stimulating it, rendering their application variable depending on skin needs and concerns.

### 3. Literature Review:

Below are insights from previously published works by various authors related to the skincare business::

- Zohora Kabir (2013) conducted a research titled "Factors Affecting Consumer Preferences for Buying a Skincare Product". In this research, there is a careful examination of the strong correlation between the willingness of the consumer to pay for skin care products and the role that price plays as an important decision criterion. In addition, it delves into the customers' desire to spend money on skin care items and how brand name and recognition play a major role in influencing consumer buying patterns. Results ascertain price sensitivity and brand loyalty as the drivers of consumer preferences, giving insights to consumer behavior and market realities within the skin care sector.
- Ligo Koshy (2017) developed a complete research work on determinants that affect the purchase activity of face care products in particular for the youth segment. His study highlights some major determinants like technology innovations that have transformed product development and promotion. Better education levels and science and technology progress empowered the consumer, increasing their purchasing power to a great extent. A focus on the media role is being placed, where it has promoted a consciousness of look, cleanliness, and well-being as more. Female customers are most interested in the product name of the brand and then in product material and promotional activities, hence these are most important to be considered by marketers who would like to reach young women.
- A. Mohanapriya, M. Padmavathi, and A. Prasathkumar (2019) conducted a detailed study which investigated the Impact of Skin Care Products on the Self-Esteem of Women Users and Non-Users of Skin Care Products in Coimbatore City. While conducting their research, it was determined that women who use skin care products actively would have higher self-esteem than women who do not use skin care products actively. Notably, their work also demonstrates that there is no statistical difference in the self-esteem of working and non-working women, and thus indicates that it is not work per se but product consumption that plays a role in

self-esteem. The authors suggest widening the study scope to encompass factors like education level, age groups, and other demographic profiles such that the study can better elucidate how these affect self-esteem and buying behavior towards skincare products.

• Kimberly LeBlanc, Kathryn Kozell, Lina Martins, Louise Forest-Lalande, Marilyn Langlois, and Mary Hill (2016) published a study report that assessed if twice-daily moisturizing of the skin was superior to usual care in preventing skin tears in older adults. Their trial, conducted in nursing home and home care settings, concluded that twice-daily application of moisturizer had no statistically significant effect on skin tear incidence when compared with usual skin care practice. It is significant because the study refutes some common assertions relating to elderly care skincare practices and suggests that moisturizing is not enough to prevent certain skin damage.

• Ms. Nishandini Ramesh and Mr. M. S. Siranjeevi (2017) conducted a study on determinants of customer satisfaction with cosmetics. Their research validates how product quality is one of the key determinants of how perceptions and satisfaction levels of women with cosmetics are formed. They also elaborate on how changing buying behavior of customers has been greatly affected because of higher exposure and usage of cosmetic products. The research shows that while cosmetic markets expand, customers' expectations of quality and satisfaction increase and determine customers' loyalty and repurchase behavior.

• Siddharth Shriram Shimp and K. Sinha (2012) researched the product factors most accountable for impacting customers' purchasing in the cosmetic market. They concluded that material texture, express effects of the product, past experience of use, and matching with the skin are vital factors consumers think about. Their findings also suggest that men's cosmetics in India constitute a niche market, or that there is potential but some particular challenges as well. The findings of this study are useful to marketers who would like to develop products and marketing strategies responsive to consumers' tastes and physical needs..

• Thakur, S., and Singh, A. P. (2012) examined the connection of loyalty intention, brand image, and customer satisfaction of cosmetic products. They empirically

confirmed five strongest brand image strengths: symbolic, functional, social, appearance booster, and experiential benefits. The data collected from 150 male and female respondents illustrated that social-liked social benefits, improvement in appearance, and functional benefits have a strong connection with loyalty intentions. However, symbolic and experiential values played no significant role in customer satisfaction and loyalty. As the research indicates, marketers need to focus more on the tangible social, appearance, and functional construction for brand development and building consumer loyalty and satisfaction.

- V. Apaolaza-Ibáez, P. Hartmann, S. Diehl, and R. Terlutter (2011) investigated women's satisfaction with cosmetics, surveying 355 women. Results indicate that hedonic value (pleasure and enjoyment) and utilitarian value (functional value) provided by cosmetic brands both are strong determinants of overall brand satisfaction. This two-way process of brand advantages explains consumer loyalty and satisfaction and has very good practical implications for positioning cosmetic brands.
- Leslie Bailey (2009), in her study entitled "A Study of the Factors Influencing Women's Purchase of Anti-Aging Skincare Products," highlighted the point that brand reputation and credibility are crucial. Her research led to the observation that women buy anti-aging products due to the faith in the quality and dependability of powerful brands. Since such products are costly and take a few months to show results, the reputation of the brand plays a crucial role in buying the product. This is a reason why brands must build and maintain trustworthiness, particularly in the prestige skincare market.
- Asiya Faisal Khan (2013) examined the self-perception role of women consumers of face-care in Gwalior city. She determined that cosmetics play a serious role in establishing one's own sense of self, and even minor alterations in appearance can significantly boost inner self-concept. The study highlights the necessity of developing advertisement messages that appeal to the inner selves of customers and ring a chord in a very profound manner. Managers and marketers are challenged to develop their product lines and communications in a way that resonates with women in order to achieve an entire personality change.

- Kameswara Rao Porank (2015) conducted research on consumer attitude and perception of cosmetic and personal care products in Visakhapatnam, India. Based on his research, he stated that consumers in India are becoming more brand-conscious, particularly when it comes to the purchase of cosmetics. The research is based on media advertising, and word-of-mouth plays a crucial role in a price-conscious market like India. Customer perception, belief, and attitude also play a key role, which significantly affect satisfaction and brand loyalty, according to the study.
- Dr. Rambabu Lavuri and Dr. D. Sreeramulu (2019) carried out a study on women's purchase behavior of personal care products. During the study, they realized most women respondents bought personal care products on a monthly basis, with good brand awareness and loyalty towards national brands. The research emphasizes product feature and buying factor variables like brand loyalty, brand name, and product quality with which women's buying behavior is positively correlated. It also identifies demographic variables like education and marital status that are responsible for driving buying behavior.
- Heba Shabaan and Wejdan Aljhari (2019) conducted research on patterns of use of cosmetic and personal care products by Saudi women. From their findings, there was significant variability in product use, while some of the products co-used frequently. The research highlights the significance of safety risk evaluation for tracking side effects and public health safety. From their product frequency and co-use findings, safety assessors will be able to estimate exposure of the population and risks associated with cosmetic products.
- S. Poornima (2018) studied women consumers' buying behavior of cosmetics in Vellore city. According to her, in the modern world, customers are highly empowered and firms have to do marketing keeping this in mind. To market properly, information about consumers' likes, dislikes, preferences, and antipathies is needed. Quality is the most important factor in customers' buying, and what beauticians suggest also matters. Indian cosmetic sector is reported to be among the world's fastest-growing industries, and consumer behavior information is paramount to succeed.
- In 2013, Dr. K. Tamizhjothi and Mrs. J. Vidhya Jawahar researched consumers'

perception towards cosmetic goods. Based on their research, consumption of cosmetic goods and entry of numerous companies into cosmetic product businesses have witnessed huge growth. It is what businesses would want to know if their product will appeal to consumers before heavily investing in advertising. The research offers an understanding of how business organizations may restructure their marketing mix—product innovation, price strategies, advertisement techniques, and mode of distribution—to fulfill the needs of customers and prevent wastage of resources for customers who are not interested.

## 4. Methodology:

### 4.1 Type of Study:

The research is descriptive and quantitative. The study population is women cosmetic consumers in the Delhi.

### 4.2 Statement of Issue:

The issue of the current research is to determine customers preference in favor of choosing skin care products brand for their utilization. The research also tries to sort out matters female give more importance to while buying the products brand wise. The study is taking into account certain factors that influence them like quantity, quality, design, safety, skin friendliness, price and value for money of the product these women would like to use while buying them. The study will give us an insight into most commonly used brands among women and the brand they would recommend to others. It will also help us to determine the reason and cause for the use of the skin care products by dividing it into age groups. This study will also help us to determine where the females would prefer to buy the skin care products of their preferred brands. The most prominent variable on which this study has been relied upon, is the satisfaction level attainable by the female consumers while using the skin care products of different brands.

### **4.3 Data sources for collection:**

The research is based on primary and secondary sources of information. The primary data were collected through Google Forms-based questionnaire completed by 120 lone females who were using WhatsApp and other social media platforms. Secondary data were collected through the internet.

### **4.4 Sample Population:**

Simple random sampling method is used for the selection of respondents. Sample strictly confined to female gender only. Sampling consisted of 120 female respondents.

### **4.5 Sample Size:**

Location of study is Delhi city which is among the fastest growing city of India.

### **4.6 Hypothesis:**

H0: Perceived quality is most desired attribute in selecting a cosmetics brand.

H13: Ideal perceived quality is not ideal in choosing a cosmetic brand.

## 4.7 Analysis Methodology:

Basic percentage techniques and ranking techniques were utilized as the statistical instrument for this research question. Upon collecting the data using the questionnaire, the data were edited accordingly. Tables were formulated in line with the samples' responses. Tables and figures were utilized in their analysis and understanding of the data collected. Besides this, the same respondents were also asked to rank the different skin care companies, best to worst and also tell the reasons why they are buying their most preferred company.

## 4.8 Study aim:

This research study seeks to identify the satisfaction level that contented female consumers have with the skincare cosmetics products that they use. The research seeks to understand their experience, preference, and purchasing behavior towards certain skincare brands. The main aims of this study are:

- To understand the major concerns which drive women to buy skincare products.
- To be aware of female users' expectations and requirements in the skincare cosmetics market.
- To determine how content women are with products that they purchase and use for skincare

## 4.9 Limitations of the study:

While the current study provides valuable information, it does have a few drawbacks:

The study is focused only on skincare products and not on other cosmetic segments.

The sample taken is just 120 respondents, and that may not represent the general population.

Only female participants' answers have been gathered, where no opinion of any male user has been added.

Geographic target has been restricted to Delhi individuals only, which can restrict generalizability of findings to other areas.

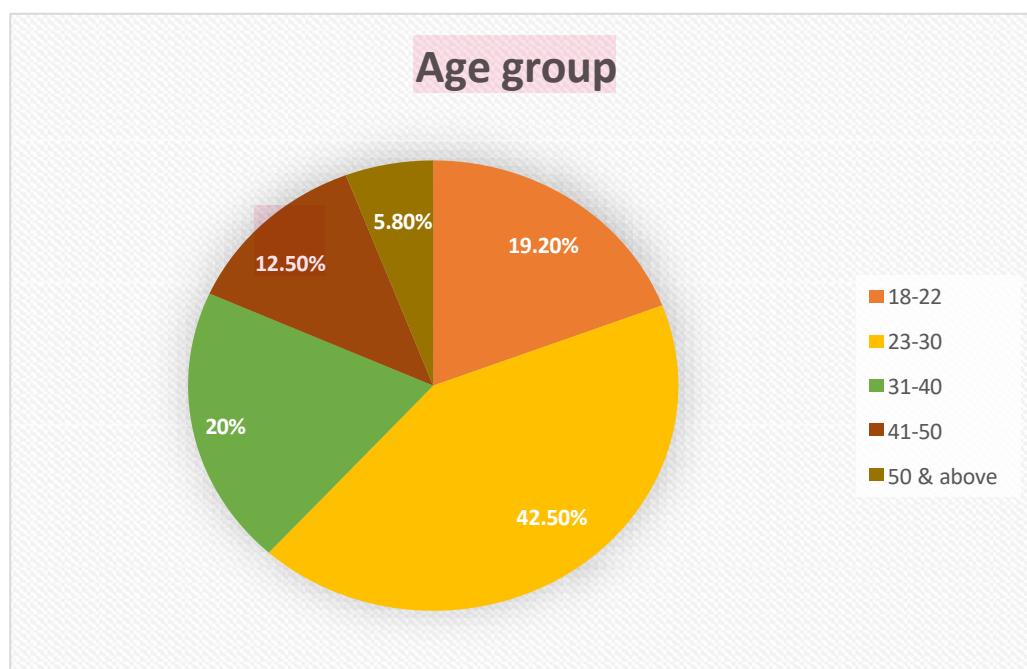
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## 5 Data Analysis:

Information for this study was gathered using a formal questionnaire that was distributed using Google Forms. Responses were subsequently gathered and presented in the form of tables for ease of analysis. To visually represent data and to enhance the interpretation of results, several types of charts like pie charts, bar charts, and cluster column charts were employed throughout analysis.

### a) Age group



The following chart shows the age group of the female respondents in the study:

19.2% of the interview subjects are aged between 18 and 22 years

42.5% belong to the category of being aged 23 to 30 years, and this is the most frequent category

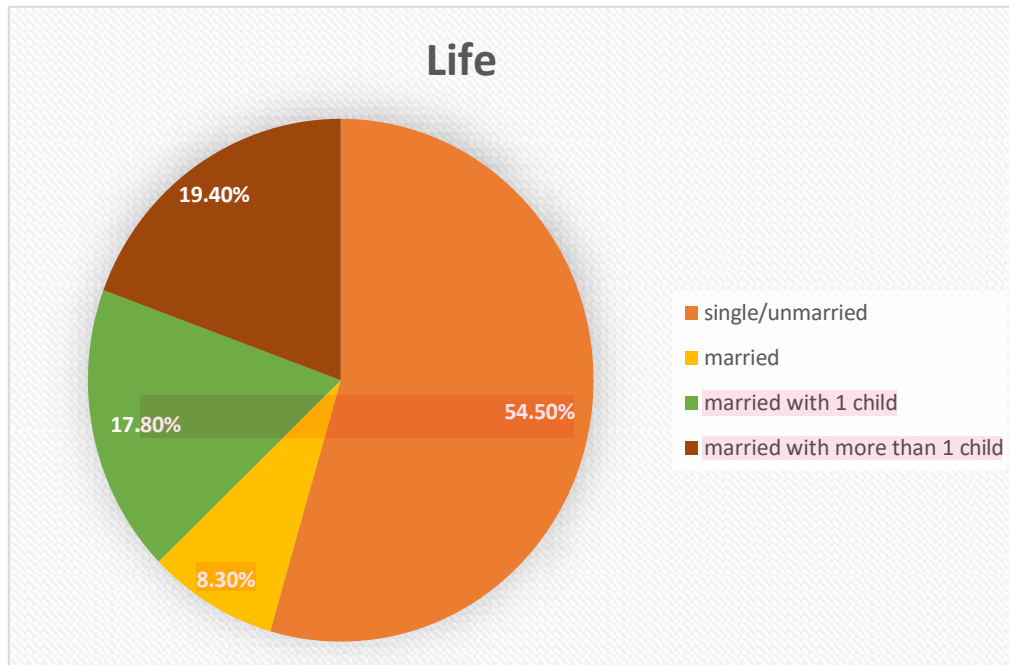
20% belong to the 31 to 40 years category

12.5% fall between 41 and 50 years category

5.8% belong to the 50 years and above category

This segmentation indicates that the majority of the users of skincare products in the survey are young adults in their 20s, and hence indicating high involvement by this group

## b) Life stage



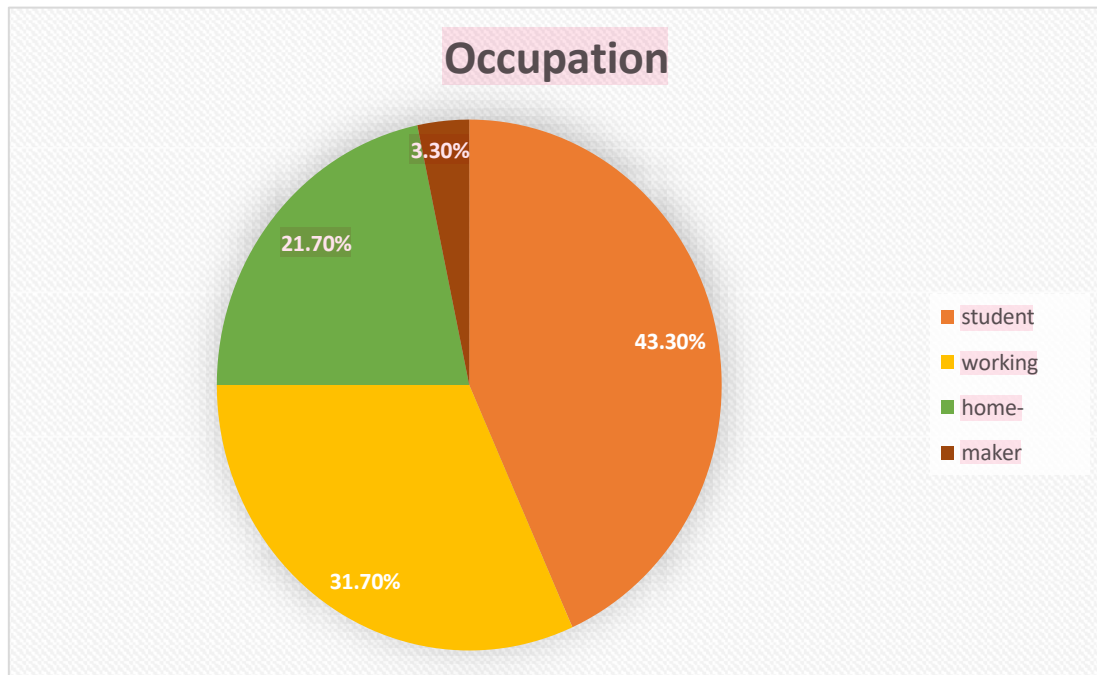
the survey also shows that the women respondents are all unmarried or singles (54.5%).

Some are married but without children (8.3%), while 17.8% are those with a single child. Another 19.4% are two or more children female headed.

### **Interpretation:**

Having most of them single indicates that young, single women are extremely active with skincare products. These would naturally be affected by lifestyle ambitions, peer groups, and social media. The fact that married women and mothers are also included, however, indicates that skincare is a concern at each stage of life, maybe for certain requirements such as anti-aging or moisturizing.

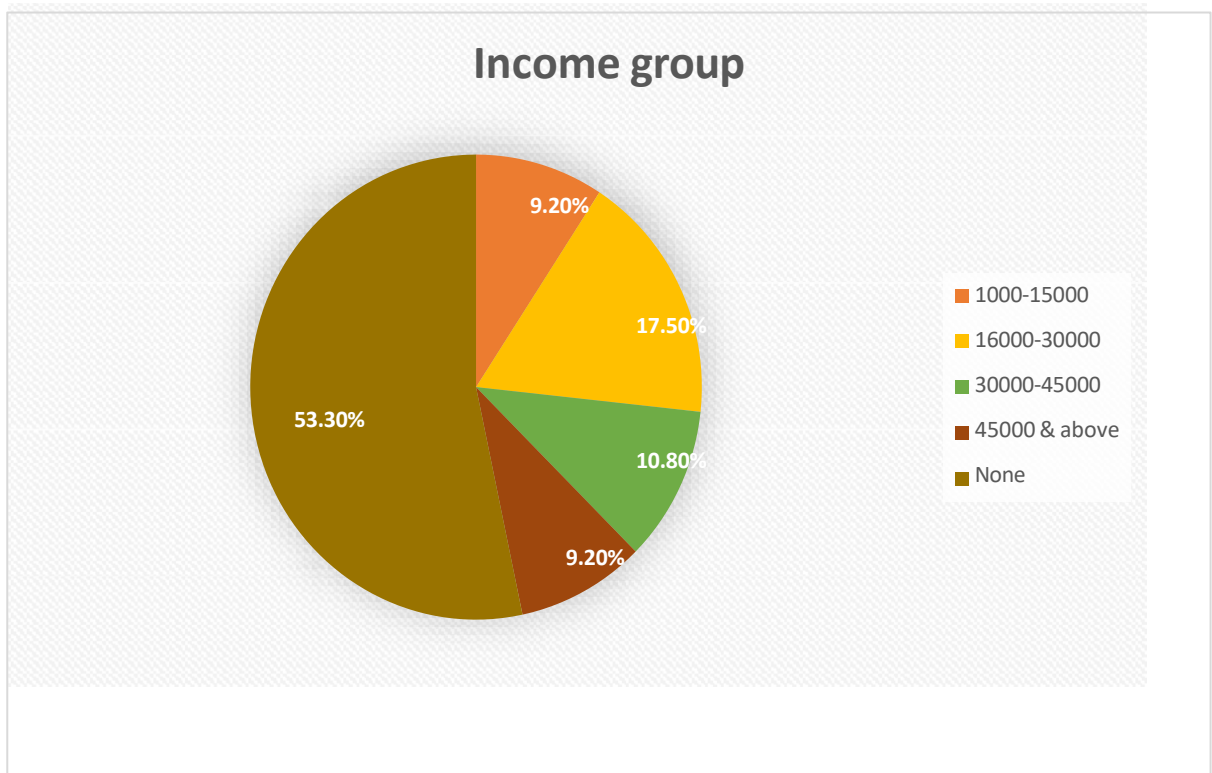
### c) Occupation



Based on the responses, 43.3% are students, followed by employed professionals at 31.7%, then home-makers at 21.7%, and only very few, 3.3%, are retired.

The density of scholars and working females suggest growing awareness and cautious skincare habits among young people and professionals. Frenetic lifestyles and lifestyle stress might impel them to spend on themselves. Home-makers, being a consistent consumer group, possibly with particular brand allegiance requirements based on affordability and effectiveness.

#### d) Income group



9.2% belong to the ₹1,000–₹15,000 group

17.5% belong to the ₹16,000–₹30,000 group

10.8% belong to the ₹30,000–₹45,000 group

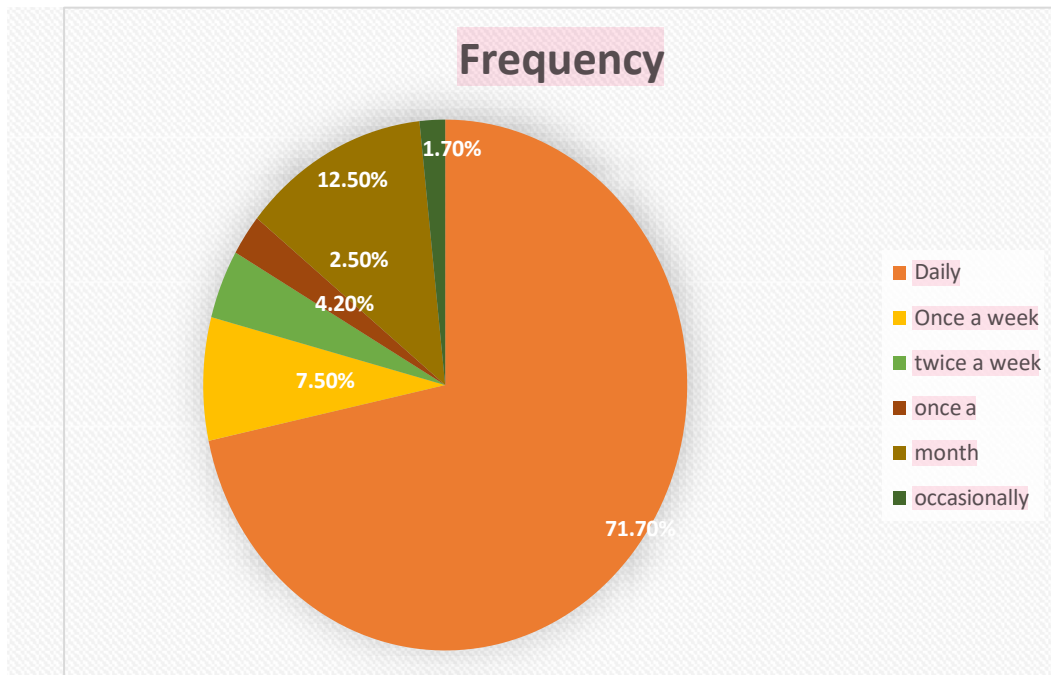
9.2% are earning ₹45,000 and more

53.3% reported no income

#### Explanation

More than half of the respondents are not working, perhaps because some of them are students or dependents. The rest represent a blend of middle to upper-middle income classes. Skincare companies that sell good but reasonably priced products can attract highly from this segment, whereas luxury brands will need to target the high-income group more strategically.

## e) Frequency of using skin care products



71.7% of them use skincare products daily

7.5% of them use them weekly

4.2% of them use them twice a week

2.5% of them use products monthly

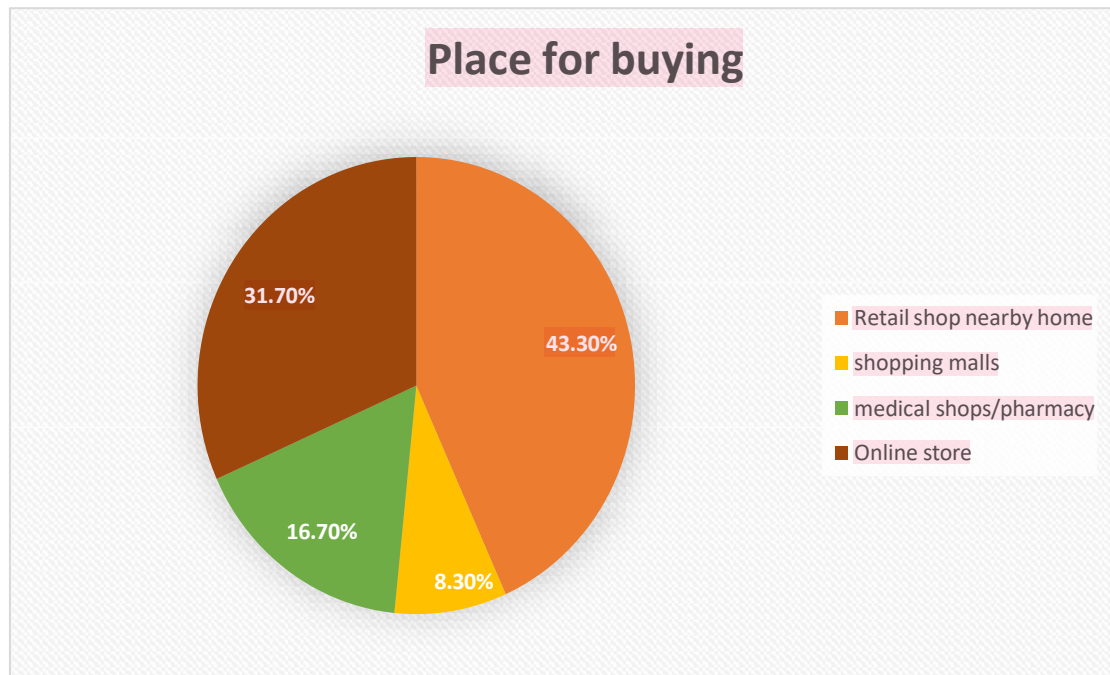
12.5% of them use them occasionally

1.7% of them use them seasonally

Meaning:

The fact that well over 70% use skincare products daily shows how much of a vital necessity such products have become in everyday life. The occasional and seasonal users could be more discriminating or circumstantial in their usage, possibly because of climate, budget, or skin issues.

## f) Place of preference for buying skin care product



### Most Likely Place of Purchase

43.3% purchase from local retail shops down the street

8.3% prefer shopping from shopping malls

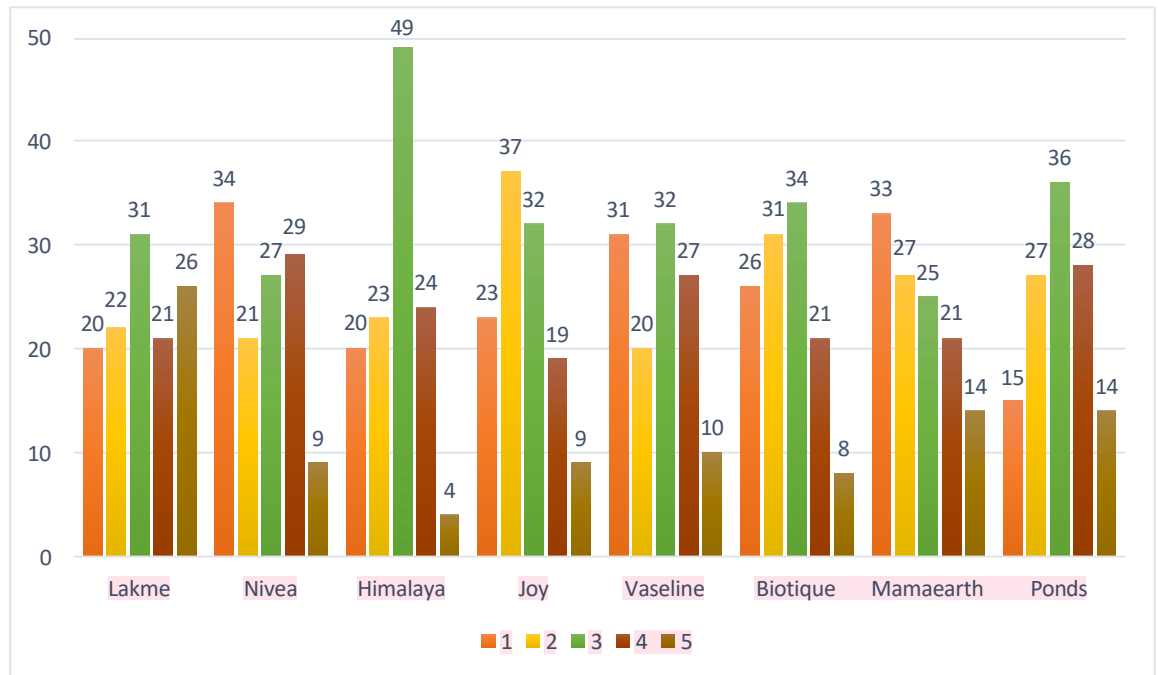
16.7% purchase from pharmacies/medical shops

31.7% purchase online

### Interpretation:

The most favorite are local retail shops, maybe due to convenience and familiarity.

But many are purchasing online, which indicates increasing trust in e-commerce for skincare shopping. Brands must maintain strong presence and availability on offline as well as online channels.



(Rank 1 = Most Preferred, Rank 5 = Least Preferred)

Rank 1: Nivea (34), Mamaearth (33), Vaseline (31), Biotique (26), Joy (23), Himalaya & Lakme (20 each), Ponds (15)

Rank 2: Joy (37), Biotique (31), Mamaearth & Ponds (27), Himalaya (23), Lakme (22), Vaseline (20)

Rank 3: Himalaya (49), Ponds (36), Biotique (34), Vaseline & Joy (32), Nivea (27), Mamaearth (25)

Rank 4: Nivea (29), Ponds (28), Vaseline (27), Himalaya (24), Lakme, Mamaearth, Biotique (21 each)

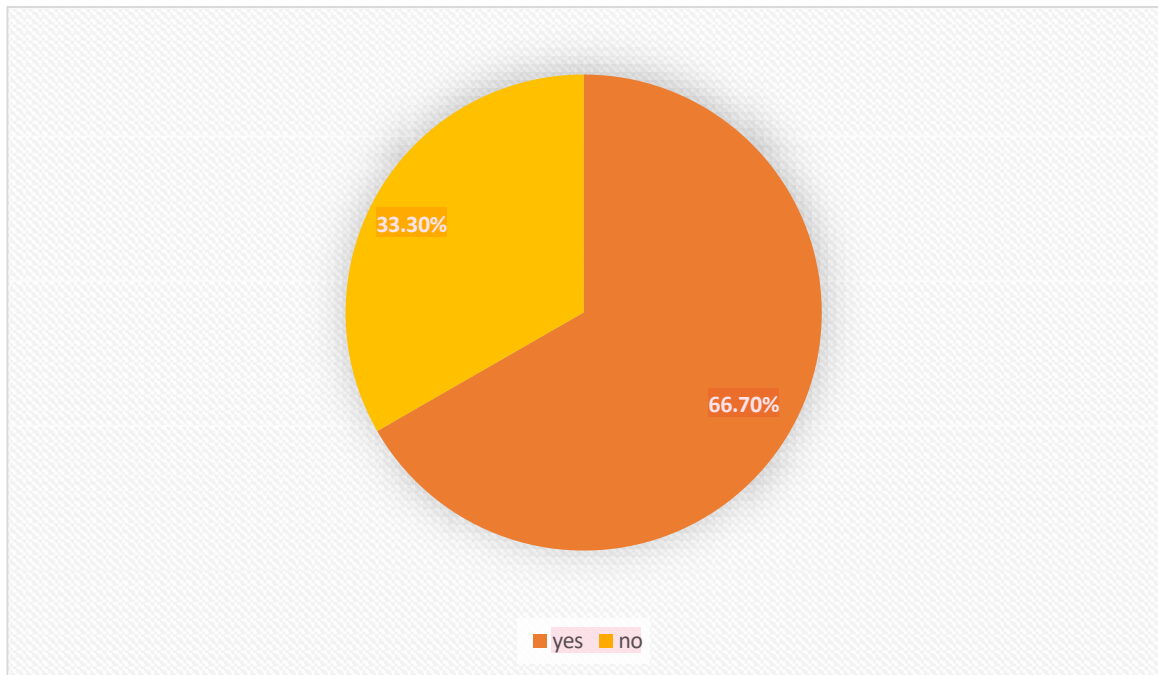
Rank 5: Lakme (26), Ponds & Mamaearth (14 each), Vaseline (10), Joy & Nivea (9), Biotique (8)

Description:

The rank standings indicate how Nivea and Mamaearth consistently hold high ranks, particularly Rank 1, reflecting highest consumer preference. Himalaya and Biotique

fared well at middle ranks, indicating middling satisfaction but room for improvement with improved positioning. Interestingly, Lakme, though widely recommended and popular, was often found in lower ranks, which could reflect product expectations vs. delivery issues. Ponds and Joy also had split ranks, reflecting polarized consumer view. These ranks reflect the discrepancy in customer perception on various parameters like affordability, safety, and brand loyalty.

1 g) Are the favorite brand and the brand people are using for skin care the same?



#### Usage vs. Most Liked Brand

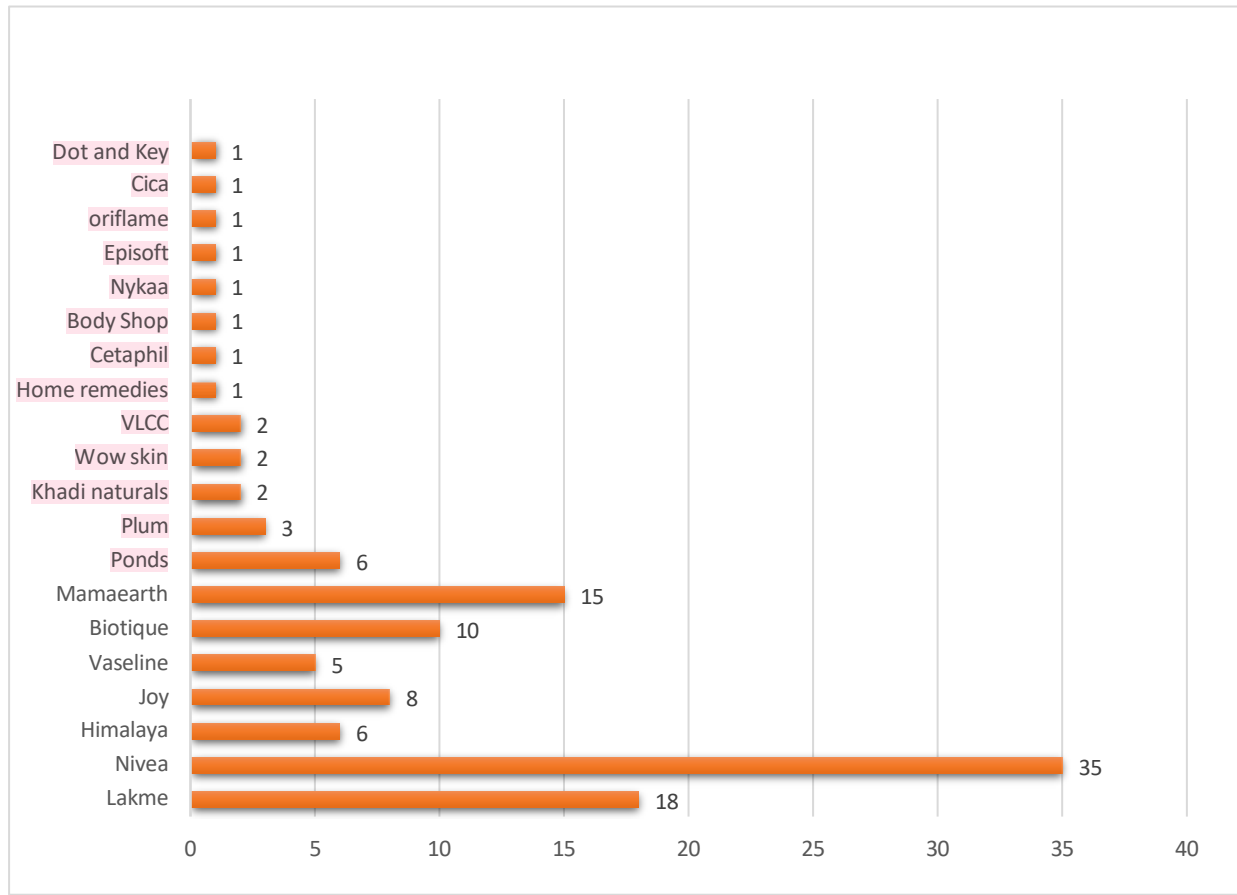
66.7% prefer the same brand as favorite

33.3% prefer a different brand other than that which is favorite

#### Analysis:

Though all would like to use their favorite, there is still a large percentage using other things. This can be explained by the issue of availability, price, or usability. Brands need to develop loyalty and availability in order to bridge the gap between preference and use over and over again..

## 1 i) Favorite skin care brand

**Favorite Skincare Brand**

Nivea is way ahead at 29.2% of votes (35 women)

Lakme is at second rank at 15% (18 women)

Mamaearth has been selected by 12.5%

Biotique by 8.3%

Joy by 6.7%

Himalaya and Ponds are placed at equal ranks at 5%

Vaseline has been supported by 4.2%

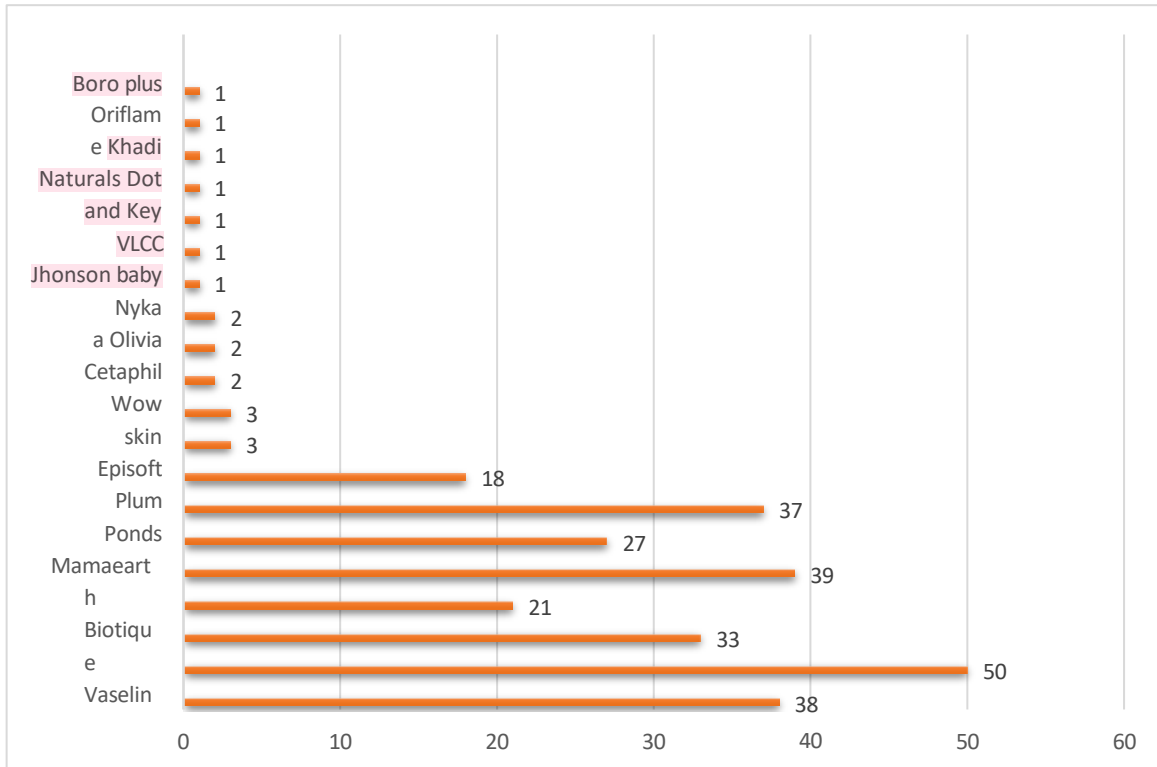
Plum by 2.5%

The other niche/organic brands such as Dot & Key, Khadi, VLCC, Wow Skin, and Episoft had just 1 or 2 users

### Interpretation

Nivea is the best-positioned brand, and this may be because it has a strong brand name for high quality at affordable prices. Home brands such as Lakme and Mamaearth also find themselves well-positioned, which reflects home or herbal ingredients trust. High levels of brand variety suggest that customer preferences are moving towards individualization and diversification.

j) Higher using preference for the brand of skin care products



When queried which brand they use regularly:

Nivea again headed the chart with 41.7% users

Vaseline accounted for 32.5%

Lakme was second with 31.7%

Mamaearth was used by 30.8%

Himalaya accounted for 27.5%

Biotique had 22.5% users

Joy accounted for 17.5%

Ponds accounted for 15%

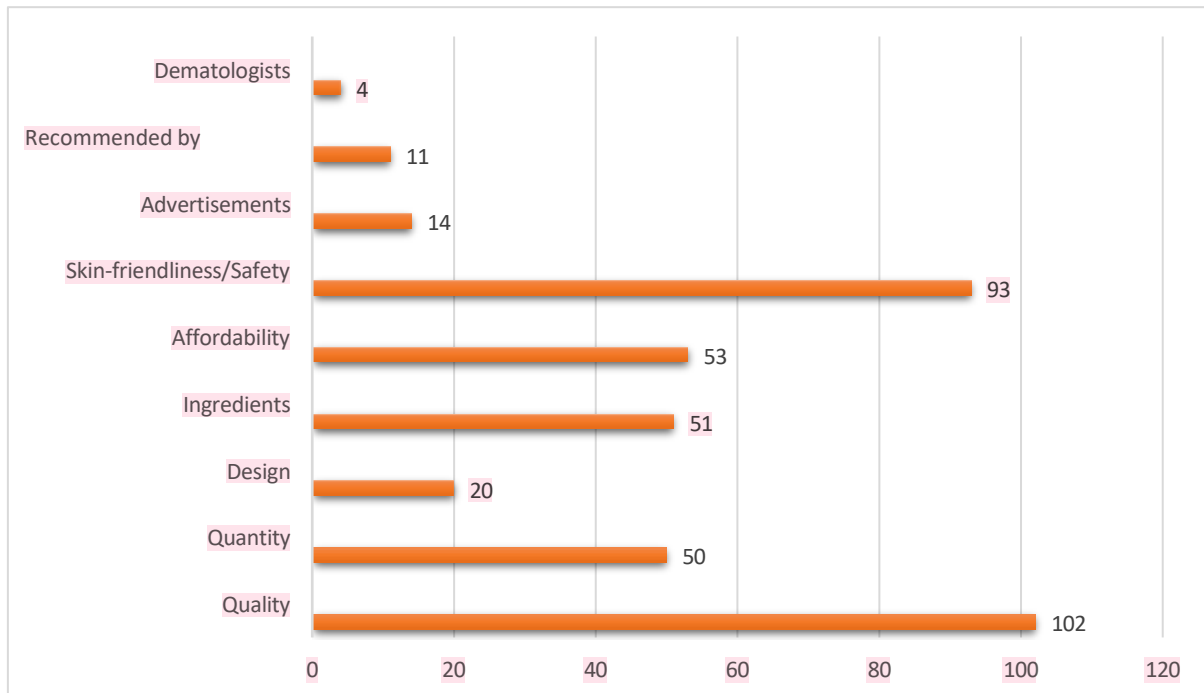
Brands like Plum, Episoft, and Cetaphil were used by an insignificant fraction (1.7–2.5%)

Explanation:

While Nivea is the preference as well as usage leader, Vaseline and Lakme too have a high actual usage level, indicating that availability, affordability, and product reliability are critical.

Usage at a level below that of preference for products like Mamaearth and Biotique can indicate scarce availability and/or cost as inhibiting factors. What does emerge clearly from the data is that most users use a product of a wide variety of brands based on product type or specific need

### k) Factors influencing the people for using the above brand



When asked what made their buying decision on a skincare brand:

Quality was the predominant factor for 85% (102 participants)

Skin-friendliness/safety came in second, as 77.5% selected this

Affordability entered with 93 responses

Ingredients mattered to 42.5%

Quantity mattered to 41.7%

Design was attractive to 16.7%

Advertisements entered with 11.7%

Recommendations by others impacted 9.2%

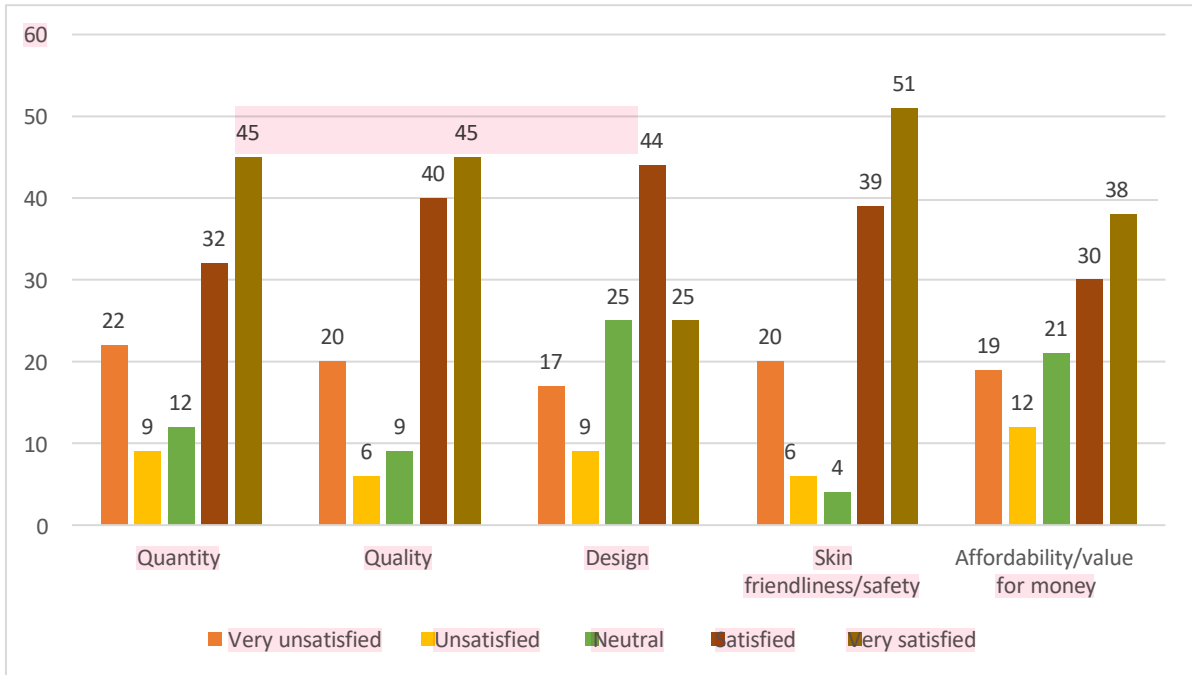
Dermatologist recommendation had an impact on just 0.8%

#### Explanation

The findings unambiguously show that safety and quality top women's agendas when choosing skincare products. Price sensitivity is the next principal concern, with value for

money being key. Packaging, advertising, or even referrals are less important, showing consumers now decide based on function and skin tolerance rather than aesthetics. Interestingly, recommendations from dermatologists are of little consequence—perhaps because most consumers turn to self-learning or peer review over clinical advice.

### 1) Satisfaction received by using the skin care brand



Participants were required to rate their level of satisfaction with various features of the skincare products they use. The findings are outlined below:

#### Quality:

45 women were highly satisfied, 32 were satisfied, 12 were neutral and 9 were dissatisfied

22 reported that they were highly dissatisfied

#### Quantity:

45 were highly satisfied, 40 were satisfied, 9 were neutral and 6 were dissatisfied

20 were highly dissatisfied

#### Design:

25 participants were highly satisfied, 44 were satisfied, 25 were neutral and 9 were dissatisfied

17 were highly dissatisfied

### Skin-friendliness or Safety:

59 women were highly satisfied, 39 were satisfied, 4 were neutral and 6 were dissatisfied

12 were very dissatisfied

### Affordability / Value for Money:

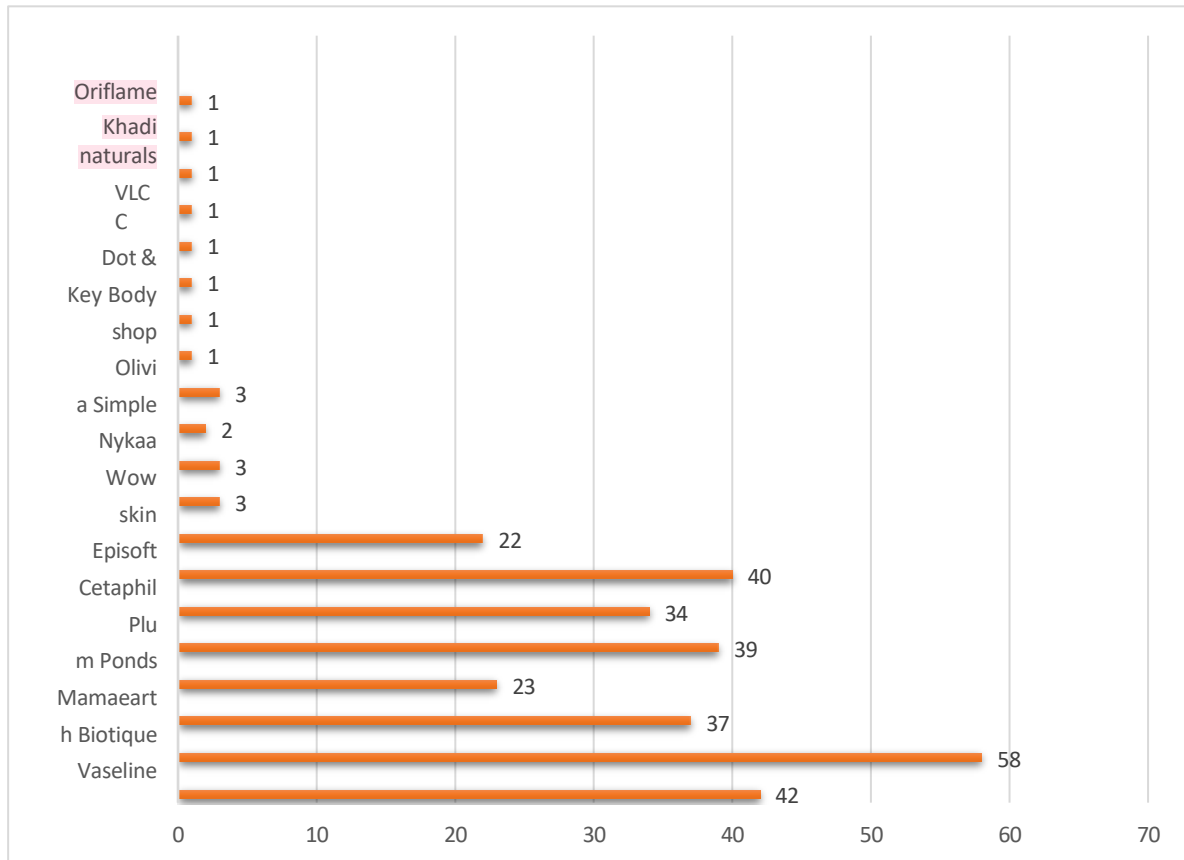
38 were very satisfied, 30 were satisfied, 21 were neutral and 12 were dissatisfied

19 were very dissatisfied

### Interpretation:

The statistics reveal that product quality and skin-friendliness are the most critical areas where consumers are very satisfied or satisfied. Price affordability and product quantity are where there's high dissatisfaction. Satisfaction with design seems quite well-balanced down the middle, reflecting the importance of packaging but not being an ultimate one-off deal-breaker. All of these indicate that brands are doing it right as far as performance and safety to the skin are concerned but have room to maneuver on price and quantity offered.

### m) Recommendation of skin care brands to others



Volunteers were also questioned about which brands they would suggest to others:

Nivea at the top with 58% of volunteers suggesting it

Lakme is at the second position with 35%

Mamaearth at 33.3%

Himalaya: 30.8%

Biotique: 28.3%

Joy: 19.2%

Ponds: 18.3%

Other brands such as Plum, Cetaphil, Episoft, Dot & Key, etc., had 1–2 volunteers suggesting them each

#### Interpretation

Nivea is not only a high-preference and high-usage brand but also has high word-

of-mouth popularity, indicating long-term customer satisfaction and brand confidence. Lakme and Mamaearth also have strong recommendation rates, which indicate loyal customer bases. Herbal/natural players Himalaya and Biotique have also picked up well, which indicates rising yearning for plant-based and clean skin care. Low-recommendation brands would either have lower usage, niche preference, or restricted availability.

## 6. Testing of hypothesis:

### Objective

The main goal of this hypothesis testing is to analyze if product quality influences consumer satisfaction within the skincare industry.

### Hypothesis Statement

#### Null Hypothesis ( $H_0$ ):

Product quality has no significant relationship with consumer satisfaction.

#### Alternative Hypothesis ( $H_1$ ):

There exists a significant relationship between product quality and consumer satisfaction..

### Data Summary

The respondents were asked to rate their level of satisfaction with the **quality of skincare products** they use. The observed frequencies were as follows:

<b>Satisfaction Level</b>	<b>Observed Frequency (O)</b>
Very Satisfied	45
Satisfied	32
Neutral	12
Dissatisfied	9
Very Dissatisfied	22
<b>Total</b>	<b>120</b>

Under the assumption of no association (null hypothesis), the expected frequency (E) for each category is:

$$E = \frac{\text{Total Responses}}{\text{Number of Categories}} = \frac{120}{5} = 24$$

### Test Applied: Chi-Square Test for Goodness of Fit

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$
$$\chi^2 = \frac{(45 - 24)^2}{24} + \frac{(32 - 24)^2}{24} + \frac{(12 - 24)^2}{24} + \frac{(9 - 24)^2}{24} + \frac{(22 - 24)^2}{24}$$
$$\chi^2 = \frac{441}{24} + \frac{64}{24} + \frac{144}{24} + \frac{225}{24} + \frac{4}{24} = 18.375 + 2.667 + 6 + 9.375 + 0.167$$
$$\chi^2 = \mathbf{36.59}$$

### Degrees of Freedom

$$df = k - 1 = 5 - 1 = 4$$

### Critical Value at 5% Significance Level

From the chi-square distribution table, the critical value at  $df = 4$  and  $\alpha = 0.05$  is **9.488**.

### Decision

As the value of chi-square (36.59) we obtained is larger than the critical value (9.488), we reject the null hypothesis ( $H_0$ ).

### Conclusion

The test results confirm that the relationship between customer satisfaction and product quality is strong. It suggests that product quality is one of those defining attributes that determine the extent to which female customers are satisfied with their skincare products. It confirms the importance of the role of product performance in determining brand image and loyalty among skincare brands.

## 7 CONCLUSION

The current study was an attempt to uncover the satisfaction of women consumers towards beauty products, examining variables like decisions, buying behavior, and brand attitudes. Based on the findings reported by 120 mainly Delhi-based women, some important findings were revealed.

Studies indicate that skincare is a regular part of the daily life, as more than 70% of females adopt skincare products daily. The maximum number of respondents belongs to the 23–30 age group, comprising students and working professionals. Though Nivea was the most popular and sought-after brand, domestic brands such as Lakme, Mamaearth, and Biotique also became extremely popular, reflecting the increasing consumer trust in international as well as Indian brands.

Quality, skin friendliness, and cost were the strongest determinants in buying decisions, with extrinsic stimuli such as advertising or packaging having relatively weaker impacts. Notably, despite 66.7% of women using their first choice of product, a significant proportion (33.3%) use another means—indicating such barriers as cost, availability, or changing needs.

Consumer satisfaction was greatest when product quality and safety were concerned but quantity and value for money were concerns. Further, home country retail stores are still the favorite point of purchase, though online shopping is now quite assiduously giving that position a run for its money.

Brand positioning-wise, while Nivea consistently outscores, Joy, Himalaya, and Ponds get mixed feedback, demonstrating how consumer perception and loyalty can quite widely differ.

Overall, this research emphasizes that women are well-informed and aware skincare customers seeking effectiveness as well as personal relevance. Skincare companies in their quest for long-term loyalty need to initially target quality, access, and customized, reasonably priced solutions according to consumer requirements at various life stages.

## 8 RECOMMENDATION

Nivea is when the most used skin care brand. Individuals are happier with Nivea as it includes a complete line of products for example if individuals are applying moisturizer of Nivea then they are loving to apply other products of it as well.

Individuals are highly satisfied with the quality of the product and highly caring about the safety of the product and skin friendliness. The researcher would realize that in order to achieve higher customer satisfaction if a company is eager then it must look upon the characteristics primarily like affordability, safety, skin friendliness and quality because from this study, one can see that these characteristics bring customers towards the purchase of a cosmetic brand.

So, researcher would suggest that every company should have good quality and safety in their product since people will never sacrifice these two. Companies should adopt new technology and best features in products. If every company does that then their customer satisfaction will surely be on an increasing trend.

This research reveals that although while promoting the brand, age segment 23- 30 and 31-40 should be targeted more by the companies.

The one for mass market is the sweet spot in pricing. If company ever thinks more than one target markets then it should have different brand names.

Though the research is limited to the feminine market, the male grooming market also follows the increasing curve. The company has to create masculine brands too, but with a different brand name.

The research has identified that herbal brands are becoming popular in the market. The research suggests that companies need to launch herbal brands too. Herbal brands have to be with a different brand name too.

The company also needs to make the brand available at pharmacies, ironically the third most desirable place to purchase cosmetic products.

### **Emphasis on Quality and Safety:**

Since quality and skin-friendliness are consumers' first preferences, brands need to maintain and continually enhance their product formulation. Commitments to dermatological research, testing, and open communication can drive trust and loyalty.

**Affordable and Effective Product Ranges:**

Price sensitivity remains crucial. Brands could explore the provision of tiered prices or value packs to address different income groups without sacrificing quality.

**Innovative and Tailored Solutions:**

Since there is a growing need for natural and ingredient-led products, companies should consider developing targeted skincare solutions like serums, masks, or kits for various skin types and issues. Herbal product lines with independent brand identities are strongly suggested in order to access the organic/natural product segment.

**Targeted Marketing Strategies:**

The 23–30 age group is the most active user pool. Brands need to concentrate their advertising campaigns, particularly digital campaigns, on this segment using influencer partnerships, social media narrative, and product sampling.

**Enhance Distribution Reach:**

As medical shops/pharmacies are the third most sought-after buying point, businesses need to make their products available through various channels—retail, online, and pharmacies—to ensure maximum convenience to consumers.

**Tap Brand Loyalty Through Cross-Selling:**

High-recommendation and high-satisfaction brands such as Nivea need to take advantage of this by promoting users of one product (e.g., moisturizer) to try other products in the brand portfolio, maximizing customer retention and basket size.

**Leverage Male Grooming Segment:**

Although this research was conducted with females, the opportunity lies with the expanding male grooming category. Establishing parallel brand lines for men, with differentiated messaging and separate ranges of products, will enable brands to diversify and gain market share.

**Obtain Feedback and Innovate Accordingly:**

Brands need to make it a regular practice to obtain customers' feedback so that

areas of dissatisfaction such as quantity and packaging design can be addressed. Ongoing innovation driven by customer insights will support greater engagement and satisfaction.

By adopting these suggestions, skincare companies can improve customer satisfaction, increase brand loyalty, and stay competitive in a more dynamic and quality-focused market.

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## APPENDIX (Questionnaire);

# Brand-Wise Analysis of Consumer Satisfaction in Skin Care Products.

This survey is meant to know the consumer preference, satisfaction levels, and driving factors while selecting skincare brands.

Your input will help analyze the market more profoundly and draw meaningful insights.

**Kindly note:**

- This form is strictly for academic purposes only.
- Your responses will remain **confidential and anonymous**.
- It will take **2-3 minutes** to complete.
- Please answer honestly based on your personal experience.

1. Your Age group

*Mark only one oval.*

- 18-22
- 23-30
- 31-40
- 41-50
- 50 & above

2. Your life stage

*Mark only one oval.*

- Single/Unmarried
- Married
- Married with 1 child
- Married with more than 1 child

## 3. Your occupation

Mark only one oval.

- Student
- Working
- Home-maker
- Retired

## 4. Your income group

Mark only one oval.

- 1000-15000
- 16000-30000
- 31000-45000
- 45000 & above
- None

## 5. How frequently do you use skin care products?

Mark only one oval.

- Daily
- Once a week
- Twice a week
- Once a month
- Occasionally
- Seasonally

## 6. From where do you prefer buying skin care products?

Mark only one oval.

- Retail shop near home
- Shopping malls
- Medical shops /pharmacy
- Online store
- Other: \_\_\_\_\_

7. Rank the following brands according to their skin care products as 1 being the best.

Mark only one oval per row.

	1	2	3	4	5
<b>Lakme</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Nivea</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Himalaya</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Joy</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Vaseline</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Biotique</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Mamaearth</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Ponds</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Do your favorite skin care brand is the brand you use, are same?

Mark only one oval.

- Yes
- No

9. Among the following which is your favorite skin care brand?

Mark only one oval.

- Lakme
- Nivea
- Himalaya
- Joy
- Vaseline
- Biotique
- Mamaearth
- Ponds
- Other: \_\_\_\_\_

10. Whose skin care products you highly prefer to use?

Mark only one oval.

- Lakme
- Nivea
- Himalaya
- Joy
- Vaseline
- Biotique
- Mamaearth
- Ponds
- Other: \_\_\_\_\_

11. You use the above brand because of?

Mark only one oval.

- Quality
- Quantity
- Design
- Ingredients
- Affordability
- Skin-friendliness/Safety
- Advertisement
- Recommended by someone
- Other: \_\_\_\_\_

12. How much you are satisfied with the product you use with respect to following aspects?

Mark only one oval per row.

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
<b>Quality</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Quantity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Design</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Skin-friendliness/Safety</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Affordability/Value for money</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Which brands for skin care products will you recommend to others?

*Mark only one oval.*

- Lakme
- Nivea
- Himalaya
- Joy
- Vaseline
- Biotique
- Mamaearth
- Ponds
- Other: \_\_\_\_\_

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