

Customer Satisfaction of Cosmetic Products Among Students with Special Reference to Irinjalakuda Municipality

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Abstract—The term customer satisfaction is the measurement that determines how well a company's products or services meet customer expectations. This satisfying concept of customer is generally used as a marketing target of a company's presentation. Cosmetics are products that are used to enhance one's unique beauty. Often cosmetics are used to make someone more attractive to themselves, or to a culture or sub-culture. Hence conducting surveys to help gather data on student's cosmetic habits, preferences, and motivations and thereby helps to measure the level of satisfaction while using the products.

Index Terms—customer satisfaction, cosmetic products.

I. INTRODUCTION

Customer service is not only important for supporting existing customers, it is also a key to reach out to support the potential customers. Today, the world cosmetic industry faces a huge demand and challenges in providing assured quality of cosmetic products. In the competitive world of cosmetics, where quality is paramount, customer satisfaction reigns supreme. It's the ultimate measure of how well a company's products meet expectations, driving repeat purchases and fueling growth. Consumer behaviour is the study of people, groups or associations and various activities which are related with the purchasing, usage and disposal of all goods and services available with the consumers. Cosmetic product is one of such goods available with the consumers in a large variety. It is an item which is used to enhance the external appearance of a human body.

II. STATEMENT OF THE PROBLEM

This study is conducted to analyze the customer satisfaction of cosmetic products among college students with special reference to Irinjalakuda municipality. The present study is conducted to analyse cosmetic products and their brands and to measure the level of satisfaction of female cosmetic consumers about the quality, design, ingredients and safety of the products. It analyses consumers preference towards different types of cosmetic products and brands and to know the level of satisfaction while using the products.

III. OBJECTIVES OF THE STUDY

The main objective of the Study is to analyze the customer satisfaction of cosmetic products among college students in Irinjalakuda municipality.

1. To analyse different type of cosmetic products and cosmetic brands.
2. To identify customer's preference towards cosmetic products.
3. To analyse the level of satisfaction among students with the product.

IV. SCOPE OF THE STUDY

The study focuses on students within the Irinjalakuda municipality. The study helps to provide a detailed breakdown of their cosmetic product usage and preferred brands. The survey is conducted to assess the level of satisfaction among college students towards cosmetics. Hence it is very essential to understand the customer satisfaction and to measure the level of

satisfaction from time to time as there is always scope and improvement.

V. RESEARCH METHODOLOGY

Research design

Descriptive research design is followed for conducting the study.

Source of data

Both primary and secondary sources have been used for the study

Secondary data

Secondary data has been collected from books, journals, reports and websites.

Primary data

Primary data has been collected using questionnaire.

Population of the study

Population of the study includes college students within Irinjalakuda municipality.

Sampling design

The sampling design used for the study is convenience sampling.

Size of the sampling is 100.

Tools of data collection

Questionnaire is the tool used for data collection.

Statistical tools used

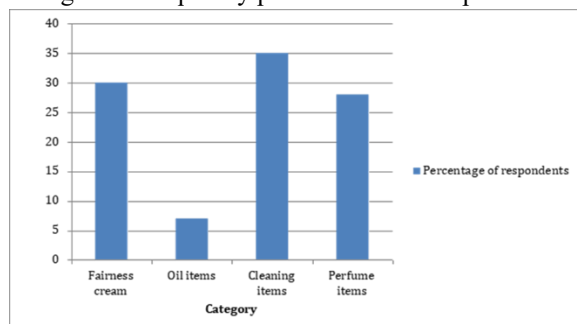
Simple percentage analysis is used for analysis data collection.

Table 1 Frequently preferred cosmetic products

Particulars	Number of respondents	Percentage of respondents
Fairness cream	30	30
Oil items	7	7
Cleaning items	35	35
Perfume items	28	28
Total	100	100

(Source: Primary source)

Figure 1 Frequently preferred cosmetic products



Interpretation:

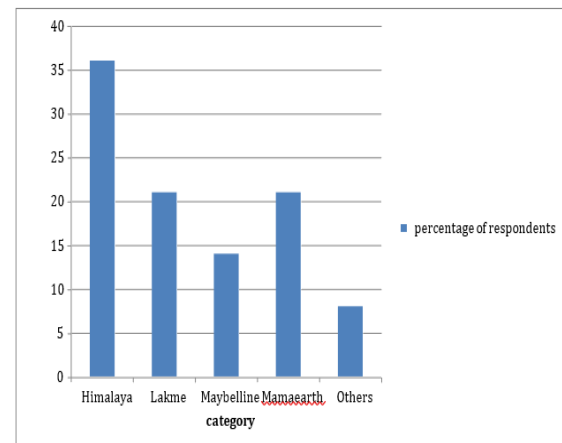
From the above figure, it is clear that 35 percentage of respondents are using cleaning items and 7 percentage of respondents are using oil items.

Table 2 Preference of cosmetic brands

Particulars	Number of respondents	Percentage of respondents
Himalaya	36	36
Lakme	21	21
Maybelline	14	14
Mamaearth	21	21
Others	8	8
Total	100	100

(Source: Primary source)

Figure 2 Preference of cosmetic brands



Interpretation:

From the above figure, it is clear that 36 percentage of respondents prefer to use Himalaya brand products and 8 percentage of respondents prefer to use other brand products

Table 3 Frequently preferred cosmetic products

Particulars	Number of respondents	Percentage of respondents
Fairness cream	30	30
Oil items	7	7
Cleaning items	35	35
Perfume items	28	28
Total	100	100

(Source: Primary source)

Figure 3 Frequently preferred cosmetic products

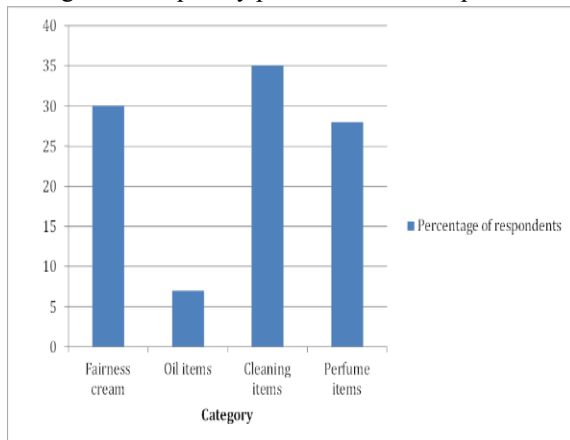
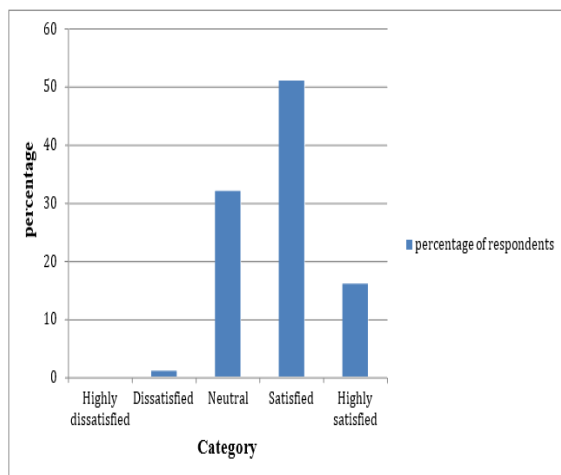


Table 4 Level of satisfaction of the quality of the products

Particulars	Number of respondents	Percentage of respondents
Highly dissatisfied	0	0
Dissatisfied	1	1
Neutral	32	32
Satisfied	51	51
Highly satisfied	16	16
Total	100	100

(Source: Primary source)

Figure 4 Level of satisfaction of the quality of the products



Interpretation:

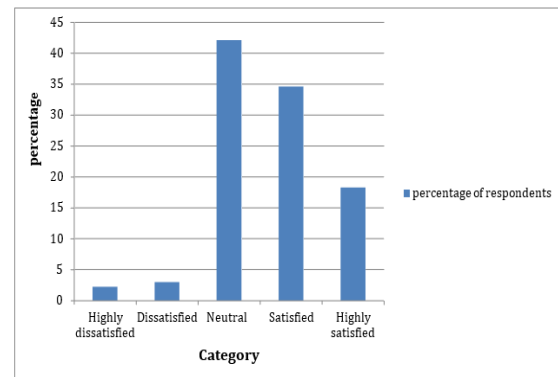
From the above figure, it is clear that 51 percentage of respondents are satisfied with the quality of the products and none of them are highly dissatisfied.

Table 5 Level of satisfaction with the product

Particulars	Number of respondents	Percentage of respondents
Highly dissatisfied	2	2
Dissatisfied	3	3
Neutral	42	42
Satisfied	34	34
Highly satisfied	19	19
Total	100	100

(Source: Primary source)

Figure 5 Level of satisfaction with the product



Interpretation:

From the above figure, it is clear that 42 percentage of respondents may or may not be satisfied with the products and 3 percentage of respondents are dissatisfied with product usage.

VI. FINDINGS

- 35 percentage of respondents are using cleaning items and 7 percentage of respondents are using oil items.
- 36 percentage of respondents prefer to use Himalaya brand products and 8 percentage of respondents prefer to use other brand products
- 35 percentage of respondents are using cleaning items and 7 percentage of respondents are using oil items
- 51 percentage of respondents are satisfied with the quality of the products and none of them are highly dissatisfied.
- 42 percentage of respondents may or may not be satisfied with the products and 3 percentage of respondents are dissatisfied with product usage.

VII. CONCLUSION

The study on customer satisfaction of cosmetic products shows that product quality, brand trust, price, and availability play a major role in shaping consumer preferences. Most customers prefer cosmetics that are safe, dermatologically tested, and suited to their skin type. The analysis also reveals that good packaging and pleasant fragrance influence buying decisions, while promotional offers and social media reviews further encourage purchases. Overall, customers are highly satisfied when cosmetic brands provide effective results, value for money, and transparency about ingredients. Therefore, companies must continuously focus on innovation, safety, and customer feedback to maintain loyalty and competitiveness in the market.