

A STUDY ON SATISFACTION OF CUSTOMERS TOWARDS PONDS PRODUCTS

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ABSTRACT: The study was carried out to learn about people's expectations and contentment with Ponds products, as well as the availability and quality of skin care products, and their overall satisfaction level. The information was gathered via distributing a questionnaire to 150 people. The survey includes consumer opinion and satisfaction, quality, price, brand image, and product packaging. The data was analyzed using statistical methods such as percentage analysis, one way ANOVA, and the weighted average approach, and specific comments and recommendations were made to improve Ponds product sales. It is proposed that the product be updated and popularized in order to increase customer usage, and customers are satisfied with the Ponds product.

Keywords: Ponds, Product, Customer usage

INTRODUCTION

Consumer satisfaction is a marketing word that describes how well a company's products or services meet or exceed customer expectations. Customer satisfaction is significant since it gives a metric that marketers and business owners can use to manage and enhance their operations. The performance of the offer in respect to the customer's expectations determines whether the buyer is happy after purchase. A person's sentiments of joy or disappointment as a result of comparing a product's perceived performance to his or her expectations is referred to as satisfaction. The consumer is disappointed if the service does not meet his or her expectations.

OBJECTIVES OF THE STUDY

1. To study and determine the factors that affect consumer satisfaction with Ponds.
2. To analyses and investigate the differences between demographic variables and factors that influence customer satisfaction.

NEED FOR THE STUDY

Customer satisfaction has a significant impact on Ponds Products' growth. The study's goal is to identify Ponds' most devoted customers. The key goal of this research is to not only satisfy current customers, but also to attract new ones. The Ponds primarily provides products to meet the needs of its customers. The study was carried out in order to determine the level of satisfaction with Ponds Products. The research aids individuals in making marketing decisions about how to spend their limited resources, such as time, money, and service, on consumption-related Ponds Products. The customer satisfaction model is designed to simplify the problem and illustrate the relationship between the various impact and factors of ponds products.

SCOPE OF THE STUDY

The study assists in determining client satisfaction and expectations for the products. The survey allows for a more thorough examination of client satisfaction with Ponds. The study aids the researcher in determining the factors that influence a customer's decision to purchase Ponds products. The customer's level of satisfaction with the products is assessed. The research also considers the pricing and quality of Ponds Products. The research will assist Ponds in increasing sales of Ponds skin care products and improving sales marketing techniques.

LIMITATION OF THE STUDY

- A main limitation was time, and people were not particularly receptive.
- The data is based on the respondent's level of customer satisfaction.
- The sample size is limited to 150 people from the Ernakulam city area.

RESEARCH METHODOLOGY

A research is a scientific investigational art form. In other words, research is the systematic and scientific search for information about a certain subject. The argument behind taking research methodology into account is that one can get understanding of the approach and procedure used to fulfill the project's goals. The use of analytical methodology in research has become a persuasive component in evaluating results.

POPULATION

Resident of Ernakulam city.

DATA COLLECTION

SOURCE OF DATA:

Primary data is collected with the help of structured questionnaire and the secondary source of data is collected from journals, articles, newspaper, magazines etc.

SAMPLE SIZE

The number of respondents restricted for the study is 50 and the data is collected from Ernakulam district.

REVIEW OF LITERATURE

- Customers' satisfaction with Ponds Products was investigated by Singh and Sharma (2014). The research design was exploratory-cum-descriptive. Judgment sampling was used to pick female respondents from the Haryana city of Hisar. The majority of clients utilized main goods such as powder, cream, and face cleanser, according to the research.
- Kerasidou (2012) investigated how sensory cues influence emotions connected with a face cream brand, as well as perceived quality, satisfaction, and loyalty. An exploratory principal component analysis was performed for the study's aims. Eleven factors were discovered using the factor solution. To better comprehend customer satisfaction in connection to sensory inputs, all factors were labeled, evaluated, and discussed in light of previous information. The findings show that sensory inputs have a good impact on brand perception, resulting in a stranger bond between the brand and the customer.
- Khraim (2011) evaluated the impact of brand loyalty on female customers' cosmetics purchasing behavior in the UAE's Emirates of Abu Dhabi. Brand name, product quality, price, design, promotion, service quality, and store association with brand loyalty are the seven elements that influence brand loyalty. The findings revealed a favorable and significant link between brand loyalty characteristics and cosmetics brand loyalty.

Ponds

Ponds are a cosmetics and personal care brand owned by Unilever, a multinational conglomerate. Ponds think that having beautiful skin is simple and economical. Our attitude is that obtaining the ideal skin care products doesn't have to include exorbitant prices, bogus promises, or time-consuming regimens. That's why, for more than 150 years, people have trusted us

to provide simple, effective skin care products. It's a commitment we've made to you and generations of stunning ladies all across the world. A pond wants to help simplify life by simplifying skin care for today's women, who are juggling job, family, and everything else that comes their way.

Ponds Products

Ponds cold cream:

It's an oil-based cream. It's made with components selected for their cleaning and lubricating properties. It's dewy and smooth, just right for good rubbing and eliminating dust and grime without causing irritation.

Ponds face powder

It gives a baby-skin-like sheen and keeps shine at bay for hours. Naturelle, Light Cream, Brunette, Rose Cream, Rose Brunette, and Dark Brunette are the shades available. Light Natural and Rose Dawn are the later shades.

Ponds Dream flower Powder:

It's a delicate enchanted mist that gives you a "dream girl" complexion. then make sure it stays that way. Rachel, brunette, Mocha, Camella, Peach, Dusk Rose, Dark Rachel, Natural, Rose Cream.

Ponds Dry Skin Cream

Ponds Dry Skin Cream is a cream that is used to treat dry skin. Extraordinarily rich and penetrating. Ponds Dry Skin Cream gets directly to work on the dry skin issues that women confront as they get older.

Hand Lotion from Ponds:

Constant immersion in hot water, household and office activities, gardening, sports, and exposure to wind and sun all contribute to the loss of skin's natural moisture. By replenishing this natural moisture, you can restore the youth and attractiveness of your hands.

DATA ANALYSIS AND INTERPRETATION

In this study, a detailed examination of the acquired data is attempted in accordance with the goals set forth earlier. Based on the findings and the investigation, a hypothesis was developed, as well as an interpretation and conclusion. The following statistical procedures for the data acquired for the current investigation are discussed in this chapter: Descriptive and inferential statistics, for example.

TABLE 1: AGE

AGE	RESPONDENTS	PERCENTAGE
BELOW 20 YEARS	8	16
21-30 YEARS	25	50
31-40 YEARS	10	20
ABOVE 41 YEARS	7	14
TOTAL	50	100

From the above table, 16 % of respondents are under the age of 20, 50 % are between the ages of 21 and 30, 20 % are between the ages of 31 and 40, and 14 % are over the age of 41.

TABLE 2: MONTHLY SPENDING

MONTHLY SPENDING	RESPONDENTS	PERCENTAGE
BELOW RS 500	27	52
RS.800 - 1000	15	32
RS.1001 - 2000	8	15
ABOVE RS.2000	-	-
TOTAL	50	100

According to the above table, 52% of respondents spend less than Rs.500 on the product, 32% spend Rs.800-1000, and 15 % spend Rs.1001-2000 on the goods.

TABLE 3: PREFERENCE OF CUSTOMER

PREFERENCE OF CUSTOMER	RESPONDENTS	PERCENTAGE
FACE AND BODY POWDER	9	20.2
FACE WASH	29	54.8
FACE CREAM	11	25
FACE CLEANSER	-	-
TOTAL	50	100

According to the above table, 54.8 % of respondents prefer to buy Pond's face wash, followed by 25 % who prefer to buy Pond's face cream, no respondents are using face cleanser, and finally 20.2 % who prefer to buy Pond's face and body powder.

ONE - WAY ANOVA

TESTING OF HYPOTHESIS

H₀: There is no significant difference between customer satisfaction level towards ponds and price.

H₁: There is significant difference between customer satisfaction level towards ponds and price.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.859	1	6.859	50.637	.327
Within Groups	47.141	48	.135		
Total	54.000	49			

The computed p - value (0.327) is less than the level of significance at 0.5, as shown in the table above. As a result, the null hypothesis is accepted at a significance level is 5%. As a result, "There is no significant difference between customer satisfaction level towards ponds and price".

TESTING OF HYPOTHESIS

HO: There is no significant difference between customer satisfaction level towards ponds and quality.

H1: There is significant difference between customer satisfaction level towards ponds and quality.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.859	1	6.859	50.637	.397
Within Groups	47.141	48	.135		
Total	54.000	49			

It is clear from the above table; the calculated value p (3.97) is greater than that level of significance at 0.5. Therefore, null hypothesis is rejected at 5% level of significance. As the result, "There is significant difference between customer satisfaction level towards ponds and quality".

WEIGHTED AVERAGE METHOD

FACTOR	WEIGHTED AVERAGE	RANK
Quality	63	III
Brand	72	I
Package	58	IV
price	66	II

According to the above table, the majority of respondents are very satisfied with the brand PONDS; respondents rated second for pricing, third for product quality, and fourth for PONDS product packaging.

FINDINGS

1. Most of the respondents (50%) are between the ages of 21 and 30.
2. The majority of those who responded to the educational qualification question were UG graduates.
3. It has been shown that 64 % of the respondents are married.
4. It was discovered that 32 % of the respondents earn between Rs.10000 and Rs.20,000.
5. According to the study, 42 % of the respondents are salaried.
6. The majority of respondents spend less than Rs.500 per month on Pond's products.
7. Face wash is preferred by 54.8 % of respondents, according to the study.
8. There is no significant relationship between price and customer satisfaction with Ponds Products.
9. There is a significant difference in customer satisfaction with Ponds Products and quality.
10. The majority of respondents reacted that Ponds Products' inexpensive brand.

SUGGESTIONS

1. Increasing the sale of the ponds product by making more offers is a good idea.
2. The product webpage for ponds might be upgraded and popularized.
3. People are happy with the ponds product, according to the results.
4. The ponds product has a lot of potential as well.
5. To raise knowledge of the ponds product, samples could be distributed to rural areas.
6. All pond items should be available on a regular basis.
7. The majority of responders stated that their new product's advertising should be enhanced.

CONCLUSION

Pond's product has a high level of customer satisfaction. The majority of customers are drawn to offers, discounts, and promotional methods. The majority of customers make purchases based on the product's quality and lowest price. The company has a positive image among customers and a strong client base. The organization must give excellent customer service and retain a positive reputation. According to the findings, the majority of respondents must be aware of Pond's product.

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