

## **A Study On Customer Satisfaction Towards Ponds Skin Care Product**

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### **ABSTRACT:**

The research has been conducted to know the peoples expectation and satisfaction **Towards Ponds Skin Care Product**. The difficulties faced by the customers with regard to skin care products availability and quality were also inquired into and there by their overall satisfaction level was studied. This is a descriptive research and mainly primary data is used for the purpose of data collection from 50 respondents through questionnaire. It was undertaken to determine the customer opinion and behavior of customers, price, quality, brand name are included in the study. Satisfaction level on ponds skin care products. Spss package program was used to analyze the data. The analyze of data was done by using the statistical tools like percentage analysis, chi-square and accordingly certain suggestions and recommendations have been given for improving the sales of ponds skin care products.

### **INTRODUCTION**

The study entitled “ **A STUDY ON CUSTOMER SATISFACTION TOWARDS PONDS SKIN CARE PRODUCT**” This describes the changing role of ponds in the Brandywine watershed, which occupies a total of 330mi, most of it in Chester county, PA but also extending into Delaware county, PA and Northern Delaware. The Brandywine has long been a source of historical interest, a high priority for environmental conservation (e.g., by the brand wine valley association, Brandywine conservancy and Delaware water resource agency) and a subject of scientific inquiry (e.g., Pizzuto and Mecklenburg 1989, Davis 2002)

The ecology and aggregate impact of ponds within the Brandywine watershed is more fully understood when one also consider the rapid proliferation of constructed ponds during human occupation of the region. For example, nutrient transformation and sediment retention by ponds (see companion document on pond ecology) are a important, if relatively unstudied, nutrient and sediment transport within steam systems, and the aggregate impact of pond profliferation is greatly magnified when trends in abundance are taken into account.

The information provided here draws on seminal work Franklin and Marshall College describing the abundance and ecological impact of mill ponds built during the colonial era (water and Merits 2008). Much of the emphasis relies on research at West Chester University concerning more recent trends in pond abundance and distribution during the last century. The research at West Chester University and preparation of this document were made poossible through growing greener grand SE 080021 administered by the Pennsylvania department of environmental protection. The views of the expressed herein are those of the authors, and not necessarily reflect the views of the department of environmental protection.

### **OBJECTIVES OF THE STUDY**

- To study the customer satisfaction towards ponds skin care product
- To identify the factors influencing for the ponds skin care product.

**SCOPE OF THE STUDY**

- The scope of the study is to identify and analyze the customer satisfaction towards ponds skin care product.
- The study will help the organization skin care product to increase the sales of the ponds skin care product and to strengthen the sales promotion strategies

**LIMITATION OF THE STUDY**

- The information given by the respondents are tentative which may change from time to time
- The respondents bias may be a limitation for the study

**RESEARCH METHODOLOGY RESEARCH MEANING**

- Research is common parlances refers to a search for knowledge. One can also define as a scientific and systematic search for certain information on a specific topic. in fact research is an art of scientific investigation but some people consider research as movements from known to unknown.
- Methodology is defined as “the study of methods by which we gain knowledge, it deals with cognitive processes imposed on research by the problems arising from the nature of its subject matter.

**RESEARCH DESIGN**

- The study is descriptive in nature, since it deals with satisfaction of the customers.

**SAMPLING SIZE**

- The sample size chosen for the study is 50 respondents to the ponds skin care product.

**TOOLS USED**

- Simple percentage
- Chi-square test

**REVIEW OF LITERATURE**

- Körner, S. J.E. Varmaat, and S. Veenstra. 2003. The capacity of duckweed to treat wastewater: ecological considerations for a sound design. J.Environm Qual. 32:1583-1590.
- Crites, R.W., E. J. Middle brooks, and S.C. Reed. 2005. Natural Wastewater Treatment Systems. CRC Press.

**SIMPLE PERCENTAGE**

**AGE OF THE RESPONDENTS**

S.NO	AGE	FREQUENCY	PERCENTAGE
1	<20	20	40%
2	21-30	10	20%
3	31-40	10	20%
4	41-50	5	10%
5	>60	5	10%
	<b>TOTAL</b>	<b>50</b>	<b>100%</b>

**Interpretation:**

The above table shows that 20% of the customer belong to age group 21-30, 40% of the customer belong to age group below 20,20% of the customer belongs to age group 31-40 and10% of the customer belong to age group above 60%.

**FACTORS INFLUENCING THE PONDS SKIN CARE PRODUCT**

S NO	FACTORS	FREQUENCY	PERCENTAGE
1	QUALITY	12	20%
2	PRICE	9	18%
3	BRAND AWARENESS	18	32%
4	BRAND IMAGE	11	30%
	<b>TOTAL</b>	<b>50</b>	<b>100%</b>

**Interpretation:**

The above table shows 20% of the customer prefer quality of the product, 18% of the customer prefer price of the product, 32% of the customer prefer brand awareness of the product and 30% of the customer prefer brand image.

**CHI-SQUARE TEST**

Chi-square test is a non-parametric test and is used most frequently by marketing researchers to test the rightness of hypothesis. Hypothesis is a tentative and declarative statement formulated to be tested describing a relationship between two attributes. Chi-square is symbolically written as tests aiming at determining whether significant differences exist between two groups of data.

**Age of the respondents \* factors influencing the ponds Cross tabulation**

**Count**

		Factors influencing the ponds				Total
		Quality	Price	brand image	brand awareness	
age of the respondents	<20	6	5	6	3	20
	21-30	1	3	4	2	10
	31-40	2	1	3	4	10
	41-50	1	0	3	1	5
	>60	2	0	2	1	5
Total		12	9	18	11	50

**CHI-SQUARE TEST**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-S Quare	8.371 <sup>a</sup>	12	.755
Likelihood Ratio	9.820	12	.632
Linear-by-Linear Association	.687	1	.407
No of Valid Cases	50		

a. 19 cells (95.0%) have expected count less than 5. The minimum expected count is .90.

**Interpretation:**

Since  $8.371 < 21.026$ , we accept the null hypothesis so there is no relationship between the age and the factors to the ponds skin care product.

**SUGGESTION**

- The sale of the ponds skin care product can be increased further by operating both the shops.
- The ponds skin care product website may be updated and popularized.
- The result indicated that people are satisfied with the ponds skin care product.
- Also there are lots of scopes for ponds skin care product

**CONCLUSION**

- Marketing strategies and customer satisfaction are important aspects for selling the product to achieve the highest sales level in the ponds skin care product.
- People are mostly satisfied with the overall quality of ponds and necessary advertisement should be made in order to increase the sales of ponds skin care product then the competitors.

**BIBLIOGRAPHY**

- Kothari.C.R, 2003, “research methodology”, vishwapraITkashan publishers, New Delhi.
- Philip kotler “marketing management”, prentice hall of India, 2004. international publishers, 2007.

**WEBSITES**

[www.marketingprinciples.com](http://www.marketingprinciples.com)