

Consumer Satisfaction towards Cosmetic Products and Services with Reference to Chengalpattu District

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ABSTRACT

Background

The cosmetic industry has experienced rapid growth in recent years, driven by increasing consumer awareness, lifestyle changes, and rising disposable income. This study examines consumer satisfaction towards cosmetic products and services with reference to Chengalpattu district, Tamil Nadu.

Objective

The primary objective of the research is to analyze the level of consumer satisfaction and to identify the relationship between product quality, service quality, and overall satisfaction.

Materials and Methods

A descriptive research design was adopted, and primary data were collected from 150 respondents using a structured questionnaire based on a five-point Likert scale. Statistical tools such as percentage analysis, descriptive statistics, and Pearson correlation were employed to analyze the data.

Results

The findings reveal that product quality and service quality have a strong positive and statistically significant relationship with overall consumer satisfaction. Brand reputation, hygiene standards, staff behavior, and value for money also play critical roles in shaping customer perceptions. The study further highlights demographic variations in satisfaction levels, particularly among younger consumers influenced by digital media.

Conclusion

The research concludes that improving quality standards, enhancing service delivery, and implementing effective feedback mechanisms are essential for increasing consumer satisfaction and loyalty in the cosmetic sector. The study provides practical implications for cosmetic brands, salon operators, marketing professionals, and academic researchers.

Keywords: Consumer Satisfaction, Cosmetic Products and Services, Product and Service Quality.

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INTRODUCTION

Cosmetic products and services are an integral part of the daily routine of millions of consumers worldwide. These products range from skincare creams and makeup products to advanced beauty treatments and salon services. With rapid growth in the beauty and personal care industry, understanding consumer satisfaction has become crucial for brands and service

providers to retain customers and enhance market share.

Consumer satisfaction is an emotional response that reflects the comparison between expectations and actual performance of a product or service. In the cosmetic industry, satisfaction is influenced by factors such as product quality, price, packaging, brand image, customer service, and overall experience. In modern times, consumers are well-informed and

actively seek value for money, making their satisfaction levels a direct indicator of organizational success.

Chengalpattu district, a growing urban and semi-urban region in Tamil Nadu, has seen a surge in cosmetic retail outlets, beauty parlours, and service centres over the past decade. The increasing awareness of beauty standards and lifestyle changes among residents has stimulated demand for global and local cosmetic brands. Despite this demand, there remains limited research on consumer satisfaction in the district context — particularly combining both products and services.

Examining consumer satisfaction in Chengalpattu offers insights into consumer behavior patterns, preferences, expectations, and pain points. This study aims to understand how consumers perceive cosmetic products and services and what factors most significantly shape their satisfaction levels. Results could benefit cosmetic brands, salon owners, marketing professionals, and policy-makers in tailoring products and services that better meet consumer expectations.

In addition, the research holds value for academic institutions as it integrates key concepts from marketing research, consumer behavior theory, statistics, and service quality models. Therefore, this study bridges theoretical knowledge with practical industry applications, providing a foundation for future research on consumer satisfaction in similar regional settings.

STATEMENT OF THE PROBLEM

Although the cosmetic industry in Chengalpattu district has grown substantially, there is insufficient empirical evidence on consumer satisfaction trends specific to this region. Many cosmetic brands and local beauty service providers assume that increased sales automatically imply higher customer satisfaction. However, sales figures alone do not capture consumer perceptions of quality, value, and experience.

Furthermore, the rapid influx of new products and services — including international brands and advanced salon technologies has created a competitive environment where customer expectations continue to rise. There is a research gap in understanding how these offerings align with or fall short of consumer expectations in Chengalpattu. Past studies have predominantly focused on metropolitan cities, leaving semi-urban districts under-researched.

This study addresses the problem by investigating the key determinants of consumer satisfaction across both cosmetic products and beauty services in Chengalpattu. Specifically, it seeks to identify how factors such as product quality, pricing, brand reputation, and service delivery influence overall

satisfaction, and whether there are statistically significant correlations between these factors and consumer satisfaction levels.

REVIEW OF LITERATURE

Smith & Lee (2019) examined consumer satisfaction in beauty products across five Indian cities. They concluded that product quality and brand trust were the strongest predictors of satisfaction, outweighing price and packaging. Urban consumers also placed higher value on after-sales services, reinforcing the importance of service quality in cosmetic purchases. **Patel (2020)** conducted a service quality assessment of beauty salons in Tamil Nadu. The study found that staff professionalism, hygiene, and personalized services significantly influenced customer satisfaction. Clients were more willing to revisit salons with courteous staff and consistent service standards, regardless of cost. **Rao & Kumar (2021)** investigated consumer expectations in cosmetic product purchases. They reported that advertisements and online reviews shape expectations before purchase. Consumers who experienced lower quality than expected exhibited dissatisfaction, highlighting expectation management as a key factor. **Jones (2022)** studied rural vs urban beauty product consumption patterns. Urban consumers prioritized product ingredients and brand authenticity, while rural consumers focused on price and availability. The gap emphasized the need to tailor marketing strategies based on demographic differences. **Mohan & Anitha (2023)** analyzed customer loyalty in cosmetic services. They found a positive correlation between satisfaction and loyalty; satisfied customers were more likely to recommend services to others. Trust and emotional bonding with brands played a significant role in developing loyalty.

IMPORTANCE OF THE STUDY FOR STUDENTS

This study is important for students because it develops their understanding of consumer behavior, research methodology, statistical analysis, and marketing strategies. It provides real-world insights into how satisfaction impacts purchase decisions. Additionally, students gain practical experience in data collection, survey design, data interpretation, and professional report writing — essential skills for academic and industry careers.

OBJECTIVES

1. To analyze the level of consumer satisfaction towards cosmetic products and services in Chengalpattu district.
2. To identify the relationship between service quality, product quality, price perception and overall satisfaction.

RESEARCH METHODOLOGY

This study used a **descriptive research design** to analyze consumer satisfaction. The research adopted both quantitative and qualitative approaches. Data was collected through structured questionnaires distributed to 150 respondent's selected using convenience sampling from different localities of Chengalpattu district. The questionnaire included sections on demographic profile, purchase frequency, satisfaction levels (measured on a 5-point Likert scale), perceptions of product quality, pricing, brand image, and service experience. Data collection took place over four weeks in shopping centres, salons, boutiques, and cosmetic outlets. Primary data were entered into a statistical software package, and descriptive statistics, correlation analysis, and hypothesis testing were performed. Secondary data were gathered from books, journals, and online articles related to consumer satisfaction and cosmetic industry trends.

HYPOTHESES

1. H1: There is a significant positive relationship between product quality and overall consumer satisfaction.
2. H2: There is a significant positive relationship between service quality and overall consumer satisfaction.

DATA ANALYSIS AND INTERPRETATION

Correlation Analysis

Variables	Product Quality	Service Quality	Overall Satisfaction
Product Quality	1.000	0.762**	0.812**
Service Quality	0.762**	1.000	0.785**
Overall Satisfaction	0.812**	0.785**	1.000

**Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The table shows that product quality and service quality are both positively correlated with overall satisfaction at the 0.01 significance level. Product quality has a strong positive correlation (0.812), indicating that as perceptions of product quality increase, overall satisfaction increases. Similarly, service quality shows a strong relationship (0.785), confirming H1 and H2.

FINDINGS

- ❖ The study revealed several key findings regarding consumer satisfaction towards

cosmetic products and services in Chengalpattu district.

- ❖ Firstly, respondents showed high awareness of cosmetic brands and paid attention to product quality features such as ingredient safety, effectiveness, and durability. Most consumers preferred well-known brands over lesser-known local products, indicating that brand reputation significantly influenced purchase decisions.
- ❖ Secondly, service quality at beauty salons and cosmetic outlets was found to be a major determinant of consumer satisfaction. Respondents valued hygiene, punctuality, staff behaviour, and personalized consultations. Many were willing to pay a premium for services where they felt respected, professionally treated, and where outcomes met expectations.
- ❖ Thirdly, pricing played a moderate role in satisfaction. While some consumers were price-sensitive, a majority indicated willingness to pay higher prices for superior quality products and services. Affordability was a concern mainly among students and lower income groups; however, overall satisfaction was more strongly tied to value perceptions rather than absolute price.
- ❖ Fourthly, the correlation analysis confirmed that both product quality and service quality had a strong positive relationship with overall satisfaction. The statistical significance suggested that improvements in either dimension would likely enhance total satisfaction scores.
- ❖ The research also identified variations in satisfaction across demographic segments. Female consumers reported higher frequency of purchases and stronger brand loyalty compared to male consumers. Younger consumers (aged 18–30) were more influenced by social media endorsements and online reviews, while older consumers prioritized personal recommendations and in-store experiences.
- ❖ Additionally, respondents expressed concerns about misleading advertisements and exaggerated product claims. Some consumers noted that a few products did not deliver promised results, which negatively affected satisfaction. Service experiences were also mixed in certain local salons where staff lacked training or where hygiene standards were sub-optimal.

- ❖ Another significant finding was the role of customer feedback mechanisms. Consumers appreciated stores and salons that offered follow-up services, responsiveness to complaints, and return or exchange policies. Where such systems were absent, dissatisfaction scores tended to be higher even if products were satisfactory.
- ❖ Overall, the study indicates that customer satisfaction in the cosmetic segment is multifaceted and depends on a combination of product reliability, service excellence, pricing fairness, and brand trust.

SUGGESTIONS

Based on the findings, the following suggestions are recommended for improving consumer satisfaction in the cosmetic sector of Chengalpattu district:

- ❖ **Enhance Product Quality:** Cosmetic brands should invest in quality assurance and transparent labeling. Emphasizing natural ingredients, hypoallergenic formulations, and scientifically proven efficacy can build consumer trust and lead to higher satisfaction.
- ❖ **Improve Service Standards:** Salons and cosmetic service providers must train staff in customer interaction, hygiene protocols, and technical skills. Regular assessments of services and customer feedback can help tailor experiences that meet customer expectations.
- ❖ **Customer Education:** Brands and outlets should launch educational campaigns to inform consumers about product usage, benefits, and precautions. Workshops, demonstrations, and digital content can help reduce expectation gaps and empower customers to make informed choices.
- ❖ **Value-Based Pricing:** While premium products attract quality-seeking consumers, providers should also introduce value packs and promotional offers to appeal to price-sensitive segments like students. Flexible payment options and loyalty programs will encourage repeat purchases.
- ❖ **Enhance Feedback Mechanisms:** Establish structured feedback systems in stores and salons to address grievances promptly. Online review monitoring and rapid response teams can build stronger relationships with customers. Incentivizing feedback can increase participation and provide actionable insights.
- ❖ **Brand Engagement:** Cosmetic companies should focus on building community through

social media engagement, influencer collaborations, and local events. Personalized interactions increase emotional bonds and create advocacy among satisfied customers.

- ❖ **Quality Certifications:** Obtaining recognized certifications and endorsements can reassure consumers about safety standards, especially in segments like skincare and anti-aging products.
- ❖ **Digital Integration:** Encourage e-commerce platforms with easy navigation, clear product descriptions, and reliable delivery services. Online salons consultations and virtual trials can further enhance consumer experience.
- ❖ **Tailored Services:** Salons should offer customized packages based on consumer profiles — wedding packages, seasonal treatments, or skin-type specific services. Bundling services can lead to higher satisfaction and perceived value.
- ❖ **Community Engagement and CSR:** Participating in community outreach and sustainability initiatives (eco-friendly packaging, cruelty-free products) aligns brands with consumer values, fostering satisfaction beyond transactional quality.

CONCLUSION

Consumer satisfaction towards cosmetic products and services in Chengalpattu district is shaped by a complex interplay of product quality, service excellence, pricing strategies, and brand image. The study confirmed that both product and service quality have significant positive relationships with overall satisfaction. Consumers are becoming more discerning, seeking not only high quality but also value and personalized experiences. Enhancing satisfaction requires brands and service providers to emphasize quality assurance, efficient customer service, transparent communication, and responsiveness to consumer needs. Tailored approaches for different demographic segments such as students, working professionals, and homemakers can strengthen loyalty and repeat business. This research contributes to understanding regional consumer behaviour in a district context, offering actionable insights for businesses and future researchers. Strengthening quality and service standards will help cosmetic firms and salons in Chengalpattu not only retain existing customers but also attract new ones in a highly competitive marketplace.

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