A PROJECT REPORT
(18MBAPR407)
on the Topic
"CUSTOMER SATISFACTION ON NIVEA PRODUCT",BANGALORE
BY

Mr. A BHARGAV

1CR18MBA01

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Inpartialfulfilmentof the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Internal Guide   **External Guide**

Manjunatha SMr.Balasubramanian Iyer
Assistant professor   Head- Organizational-
Department of Management Studies   Capability & Sales HRBP
CMR Institute of Technology   Nivea, Koramangala,
Bangalore-560037.   Bangalore-560034.

DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH

CMR INSTITUTE OF TECHNOLOGY

#132, AECS Layout, IT Park Road, Kundalahalli, Bangalore - 560037

BATCH 2018-2020

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BATCH 2018-2020

CERTIFICATE BY THE COMPANY

NIVEA India Pvt. Ltd.

4th floor, AGH,
Phoenix Market City,
Kurla (W), Mumbai-400 070
CIN   : U24240MH2005PTC153536
Phone: +91 (0) 22 6645 9900
Fax   : +91 (0) 22 6645 9999

February 15, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. A. Bhargav. has successfully completed his internship with NIVEA India Pvt. Ltd. in our Sales department from 2nd January, 2020 to 15th February, 2020.

During the course of his internship, we found him to be honest, sincere and hard working.
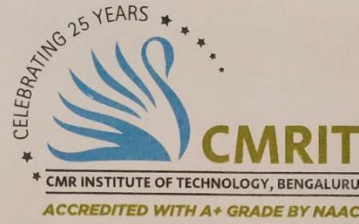
We wish him all the success and luck in his professional endeavors.

For **NIVEA India Pvt. Ltd.**

Balasubramanian Iyer
Head- Organizational Capability and Sales HRBP

CERTIFICATE BY THE INSTITUTION

CERTIFICATE

This is to certify that **Mr. A BHARGAV** bearing USN **1CR18MBA01** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"CUSTOMER SATISFACTION ON NIVEA PRODUCTS, BANGALORE"** is prepared by him under the guidance of **Mr. MANJUNATHA S,** Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Signature of Internal Guide

Signature of HoD
Head of the Department
Department of MBA
CMRIT-PG Studies
Bangalore–560 037

Signature of Principal
Principal
CMR Institute of Technology
Bangalore - 560037

Evaluators

1) Name of external evaluator   Signature with Date

   _____   _____

2) Name of internal evaluator
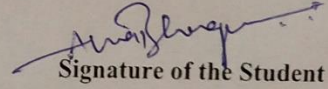
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DECLARATION

I, **Mr. A BHARGAV** bearing **USN 1CR18MBA01,** hereby declare that the project report entitled "**CUSTOMER SATISFACTION ON NIVEA PRODUCT**" with reference to "**Nivea, Bangalore**" prepared by me under the guidance of **Manjunatha S,** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru and external assistance by **Mr. Balasubramanian Iyer, Head-Organizational Capability and Sales HRBP, Bangalore.** I also declare that this Project work is towards partial fulfilment of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

Place: BANGALORE

Date: 22 - 09 - 2020

Signature of the Student

USN: 1CR18MBA01

ACKNOWLEDGEMENT

I acknowledge the deep gratitude to all those who have made organization study successful and helped in preparing the report.

I would like to express my sincere thanks to **Dr. Sanjay Jain**, Principal of CMR Institute of Technology, Bengaluru for his valuable support and guidance throughout the course of organization study.

I am grateful to, **Mr. M. Sandeep Kumar**, HOD of the Department of MBA of CMR Institute of Technology, Bengaluru for her constant motivation and inspiration.

I thank my internal guide, **Manjunatha S, Assistant Professor** of the Department of MBA of CMR Institute of Technology, Bengaluru, and external guide, **Mr. Balasubramanian Iyer, Head-Organizational Capability and Sales HRBP, Bangalore,** for their constant guidance and support throughout the organization study.

I thank …….

<div align="right">

A BHARGAV

1CR18MBA01

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EXECUTIVE SUMMARY

In recent years, the Indian cosmetic company has undergone dramatic changes and is expected to achieve significant growth in the future. Increasing disposable income and the tendency of people to replace use of creams. This study analyzes and understands the factors that determine brand experience and satisfaction of consumers regarding nivea products in Bengaluru city. Feedback from nivea users was collected through a questionnaire designed in Bengaluru, and a study was conducted with a sample size of 100 respondents.

Frequency analysis is done to show that the number of occurrences of each response selected by a respondent. Chi square was conducted to divide brand experience into three factors naming Product attributes, buying motives, and Purchase intention and ranking for each factor was done. A Chi-square analysis was done on Age, Monthly Income, Occupation, Brand Preference of chocolates, and preferred type of chocolates which had a significant association with the cluster. In correspondence analysis, Monthly income between 25000-50,000, Age group between 18-25, occupation with Full-time employment and students.

KEYWORDS: Consumer Satisfaction, Brand Experience, Brand Loyalty, Consumer Behaviour, Consumer Preference.

CHAPTER-1
INTRODUCTION
INDUSTRY PROFILE

Introduction

The project taken here aims to understand the overall Nivea products of India, the product-portfolios of the various player in Nivea-market, different factors that affect the expansion & success of the Nivea, India are: the challenge & opportunity offered by the market & changes in the trends of Indian-cosmetic Industry. The project also covers a brief study of Nivea products in India regarding above points.

Sales a sale is an exchange between 2 or more people in which buyer will receive goods, which is either tangible/intangible –service, & /or exchange of assets for money Distributions –It is position or arrangement of something in space or time, or among a group of the people.

FMCG industry in India

Nivea brand of cosmetics had made its new established products in India to challenge the entrenched rival Hindustan Unilever, indicating the German outsourcing or imports with local manufacturing.

Nivea has become the leader in leading the market in few sectors, going against the HUL from the last few years, they have reached more than $100million in our country (India) and we have gained profits. From last few years, Beiersdorf surpassed HUL in few products such as deodorant-segment for first-time, having 8.8% share in urban-market, compared to HUL axe they have 7.6% share. the German skin care company, which had largest outsourcing products in India. For its parts, India's biggest beauty care consumer goods company ponds are making to grow in the market share policy to sustain in the market. "Indian perfume in market are losing the graph, with a big headroom for growth. Our new launches across engage and fog are making great strong high growth for sales. Every company are waiting to make their performance best in the market while gaining consumer believe,". Since 2010, Nivea India has kick started its growing it has been affiliated with Beiersdorf's-operations". In all the variant the Nivea entered in different to reach the customer, it has success to become one amongst

the 3 leading brands in category. In 2016, Nivea has tried its level best to outshine in the market and grow with excellent outputs in the last quarter year.

The Company follows modern trade techniques and segment, they also use historical data to analyse is what is believed by Experts of skin-care business of HUL & Nivea company. Nivea is known for its innovative styles and its customer approach procedures, which varies according to the customer, region, time and place. Deodorants of Nivea has given more profits to the company. The body lotion products of Nivea have become the new growing entrants and its growing 35% faster than any other products of Nivea. And few products had changes in the percentage of growth in the segments of the products and HUL had a great difficult in the facing the completion in the world. Nivea had the advantage in to take up the challenge to run across the other company. In the while it was real hard ship to the other company to overcome the challenge it was the existing brand in India from the support it made a great change to overcome other company.

Nivea was planning to introduce in India market to reach the customer in customized for the preference for bases on climate and dry weather instead of merely in the market on the price parameters of scale, in Indian. "The Nivea are constantly mapping emerging trends and the concept of health looking skin has in fact emerged from the consumers. Indian consumers believe that 'health looking 'skin captures all their needs – glow, acne – free smooth, supple, soft, beautiful, etc this is the aware and involved trends consumer who drives the consumption trends and behaviour in the country. We have focused our efforts to cater to these specific needs to encourage non –users adopt Nivea in distribution in sales.
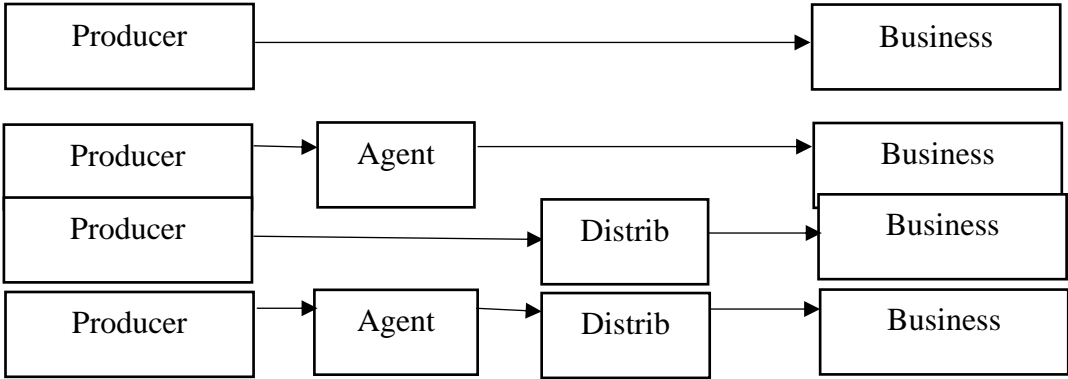
Nivea is following 3 level channel of distribution which consist of producer, distributor , retailer, consumer, this level of channel is followed for departmental store , super

market ,fancy store form the distributor point the items flow to various store in the Bangalore , in Bangalore it has been divided into different region north, east, south , west I was sent to focus on the south region in south region there are two distributor point which are skb distributor , and RK distributor which are major distributor in south from those distributor it has been covered Bangalore south.

Their target people in market are

- Fancy store
- Departmental store
- Super market and etc.

Types ingredients in skin care products

There are different types of cosmetics, which is sorted by their flavours, colour, chemicals used, skin-care routine and many more. Based on that Nivea decides what to add and what not to add in its products keeping customer skin care as the primary goal.

- Alpha – hydroxyl acids (AHAs) – These acids are famous now a days because of its nature which helps to reduce the fine line and wrinkles. It also helps in Reducing irregular pigmentation and age spots and will also help in shrink the proses which are enlarged.

- Polyhydroxy acids – These acids are best for sensitive skin type people, because it reduces the burning sensation and does not causer stinging.

- Beta-hydroxy acid (salicylic acid) – This will help in reducing the acne, penetrating deep inside the skin and repairs the oil follicles. And it also reduces the damage caused by the sun the texture and color of sun damaged skin.

- Hydroquinone – They are used for lightening hyper pigmentation, they are the bleaching agent or also known as lightening agents. They help in reducing changes caused due to hormone therapy or pregnancy, which are dark spots and age spots.

- Kojic-acid – It is used to treat for age-spots and pigmentation of the skin.

- Retinoids – They help improve skin-tone, skin-texture, color of your skin and reduce the pigmentation, fine -lines and skin dehydration.

- Copper peptide – It is the anti-aging product which helps to provide smooth, soft and firm skin.

- DMAE (dimethylaminoethanol)- It is used for wrinkles and fine-lines for better results and outcomes.

Market size

Personal-care player, Nivea India. Pvt. Ltd, Affiliate of the German-Beiersdorf AG, the manufacturing facility in sanand with an investment of Rs 150 crore. After the late capacity augmentation, the company total market investment in the India so far has reached rupees 350 crore out of the approximate committed in year 2015-2016.

Nivea standoff the capacity now it stands stand at about 240 million units per annum. The Nivea manufacture emulsion products such as creams, lotions, shower gel, face wash, and lip care. The market size in which Nivea operates in pegged at about RS. 13,000 crore – growing at about 10- 12 percent annually, in which Nivea holds second position after HUL and fair and lovely.

Nivea R&D expertise and local insights has been key to our growth. We believe that this new production centre takes to achieve the goal being emerging Indian most loved skin care brand.

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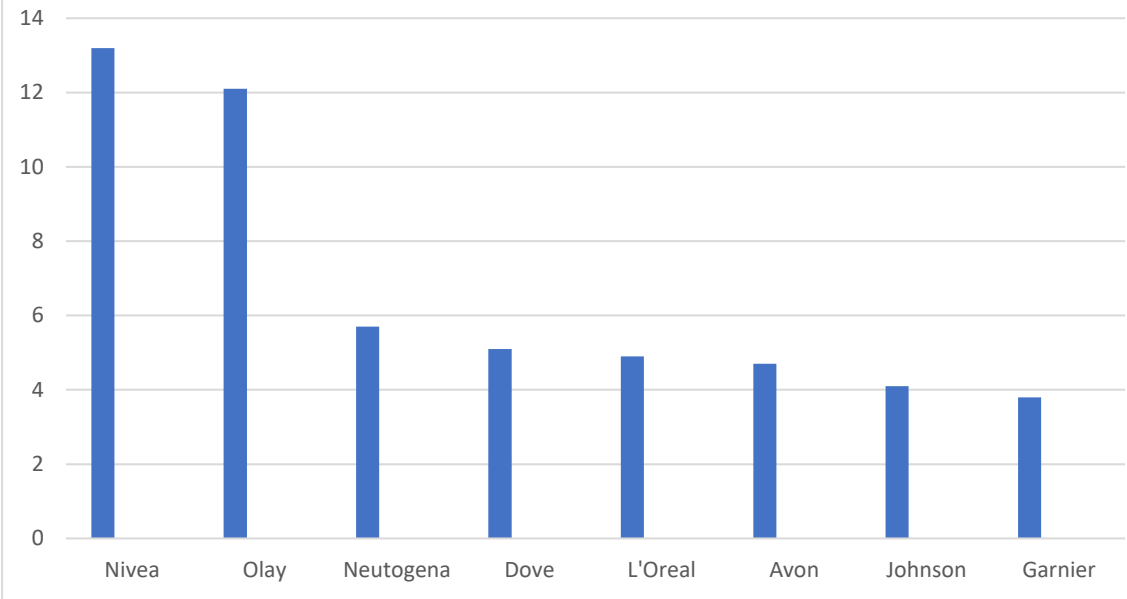
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FACE CARE BRANDS

| Brand	Value
Nivea	13.2
Olay	12.1
Neutogena	5.7
Dove	5.1
L'Oreal	4.9
Avon	4.7
Johnson	4.1
Garnier	3.8

COMPANY PROFILE

Introduction

Nivea-company is German-based personal-care brands that's specialized in body-care and skin-care. Nivea was introduced in 1911. Owned and established by Beiersdorf. A. G. He initiated the production by producing various kinds of products like, shaving-creams, tanning-oil, facial-cleanser, shampoo and toners for different kinds of skin-types. During and because of the World war II, the trademark "NIVEA" was originated in different countries. But it was finally completed by Beiersdorf with the right trademark. However, Nivea become famous in the year 1980, worldwide. They also expanded their products in the global-markets.

Hamburg based-company Beiersdorf Global AG is the owner of Nivea. On 28th March 1882, company was found and it was completely formed by Paul carl Beiersdorf in 1890. It was sold to Oscar Troplowitz in the later years. Troplowitz. was working with Beiersdorf's-associate, Dr. Paul-Gerson-Unna & the German-chemist Isaac. Lifschutz, all these people together developed new skin-care cream. In 1900, Isaac. Lifschutz introduced Eucerit, which is a stable water in the oil that is emulsion. It comes from a Latin word Niveus/Nivea/Niveum derived from the word Eucerin Nivea which means "Snow-white".

Company Nivea has a long History behind their origin. In 1882, Pharmacist: Paul-carl-Beiersdorf establish Nivea on March 28th. And it was originated in the country named Germany. Gutta-percha plasters were produced by Beiersdorf in his laboratory, with modern plaster technology as the foundation based on his patent. And from 1880 to 2020 Nivea company has keeps on upgrading their products and Nivea celebrates its 100 years in 2011, since it started its skin-care with a few festivities followed by different kinds of performances by Barbadian-singer & actress-Rihanna. California king bed sang by Rihanna's which was featured as commercial campaign, as Nivea was celebrating 100 years of successful journey.

Know Nivea. is worlds NO1 skin care product with a revenue of 705.6 crores EUR. Stefan De Locker is the CEO of Nivea company. Nivea company's is growth rate is 10-20%/year and present in more than 98 countries. Nivea consist of nearly 20,000 employees with a sale of 100 Million per year.

One of the Backbone and the main reason for the success of Nivea is its Research and Development (R&D). Nivea has partnership with nearly 85 countries which includes India, China, Japan, German, Mexico, USA, and other countries. Nivea follows the core value to satisfy its customers.
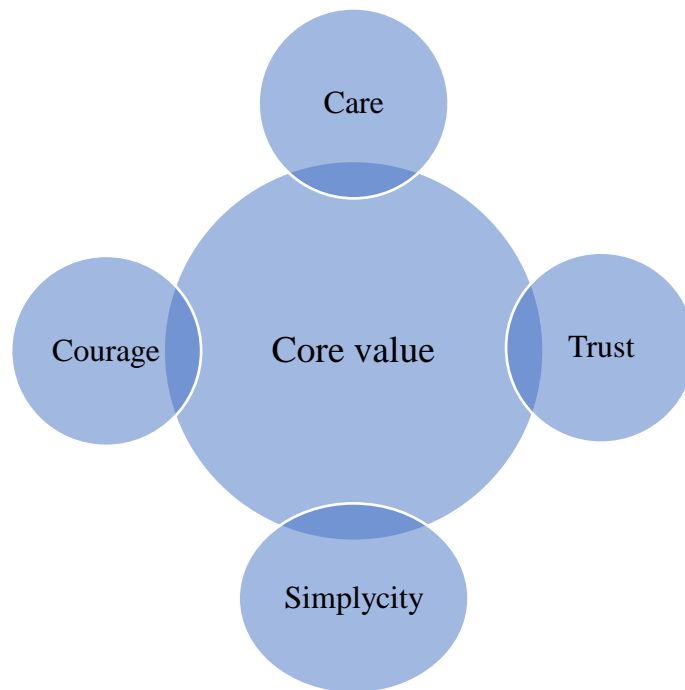
The name NIVEA itself shows how a Salesman should approach the customers or Retail outlets. These 5 principles will help a sales person to attract more customers and do his work more effectively and efficiently.
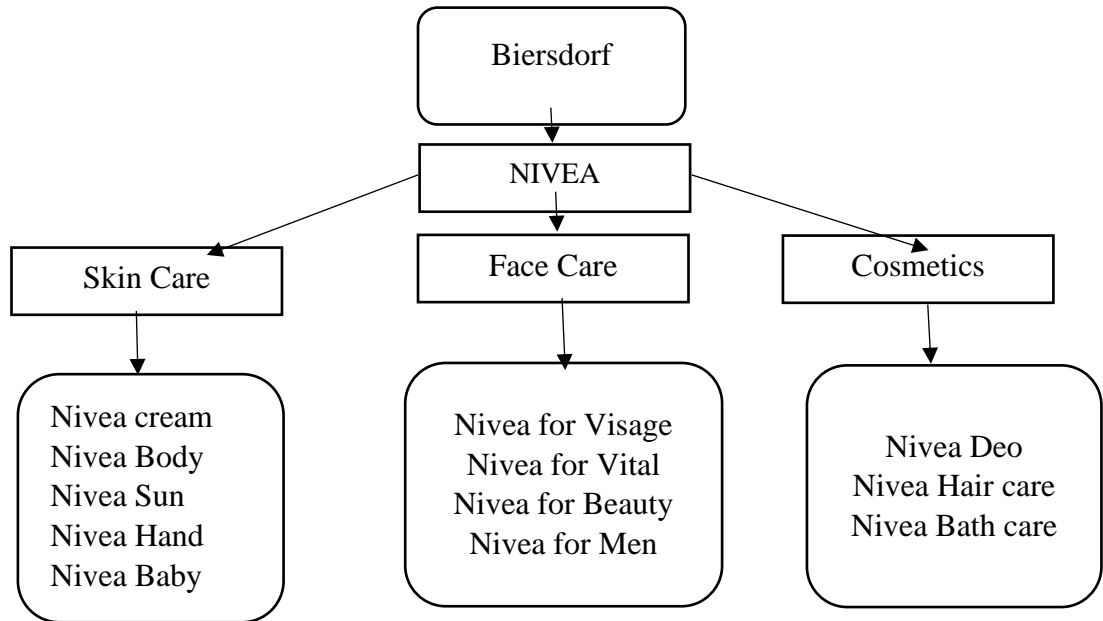
Categories of product

Commercial-products are in following-forms
- Deodorants,
- Face wash,
- Men shaving,
- Body lotion,
- Cream,
- Lip care,
- Shower gels,
- Soap and

- Talc.

Brand Hierarchy

```
                        ┌─────────────┐
                        │  Biersdorf  │
                        └──────┬──────┘
                               │
                        ┌──────▼──────┐
                        │    NIVEA    │
                        └──────┬──────┘
         ┌─────────────────────┼─────────────────────┐
         ▼                     ▼                     ▼
  ┌────────────┐        ┌────────────┐        ┌────────────┐
  │ Skin Care  │        │ Face Care  │        │ Cosmetics  │
  └──────┬─────┘        └──────┬─────┘        └──────┬─────┘
         ▼                     ▼                     ▼
  ┌────────────┐      ┌──────────────────┐   ┌──────────────────┐
  │ Nivea cream│      │ Nivea for Visage │   │   Nivea Deo      │
  │ Nivea Body │      │ Nivea for Vital  │   │ Nivea Hair care  │
  │ Nivea Sun  │      │ Nivea for Beauty │   │ Nivea Bath care  │
  │ Nivea Hand │      │ Nivea for Men    │   │                  │
  │ Nivea Baby │      │                  │   │                  │
  └────────────┘      └──────────────────┘   └──────────────────┘
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Deep impact – is a special addition for men categories it is the combination of all the products in the Nivea which include deodorant, facewash, roll on, shower gel, shaving gel, aftershave lotion, shampoo.

Range of the quantity of different products

Each and different product have different range based on the size of the product and the categories.

20 ml, 25 ml, 30 ml, 50 ml, 55ml, 75ml, 100 ml,120 ml, 125 ml, 150 ml, 200 ml, 250 ml, 300 ml, 400 ml, 500 ml.

4.8 g, 10g, 75g, 100g, 125g.

Objectives.

Find the customer satisfaction of nivea product in Bangalore.

- To understand the brand experience, customer satisfaction and perception towards usage of Nivea products.
- To gauge the awareness of Nivea and its product in Bengaluru city.
- To analyze the purchasing-pattern of Nivea product in Bengaluru city.
- Identify customer-preference towards Nivea products.

- To know the factors which are influence customer which makes them buy Nivea products.
- To study the difference in the Overall Satisfaction among the demographic and geographic variables.
- To study the Association between of Period of usage on the identified independent variables such as Gender and Monthly Income.

Major players of Nivea

- Vaseline.
- Ponds.
- Johnson and Johnson.
- Lakme.
- Dove.
- Olay.
- Garnier.

SWOT Analysis of Nivea company.

SOWT-analysis is the strategic-planning tool, which is used-by the top-level members of Nivea in order to perform situational-analysis of organization. It is a useful technology to analyse the current Strength (S), Weaknesses (W), Opportunity (O), & Threats (T).
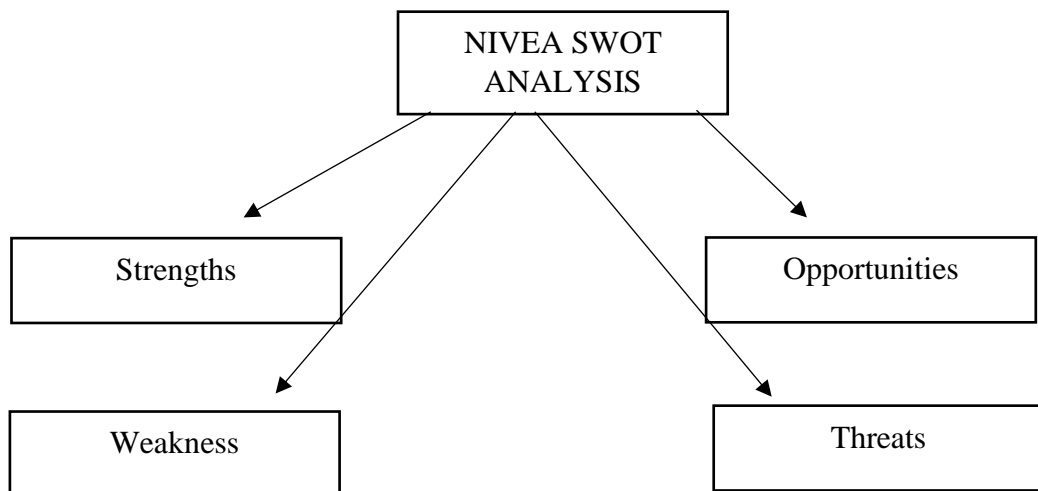
1. **Strengths of Nivea.**

- Nivea holds a large market share in cosmetics industry. which makes it worlds No 1 product for skin care and Body care.
- The people working in Nivea are highly-skilled and were trained very well and they knew all their learning programs. The company focuses on training the employees foe fruitful out-comes, hence it invests more on training programs.
- They have very good marketing strategies to be successful in the market.
- Nivea has a Strong-Brand-portfolio. This brand portfolio will help the company in introducing new-products.
- Nivea has a strong market chains and links, so it's very reliable in suppling raw-materials for the production.

2. **Weaknesses of Nivea.**

- Only few products of Nivea are famous and they are making the business, apart from that they don't sustain in the market for their outside businesses.
- Nivea has to update their products investing more in technology, to be popular across the world.
- Nivea has not able to track new company that are entering in to market which made them to loss small market share to some niche categories.
- The company is not planning to use the financial resources properly. This was depicted by the current-asset-ratio and liquid-asset-ratio. Hence it is suggested to the company to utilize its financial resources in apt manner with better strategies.

3. Opportunity for Nivea.

- Nivea has an opportunity to differentiate its pricing strategies in the market by practicing different methods.
- Government also opens opportunity by starting the green drive for procurement of Nivea products.
- Nivea has an opportunity to become No 1 in all the category. As Nivea have wild variety of products.
- As Nivea is investing in online platform it has opened a new sales channel for Nivea. As more and more customers are willing to buy the product in online market.

4. Threats faced by Nivea.

- Changing customer buying behavior from offline to online-channel is a threat to organization.
- Nivea has a huge competition which we be a greater threat to them. They should always know what their competitor is up to.
- Rising pay level especially increasing in price level of the products will affect the profitability of the company.
- Rising cost of raw material can be a Challenge to the Nivea company.

CHAPTER-2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEWS

Organisation Study on the basis of Porter's Five Force analysis.
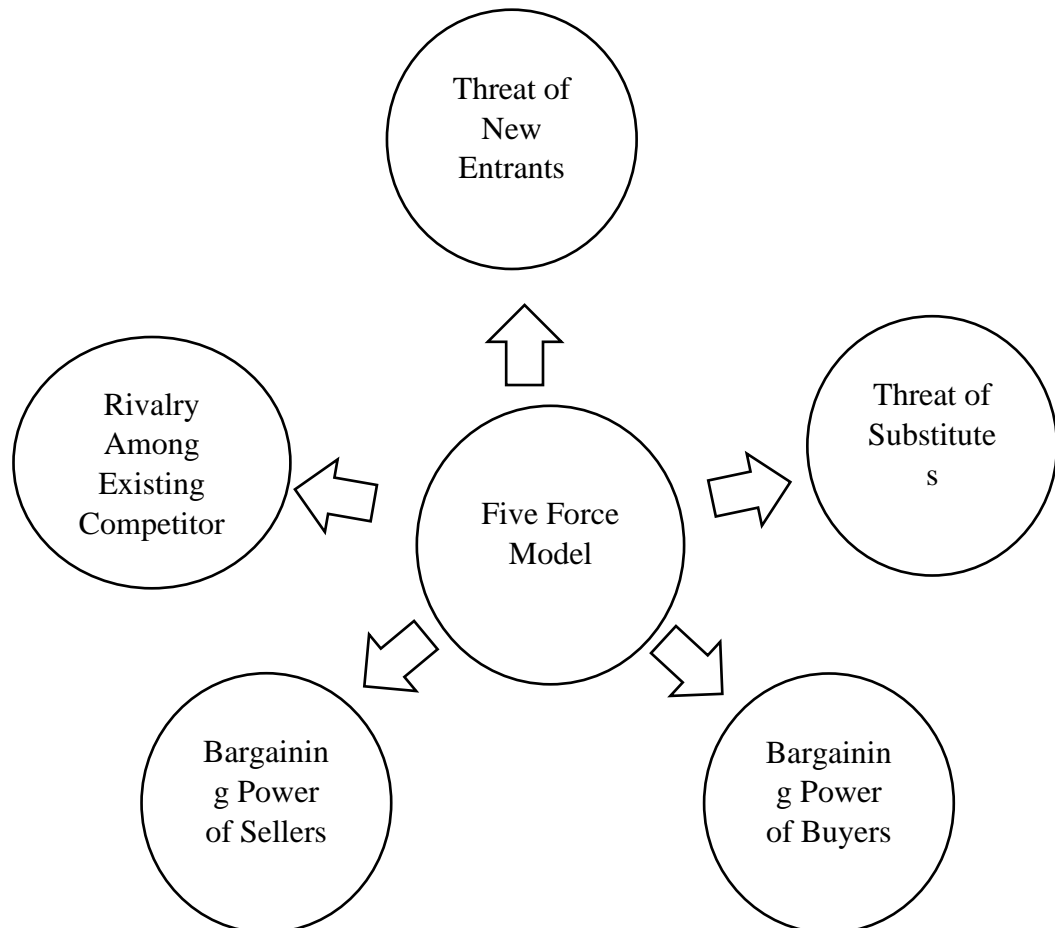
1. **Threats of New-Entrants.**

There are only minimal or few threats of new entrants in cosmetic industry. because any company who wants to enter in to a cosmetic industry required a huge amount of investments and it also includes a large amount of money for Research and Development and promotion of the brand. people only trust the brand which have tested and tried. So, Nivea has a less chance of getting a new competitor.

2. Threat of Substitutes.

As Nivea has more competitors people who have not satisfied with the Nivea product will easily switch to the product of other brands. As there are number of varieties of product available in the market customer has more chance of changing the brands.

3. Bargaining-powers of Buyer.

The cosmetics industry has more variety of product available the customers have a High bargaining power. For every same product in the market there are many manufacturers. So, Nivea has to sell the product according to the need of customer.

4. Bargaining-powers of Supplier.

The bargaining-powers of the Supplier is very less because, many suppliers are there who supplies same kind of Raw materials to Nivea. So, the suppliers can't bargain if at all the supplier increases the price or supplies a less quality Raw material company will change the supplier. Thus, the ultimate goal of Nivea is to buy the product at a highest cost and manipulate its position.

5. Rivalry among Existing Competitors.

Due to High competition and wide range of product which is made available in market. Any un-satisfied customers will easily to the competitor brand. So, the company must try to differentiate itself from the competitor brand. And give good offers and discounts so that the customers will become loyal to the NIVEA brand.

B.C.G. Matrix of Nivea.

The B.C.G. Matrix for Nivea company helps Nivea to implement new business-plans and business-strategy for the units of its business. So that, company can increase its performance in the present competitive market. It first identifies the loop-wholes of the business strategies with the help of this B.C.G Matrix and tries to resolve the issue.
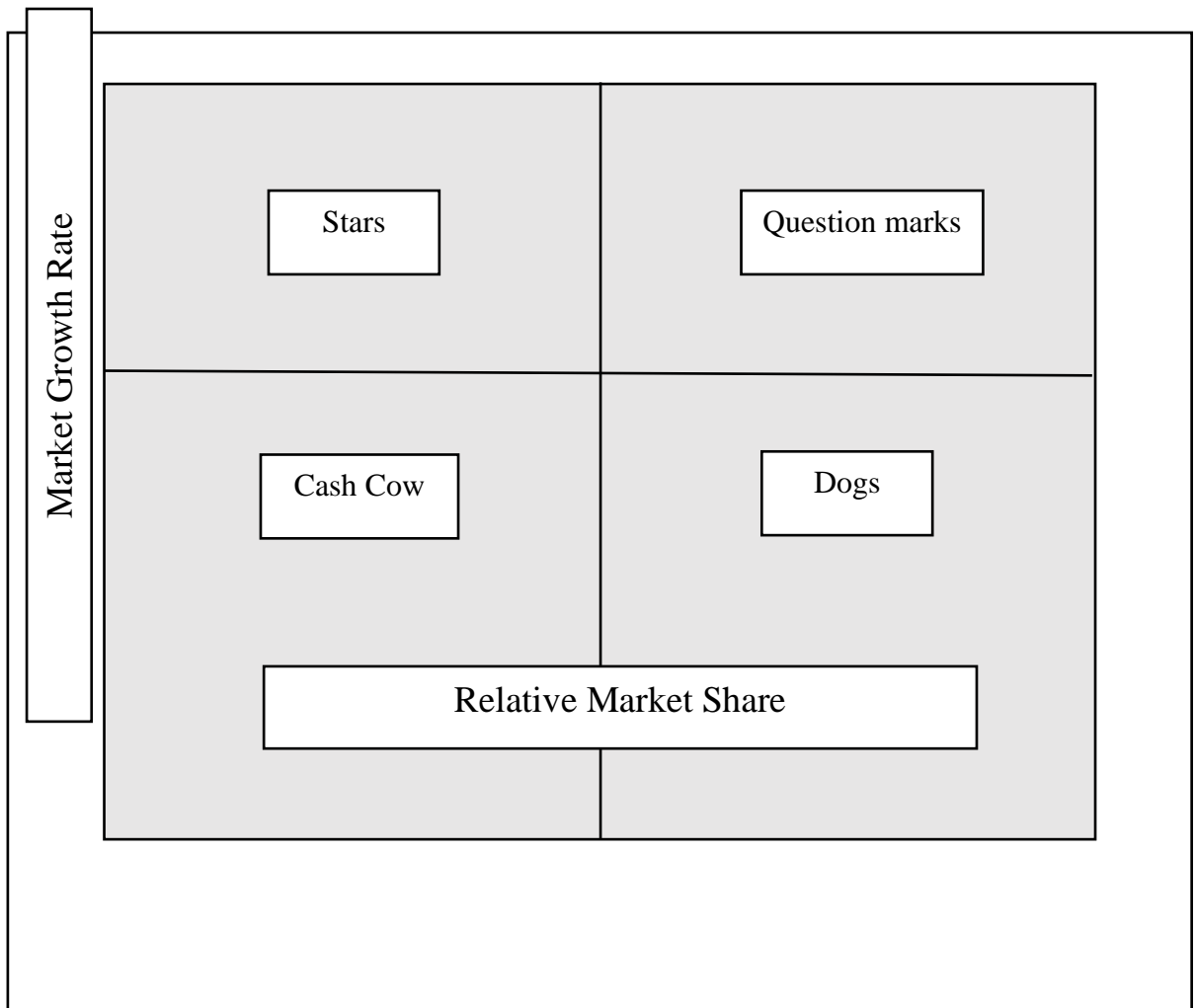
- **Stars**

    They are the financial services of the business which helps in achieving the goals of the Company. It helps in providing highest sales and portfolio with the best-selling product. It has survived in the market amongst 'n' number of competitions and ups and downs.

- **Cash cow**

  They are the supplier management-services, which helps in earning profits to the company by earning more revenue. Though the supplies are declined Nivea manages to keep themselves at higher position with the existing supply they have, by managing.

- **Question marks**

  They are the local strategies of the Matrix. They focus on customer needs and wants. It helps to innovate new product or update the existing product. This will help in improving the performance of the company.

- **Dogs**

  They help the company to find out their pitfalls and helps in minimalizing the losses to the company. If loss as occurred it will help us know in which areas it has occurred and how to rectify it.

McKinsey 7s Framework for Nivea.

McKinsey 7s model helps the company to understand overall strategy of the business. The model helps to identify seven elements of the market which includes both hard-elements and soft-elements. Hard-elements are:

1. Strategies,
2. Structures and
3. Systems.

Soft-elements are:

4. Shared-values,

6. Skill,
7. Styles and
8. Staff's.

This element helps the company to build a strong market strategy and help in better performance of the company.

This McKinsey 7s model will help us to identify which elements need to be improved and which element is preforming well. The changes are re-structuring, new-processes, an organizational-merger, new-systems & changes in leadership styles.

1. **Structure.**

   The structure of Nivea is well organized. as the information flows from top level to bottom level. The structure commonly flows for board of director to the manager in the middle level and from middle level to the lower level that is employees. This structure will help the company to maintain a very strong channel of communication. that is who should report to whom.

2. **Strategy.**

   As the Nivea company is world's top NO.1-brand. It has a huge number of competitors so the company has adopted many strategies to overcome this competitor. some of the strategies are porters five forces which helps to

understand your position with that of your competitors and helps to overcome your competitors.

3. **Systems.**

System includes the daily activities if the Nivea company that help the company to complete its job. Here the company system is very clear that the top-level management well assign the job to the middle and lower level management and the same should be completed by them.

4. **Shared Values.**

Shared values are the core value that are shown in the corporate culture of the Nivea company. The company is very much advance in its core value they also have a separate value for integrating with the people and retailers so that they can attract more customers by showing their culture. And the shared value also includes general ethics which are known as superordinate goals.

5. **Style.**

Style means the leadership type adopted by Nivea company. Being one of the largest company world-wide, its leadership play a Vital-role in gauging the performance of the company. So, Nivea adopts Autocratic leadership as the majority of the work is controlled by one main leader so that there should be no confusions in the flow of order.

6. **Staff.**

Staff are the number of employees working in the company and their capability. In Nivea company nearly 25000 employees are working and they are very much skilled in their work and majority of employees are been recruited from college.

7. **Skills.**

Skills is the last S in the McKinsey 7s model which play important-role in success of businesses. Skills are the ability of the employees to perform a particular job. If the employee or employer has a very good skill in his or her work the work will be done much more effectively and efficiently.

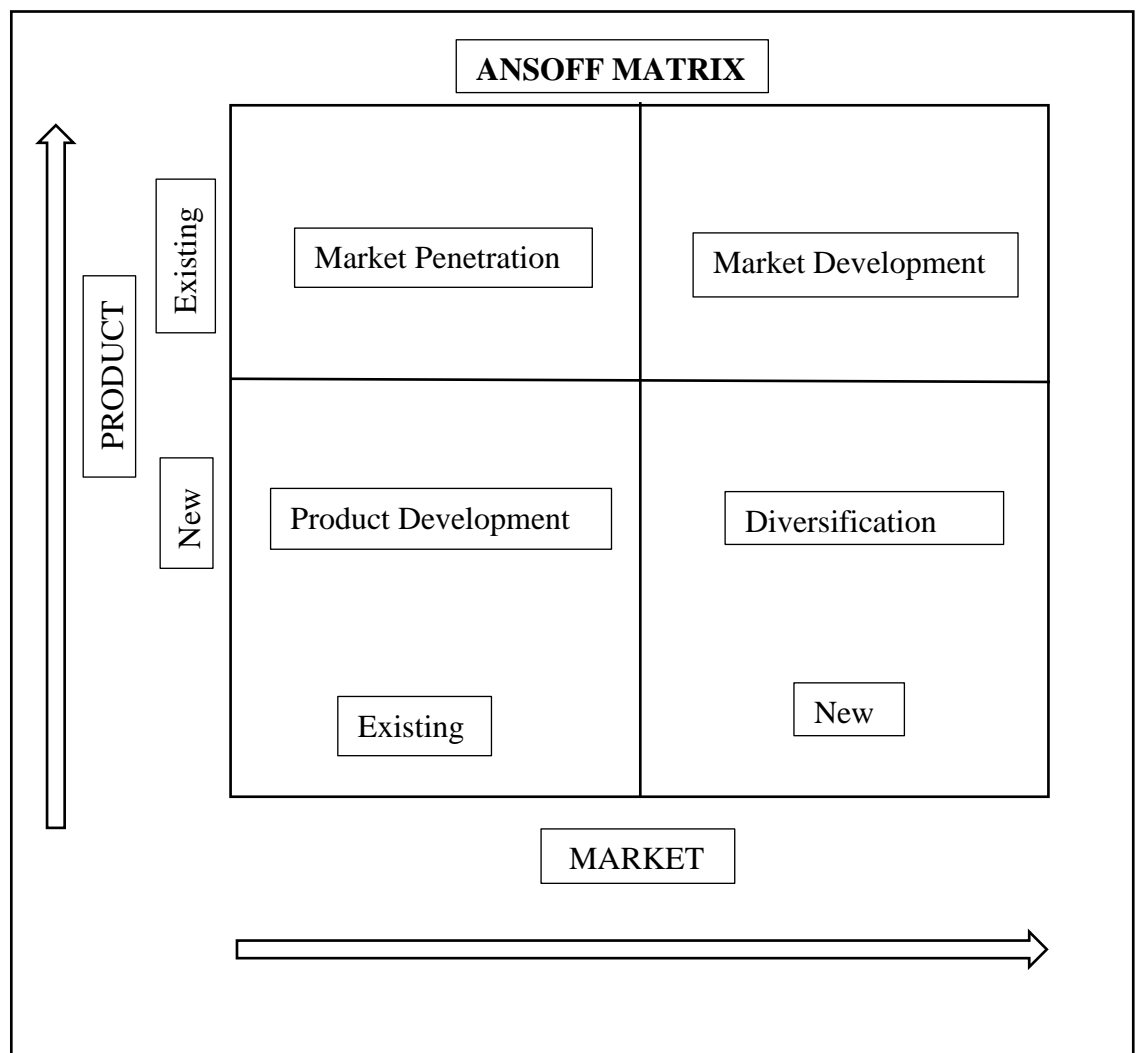**Ansoff Matrix analysis for Nivea.**

The business analyst has mentioned that Ansoff matrix is one of the important strategies for business growth. He identified four Key types to growing a business. Beiersdorf's (NIVEA) development illustrates all four.

1. Market penetration: Helps in Increasing market share for a firm's products in its existing markets. Several Approaches help to achieve this, including product improvement, updating, building and improving the Existing products.
2. New product development: developing new products for existing markets. Where the company is already acquired some market share and will be recognized by some customers so it is a good time to launch a new product.
3. Market development: Helps in finding and developing new markets for current and existing product lines. This is most Suitable when existing products require only minor modifications to be suitable for new Markets. It also helps if the product life cycle is similar in the different markets that the business serves. So that if the product is in a decline stage the company can modify the product and relaunch in the same market.
4. Diversification: This stage normally concentrates on developing new product and a new market normally they are company which newly introduce the products outside the existing business. A firm will adopt this Strategy when the company wants to launch a new product besides its product line which is completely new category.

1. **Market-Penetration.**

This shows how superior their product is, with the marketing mix:

➢ Products- Various product will improve the performance and fulfills the needs and wants of the customers.

➢ Prices – Nivea product prices are usually very high compared to other products; it is because of the quality of the product.

➢ Places – To sell a product, it is essential to find a place where the exchange occurs.

➢ Promotion – It is to target the target audience directly and gain their trust and loyalty towards the brand and the product for continuous and long-0term relation with the company. To let the customers, know about their new products.

ANSOFF MATRIX

PRODUCT

Existing | Market Penetration | Market Development
New | Product Development | Diversification

Existing | New

MARKET

2. **Product Development.**

It focuses on customer needs and innovates new products like facial cleanser wipes which was recently introduced by the company for the customers on demand. They give preference to the skin-care routine of the customers. And created a product which is safe and best for the customers for daily usage for any type of skin, having different flavors.

3. **Market Development.**

It is to spread about the product globally. For Example, United Kingdom launched the new Nivea deodorants and the sale of the products was very high, because they have analyzed the market of UK and started selling their products in a particular area targeting the audience who will respond for the new product launch.

4. **Diversification.**

The new era has diversified tastes and diversified cultures hence it demands for;
   - Better Lifestyle.
   - Products.
   - or both men and women (Showing no gender discrimination).
   - To attract people, Revolution of products.

3 C's

- **Company:**

It is known for the personal care-products. It focuses on the customers for providing the personalized and best quality products.

- **Customers:**
   1. Geographical segments: Country-wise or area-wise.
   2. Demographic segments: Based on
       - Age,
       - Gender,
       - Income-Level,

- Education and
- Family-Life-Cycle.

3. Psychographic segments:

- Attitude,
- Lifestyle and
- Social-class.

4. Behavioral segments:

- Events,
- Benefit and
- Utilization.

> **Competitors:**

They are the competition to the product. They have to survive the competition to sustain and survive in the markets.

Review of literature

Introduction

A beauty product company called Nivea was founded in 1911 in German. They also had skin-care and body-care products as well. Till now it has a market experience of 107 years. Every-customer would-like to be healthy, beautiful & good-looking as well. They are focus on taking care of themselves for looking better in the society. Since both male & female are consume beauty-care products it's an opportunity for the skin care products like Nivea to enter into the market and not only focus on females but also on the males so that they can easily acquire a large market share. So, by keeping this fact in mind Nivea a German, personal-care brand which is specialized in body-care and owed by, Hamburg based-company Beiersdorf-Global A.G has launched its first product in the year 1911 which is 108 years ago. Nivea company produces various kinds of product such as tanning-oils, shaving-creams, shampoos, facial-cleaner so that its product can reach to all kind of customer and satisfy all type of needs.

In Bangalore Nivea skin care products are rapidly increasing because most of stores in Bangalore provides skin care products. It happened because most of the customers wants to be good looking and have a healthy skin. This research helps to find the customers satisfaction of Nivea products in Bangalore.

The effect of using the marketing-strategies by the company is the main reasons that led to them towards success of the firm. Though the company targets different age-groups but it offers its products to specific customers by distinguishing them.

The company takes care of all the customer needs, starting from their childhood-days to maturity-life, from impulse-purchase to family-treats. Due to increase in the social-levels and status-consciousness, people have started to prefer to spend money on skin care products. Taking advantage of this situation, nivea concentrates on the brand, customer satisfaction and marketing strategies.

Customer Satisfaction

- Oliver in 1997

He has given a definition of satisfaction. And it is all about the responses of the customer and their fulfilment. It was the opinion of the customer about the product or

the services provided by the company to the customer in order to fulfil the requirements of the customers by the considerable customers who are at higher levels. To check the customer-expectations are fulfilled by the company are not customer-satisfaction feedback will help the organization in noting the key or important factors to focus. Customer-satisfaction is a unique concept which involves quality of the product and services provided to the customers in personal.

Customer-satisfaction is a main factor for analyzing the needs of the customers, it is one of the best tools used to make the business successful. Customer-satisfaction on an overall basis is defined as evaluating the customer experience during the purchase and consumption of the product or services, which is in long term. Along with marketing & sales, customer-satisfaction comes with the expectations of the customer on the product or services, that they have heard about the company prior from their close circle. Hence to make the customers fully satisfied is the ultimate goal of the company.

- Rajpurohit and Vasita in 2017

He has made a report on various types of mobile users from various mobile service-providers. The mobile-service-providers are: Airtel, Vodafone, BSNL, Reliance, Idea, & few other service-providers. This report clearly says that customer buying factors depends on the network coverage provided by the service-providers and the operation available in the phone. It is also by the brand image of the brand. These finding from the report will help the mobile-service providers to promote their mobile phones and their services.

Customer-satisfaction is an important component of a business-strategy as well as customer-retention & product-repurchase. To increase the level of customer-satisfaction, selling their idea with documents after completion will help the company to grow. An example for this is, when a customer wants to buy the car, first he will have a closer look at the car, it's functionality a, it's mechanism, engine, which model is this car, and he will check with the kilometres that the car can be travelled and also about its safety and loop holes. They check out all these factors so that they are not disappointed after purchasing the car or any product for that matter. Sometimes the company gives a picture of some other model and sells some other different car, they

will affect the customer and will leave a negative impression on the brand or the product. Customer-satisfaction is a barometer which helps in that predicting the future of customer behaviour.

Brand image

Brand experiences keeps changing from person to person, because each individual has their own and different opinion and taste. Sometimes brand-experiences are very stronger or more-intense than other-brand. Along with product-experiences, brand-experiences also differ in analysing the product. It may be positive or negative experience. Sometimes some brands may leave an impression very quickly and sometimes it may not reflect on the lives of the target audience. Few occur to be fast and on point and long lasting as well. Over-time, these long-lasting brand experiences loyal customers and they have to maintain good relationship with the customers via calls and emails. This will help in maintaining the healthy and good relationship with the customer.

Brand-experience relationship to the consumers is not an emotional concept. Few of the experiences that consumers feel are: 1. Sensations, 2. Feelings, 3. Cognitions, and 4. behavioral responses, which evoke stimuli related to the brand in customers. As time pass, emotional bond may be created between the brand and the customer, but they won't let them purchase the product or services completely. They are just the stimuli that evokes them. Thus, because brand-experience differs from brand-evaluations, involvements, attachments, and consumer -delight. Brand-experience is the conceptually & empirically distinct from personalities over consumer-consumer. Consumer -delight affected by the positive affects; it can be considered the affective components of customer-satisfaction (Oliver, Rust, & Varki, 2017). Contradicting to this, Customer-delight, Brand-experiences does not count under the consumption of product or services. They generally occur during direct or indirect communication between the brand and the customer. A Brand-experience is not required to be surprising; it can be a casual service or product following certain set of rules and regulations. It can be expected or unexpected from the company.

- Anil Mathur in 2017

Anil in his study has discussed about the changes in the Brand-experience. He has stated that Brand-preference are studied to understand the profile and the nature of the royal customers towards their brand. This research-paper gives a clear image of changes in brand-preference among the consumers. Usually theories and researches are used for testing the model based on the changes in the brand-preference of the consumer and their perception, in order to make changes in their products or services for higher ROI and also to develop new products or services. This will help them to change the lifestyle of the customers. In enhancing and improving. To make adjustments results are been seen, to make sure the new product or service will be suitable for the new conditions and changes without any stress. The data support these notions and it will also suggest implication for consumer-research.

Brand-experience varies from affection and motivation factors. Few factors of these both are as follows: 1. Involvement, 2. Brand-attachment, 3. Brand-loyalty & 4. Customer-delight. Involvement involves needs, values, & interests which motivates the consumer to understand the objective of the brand. Involvement says the perceived-importance and personal-relevance of a brand-products and brand-services. Brand-experience will not presume a motivational-state or any-other. Experiences will not happen if the customer is not interest. A personal-connection between the brand the consumer will not be formed. Now the companies need brands which will highly evoke the customers and make them buy the product. Having a strong Brand-experience.

Consumer behavior

- Akhila D and Dr. C. Boopathi.

They speak about the Consumer-behavior in a milk & dairy-product in a particular place in Tamil Nadu". The state Tamilnadu state is known for its largest production of milk in India. This study aims in revealing the consumer-perception & Satisfaction over milk-products based on few factors, namely: 1. Age, 2. Education, 3. Qualification & 4. Monthly-income of an individual or a family who is consuming this product. Most of the people are buying this milk for its quantity & quality over price. They have taken

necessary steps and strategies to satisfy their consumers to the highest they can in providing good and best quality products.

- Mohit Jamwal.

This study is based on individual decision-making resources and their utilization. The available resources are:

1.Time,

2.Money and

3.Efforts.

All these three items are related to consumption. Customer-satisfaction will be measured by using different attributes in the organization. They check with the customer-preferences and customer-satisfaction amongst various parameters & methods. This study will help in improving the production section, marketing-department and pricing-strategies of the company in an effective way.

- Dr. P. Rengarajan, R. Sathya and R. Gothami.

Buying-behavior is their study on milk-products. An important and necessary thing in our daily life is Dairy-products in urban & rural-areas. Though our country is largest producer of milk in the year 1980 and 1990. The current market-size has changed and its increasing day-by-day because of the customers demand for the dairy-products and goods. Therefor the company has decided for proper-distribution-network to make the product available for the customers which are at demand.

- Dr. S. Subadra in 2010

This study is on the Consumer-Behaviour of a car own in Namakkal District. It says that market drivers the customers predominately now. To know which strategy works well in the car segment it is important to study the customer-perception and customer-behaviour by the feedback given by the customers in that particular district in Tamilnadu. It progresses making cars in the south part of our country. The technique used for sampling was Simple-Random Sampling technique for reviewing the

responses from the customers. Considering the size of the universe, the survey was made only in a group of passengers. Cluster analysis is used to identify the consumer with similar tastes and preferences concerning the purchase of the car. This study is concluded that consumer behaviour plays a vital role in marketing cars and there is more scope for extensive research in this area.

A literature review on customer satisfaction was given in 1970 that, call centres play an important role in satisfying the customers in the following ways.

1. Feedback,
2. Raise Complaint,
3. New products enquiry,
4. Pre-booking, etc.

- Vavra in 2002

Customer satisfaction is the outcome of the products or services consumed the customer. It helps to know the priority of the client and helps in improving the performance of the company.

It also helps in surviving the competition in the market.

- Futhermore Lane in 2013

He argues that few customers show special interest in few products or brands due to their past experience with the company or the salesperson or they might be emotionally connected with the brand.

- Anderson and Fomell in 2000

He states that Customer-satisfaction is based on the emotional connect that an individual has towards the brand or company or the product.

- Gustafsson, Johnson, and Roos in 2005

They analyse the customers overall performance and evaluate it.

- Brijesh Kumar in 2011

He says there should be an innovative environment between the company and the customers. They both should be connected like magnets.

- Abhijeeth Singh in 2011

Customer relationship management is always integrated with inventory-management, pricing, and calculations of the organization.

- Arvind Saxena in 2010

He says that price should not be the competitive factor for expanding the business. Instead, customers should be reason behind expand of the company.

- Biswajit Mahanty and Virupaxi Bagodi in 2006

Maintaining both the production and customer-satisfaction is a difficult task, but to be successful one should handle and manage both. They should wisely spend time on allocation and also focus on CRM.

CHAPTER-3
RESEARCH DESIGN

Statement of the problems.

Ensuring the customer satisfaction and gaining loyal customers is the ultimate goal of the Nivea company by its best products. Hence, analysing customer satisfaction & brand experience of the consumers which is always a challenging factor to maintain. There might be changes in the attitude of the customers towards the product in our everyday life world-wide. It is based on the preference of the customer based on quality of the product, taste, quantity of the products brand-image, competition, attractiveness towards the product, and its variety, etc. There are few problems faced by the customer for which they lack reasoning and they are as follows: changes in price, products launched by the competition, & Product-quality and purchasing-behaviour of product. Hence, from the study we can say that it focuses on consumer-preference and brand awareness among the consumers.

One of the marketing tools known as Sales promotion is used for promoting, advertising, publicity of the products and maintaining the public relations with people using personal-selling and direct-marketing techniques in the recent times. This tells the shift in customer behaviour and purchase-decisions and promotions of the sales. It also helps in trial analysis in the current market situation. The promotional offers given to the customers. The advance postponement of the customer's purchase decision in buying a product.

Nivea is facing problem of wide-range of products when it is compared to the competitor's brand, hence the nivea have to go slow with the expansion.

Hypothesis.

H01: No significant-difference between-quality & the customer-satisfaction.

H02: No significant-difference between-usage of the nivea product based on season.

H03: No significant-difference in income-level and satisfaction-level of buying nivea.

H04: No significant-difference between-brand of body lotion and based on advertisement.

H05: No significant-difference in usage of nivea cream on seasons based on the gender.

Methodology.

The study which is used to describe the characteristics of the population or in other words it is the phenomenon which does not provide answers to how, when, why the characteristics appeared. This study is known as descriptive research. This study, was undertaken in Bengaluru city in Jan 2020. This study was been conducted from January 2020 to February 2020. The primary data for this study was collected from the customers directly using a tool known as questionnaire and through google forms. It was then used in the study for further analysis. Primary data which was collected from general public, employees, and customers were used. Secondary data for this research will be collected by literature review and company data. And the sample size of 100.

Source of data

The main source of data used in this study is primary data. Primary data is the data collected for the first time form the public, employees, students, etc. through various tools. It will be in the form of Questionnaire or Google-Forms, which the respondents are supposed to fill.

Population

Population is the key source for collecting information. A wider population will provide wider information about the opinions of the people about a particular thing.

Sample

Sub-set of the population is known as Sample. It will help the researcher to conclude a case based on the inputs provided.

Sample-unit

The sampling unit helps in segregation of the individual for the collecting the data.

Sample frame

It is a material from which the source is drawn.

Sample design

It is the plan of action, for obtaining the samples from the given sample.

Sample size

Sample-Size for the study is100.

Data collection

Questionnaire is used for data collection. Questionnaire includes concerning different aspects of the subject of the study. It is used in much case where the subject of the study is very wide and direct observation is not possible. The questionnaire which is used in the study is known as 5 point-Likert's-scale (Strongly-Agree or Strongly-Disagree) and they are in the form of statements.

Scope of the study

Learning is the basic human-activity, which is natural, just like-breathing. Most of the times learning is pervasive. But psychologists disagree with this fact how the process of learning takes place. Marketers should have interest in knowing the individuals learning and adapting ability. The marketers want the customers to be in their shoes, as so to understand their role in the market. The marketers want the consumers to know about various products, product-attributes, brand-attributes, potential-consumers-benefit, how to utilise, maintaining or even-disposing the products & changes in the behaviour of the marketer, so as to satisfy the customer as well themselves, in order to fulfil the needs.

Analysing the consumer-satisfaction is the strict focus of the study or it is also known as the scope-of-the-study. Apart from that, there are few more areas on which the study focuses on and they are: consumer-preferences & brand-experience, consumptions of nivea products. Though there are many products of Nivea available in the market, but the study is limited to few products of Nivea only. It is strictly focussed on the Nivea products sold in Bangalore-regions only.

Objectives.

Find the customer satisfaction of nivea product in Bangalore.

- To understand the brand.
- To measure the product's worth.
- To understand the market pattern.
- To preference.
- To know the factors which are influence customer which makes them buy Nivea products.
- For overall view.
- To know the income of the people.

Limitation of-study

- Sample-group was strictly-restricted to Bengaluru city only.
- Only the consumer's viewpoint was considered for analysis and shopkeeper, and the company's views were not taken.
- The study is purely based on primary data.
- Consumer's feelings were expressed as suggestions to manufacturers to improve products.
- There were no written facts for the data received by the informal interviews from few respondents.
- The data collected through Google-Forms and Questionnaire may or may not true. It is not so accurate to judge the consumer.
- The span-of study, conducted for the period of only three months.

CHAPTER-4

RESULTS, ANALYSIS AND DISCUSSIONS

4(a) FREQUENCY ANALYSIS

Frequency Analysis is the study of various frequency which are in the cipher form.
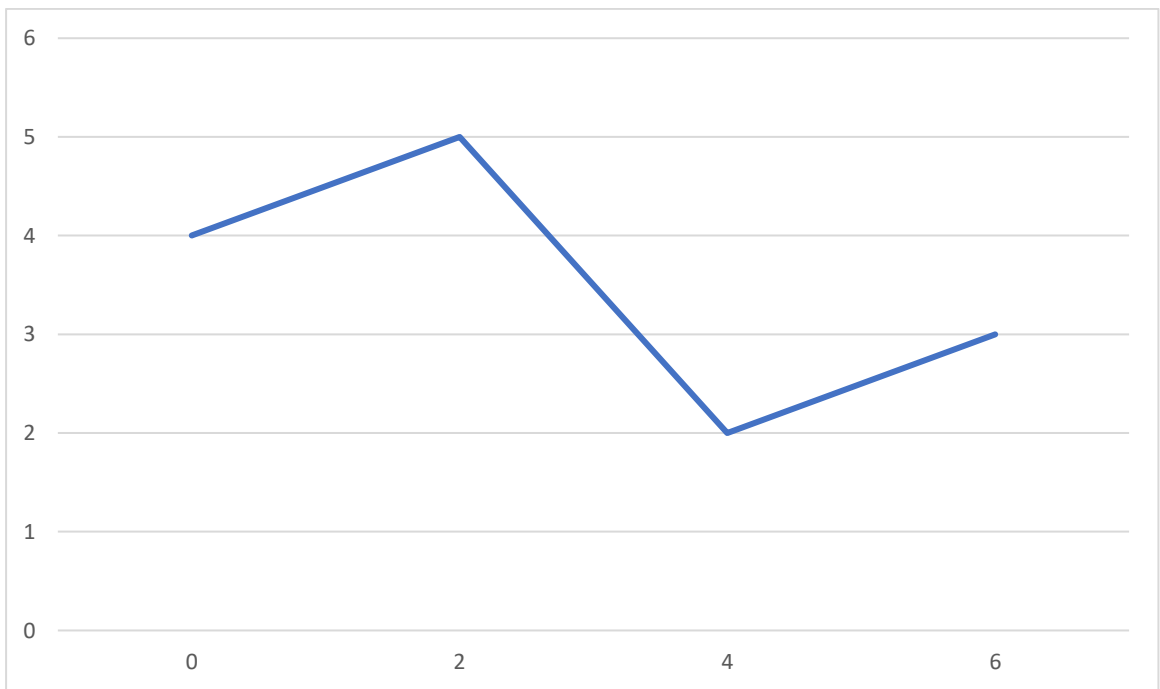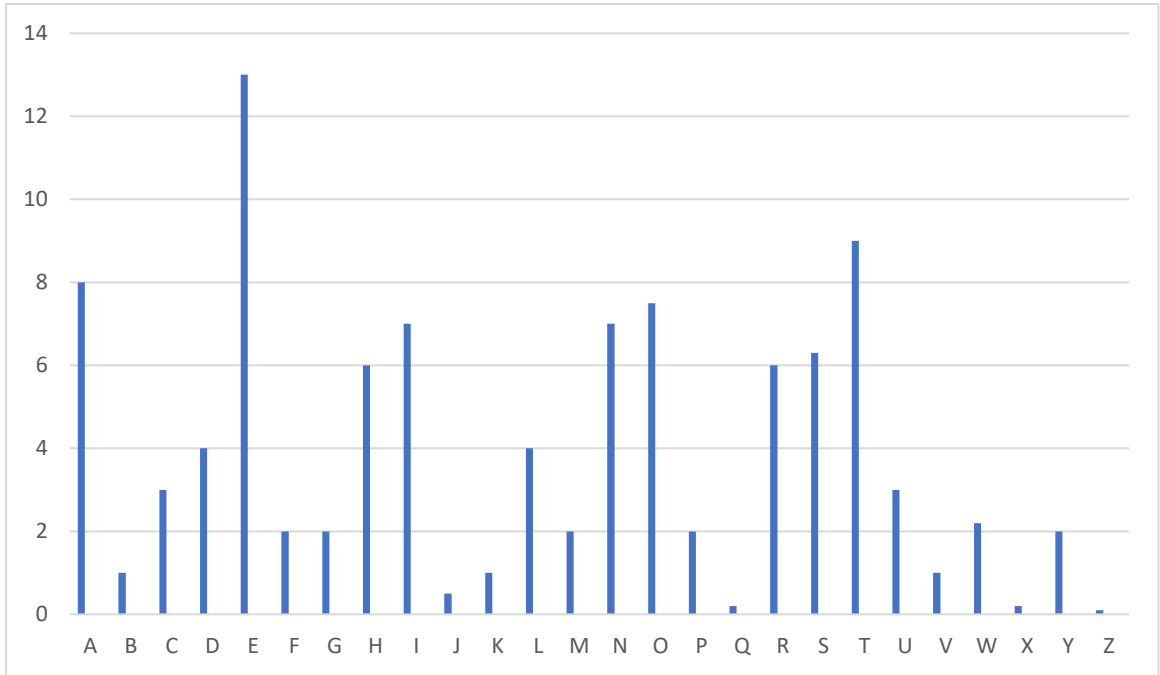
Table: 4.1 - Classifications of the respondents based on the gender

GENDER	FREQUENCY(F)	PERCENTAGE (%)
FEMALE (F)	17	17.00
MALE (M)	83	83.00
TOTAL	100	100.0

CHART 4.1
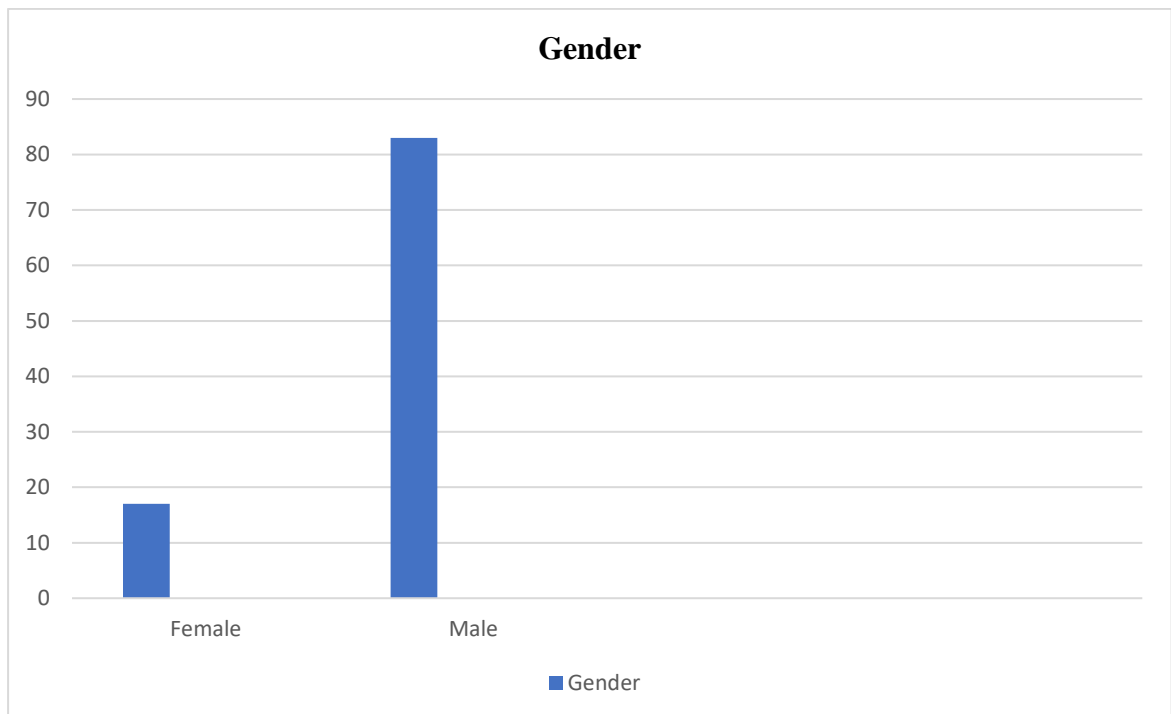
We can depict from the above table that there are 83% of male respondents and 17% of female respondents. It says that Male can use more products as the packing is attractive. They go with the packing style. Whereas Females have different way of selecting the product.

Table: 4.2 – Age-wise classifications of the Respondents.

AGE-GROUP	FREQUENCY(F)	PERCENTAGE
below 18	5	5.0
18-25	87	87.0
25-30	4	4.0
30-45	3	3.0
above 45	1	1.0
Total	100	100.0

CHART 4.2
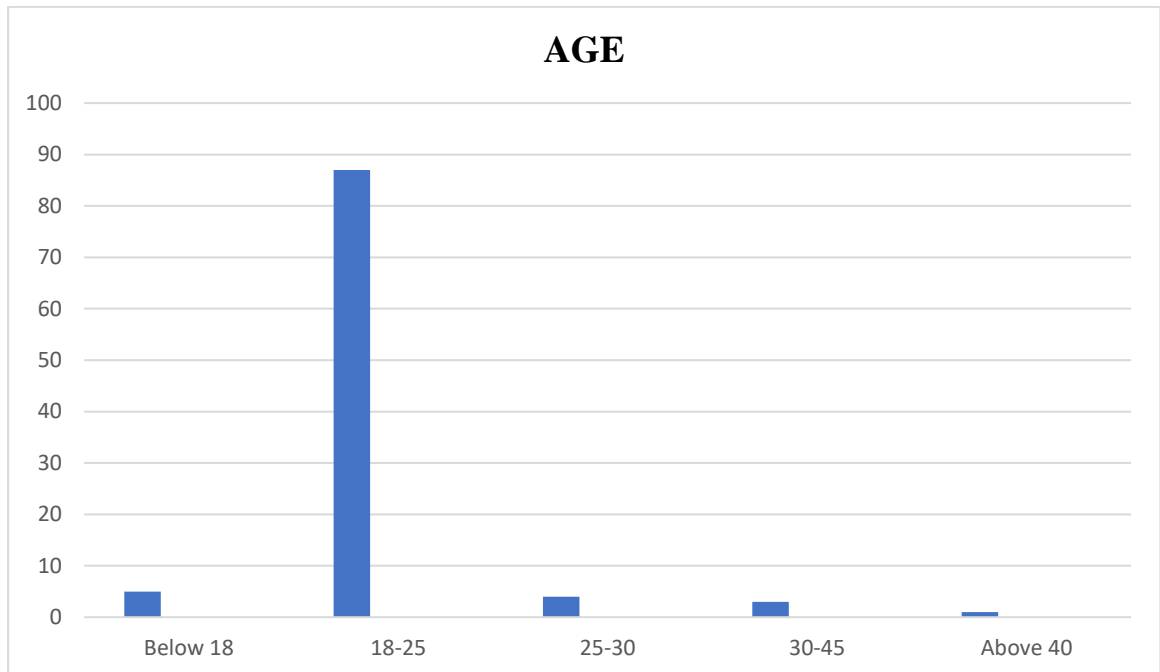
The table above clearly says that 87% of the respondent are in the age-group 18-25 years, 4 percentages of the respondent are in the age-group of 25-30 & 5% of the respondent belong to the age-group below 18 years. 30-45 years old turned out to be 3%. The age-group of 18-25 choose creams to increase their beauty-level for their daily activity. Hence 87% of the respondent belong to the age-group of 18-25 yrs.

Table: 4.3 - Monthly income wise classifications of the respondents.

INCOME	FREQUENCY(F)	PERCENTAGE
0-25000	46	46.0
25000-50000	22	22.0
50000-75000	9	9.0
75000-100000	8	8.0
100000-150000	3	3.0
150000-200000	3	3.0
200000 and above	9	9.0
Total	100	100.0

CHART 4.3
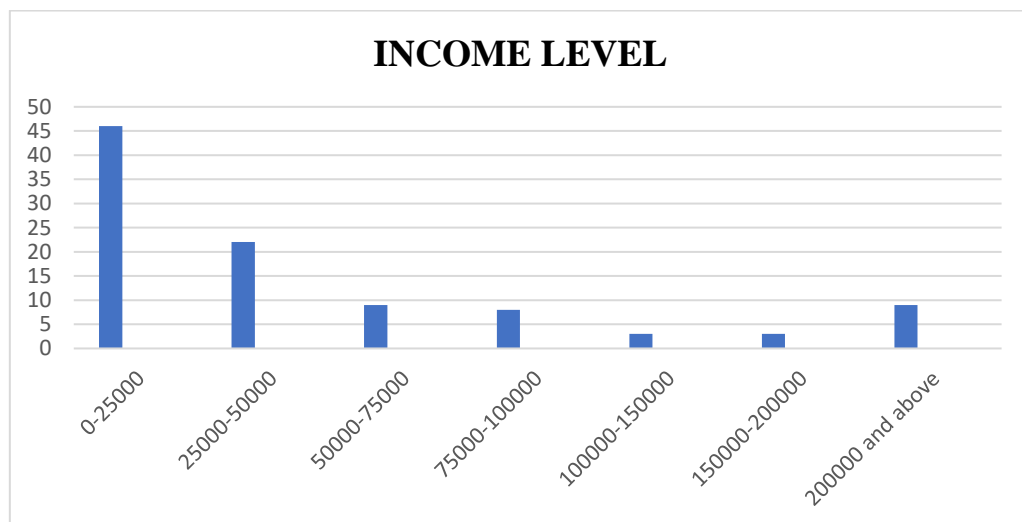
Table above clearly says that 46% of respondent are in income group 0-25,000, 22% of respondent are in income-group 25,000-50,000 and 9% of respondent belongs to the income-group 50,000-75,000 and 8% respondent belongs to the income-group 75,000-1,00,000 and 1,00,000-1,20,000 are 3% and 1,50,00-2,00,000 are 4%. 2, 00,000 and above turned out to be 4%. Hence majority of respondent (22%) belong the income-group 0-25,000.

Table: 4.4 – Occupation-wise classifications of the respondent.

OCCUPATIONS	FREQUEN CY(F)	PERCENT AGE
Student	72	72.0
Government employee	1	1.0
Private employee	22	22.0
Homemaker	3	3.0
Others	2	2.0
Total	100	100.0

CHART 4.4
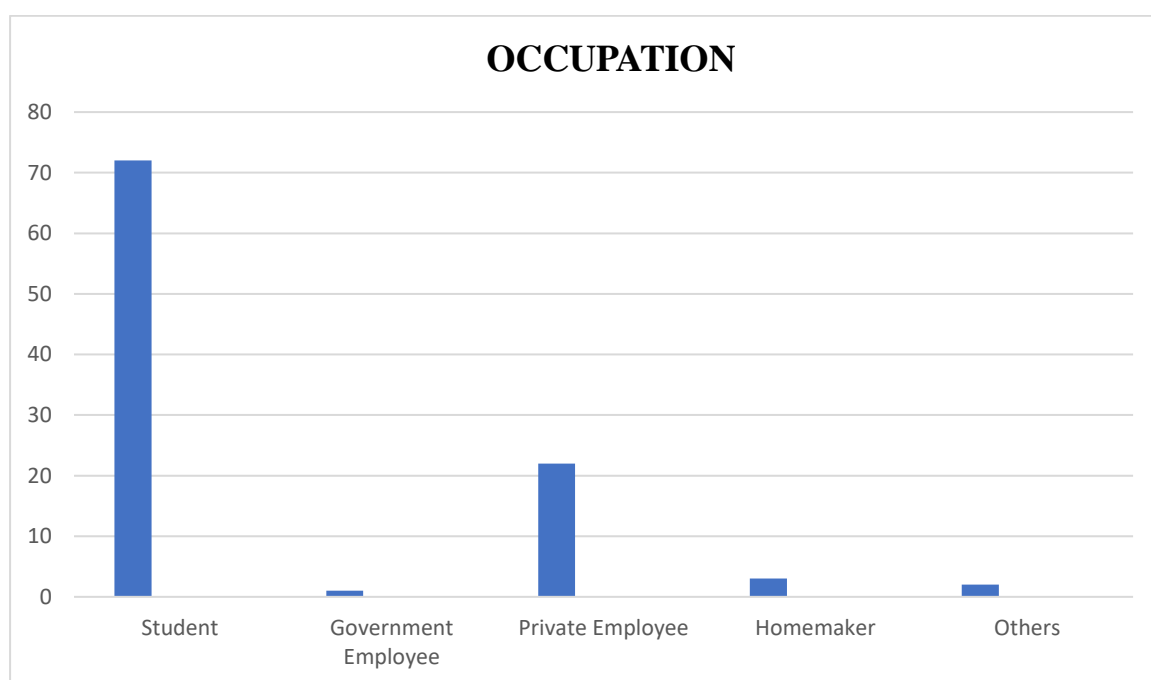
From the above table, 72% of respondent are student, 1% of respondent are government employment & 22% of respondent are private employee. 3% of the respondents are home makers and 2% are others. So, it is revealed that 72% of respondent are Students and they are the majority.

Table: 4.5 – Education-wise classifications of respondent.

Education-Level	FREQUENCY(F)	PERCENTAGE
school level	2	2.0
under graduate	55	55.0
post graduate	43	43.0
Total	100	100.0

CHART 4.5
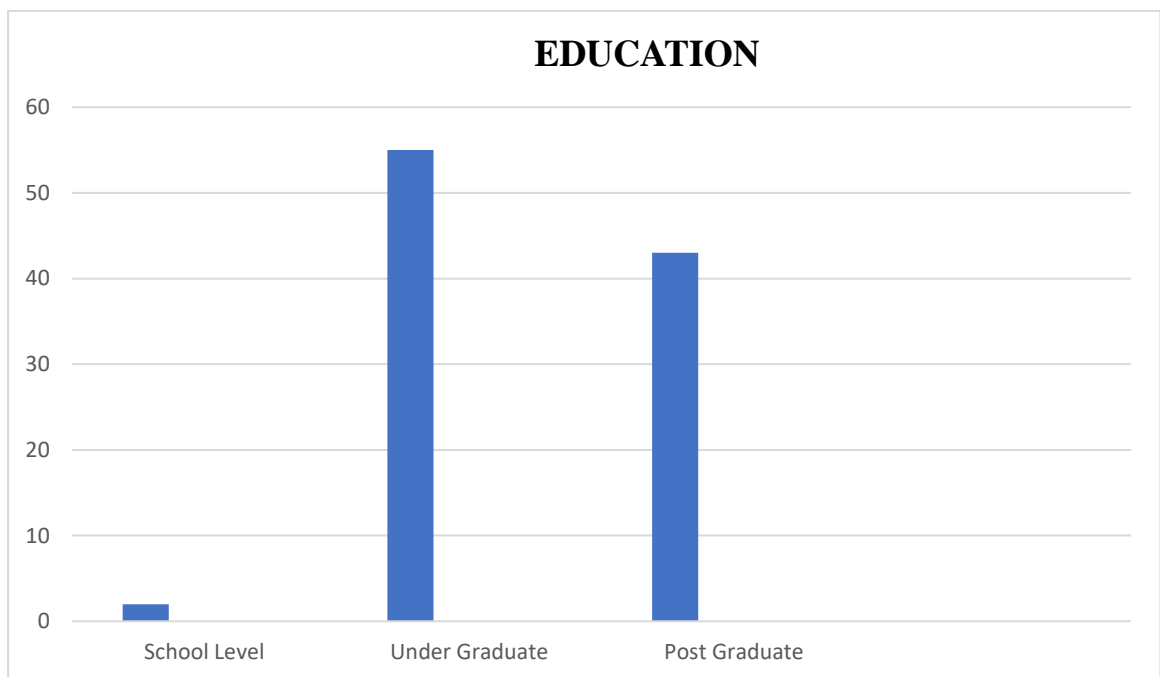
In the above figure 4.5, there are 2% of respondents are in the school level, 55% of respondent of people belongs to the under graduate respondent and remaining at the last 43% of respondent peoples are related to the post graduate, therefore under graduate peoples are more attractive to the brand Nivea, therefore the under graduate peoples are more profitable to the company.

Table: 4.6 - Brand preferences for cream.

Brand preference	FREQUENCY(F)	PERCENTAGE
Nivea	60	60.0
Himalaya	14	14.0
Vaseline	24	24.0
Others	2	2.0
Total	100	100.0

CHART 4.6
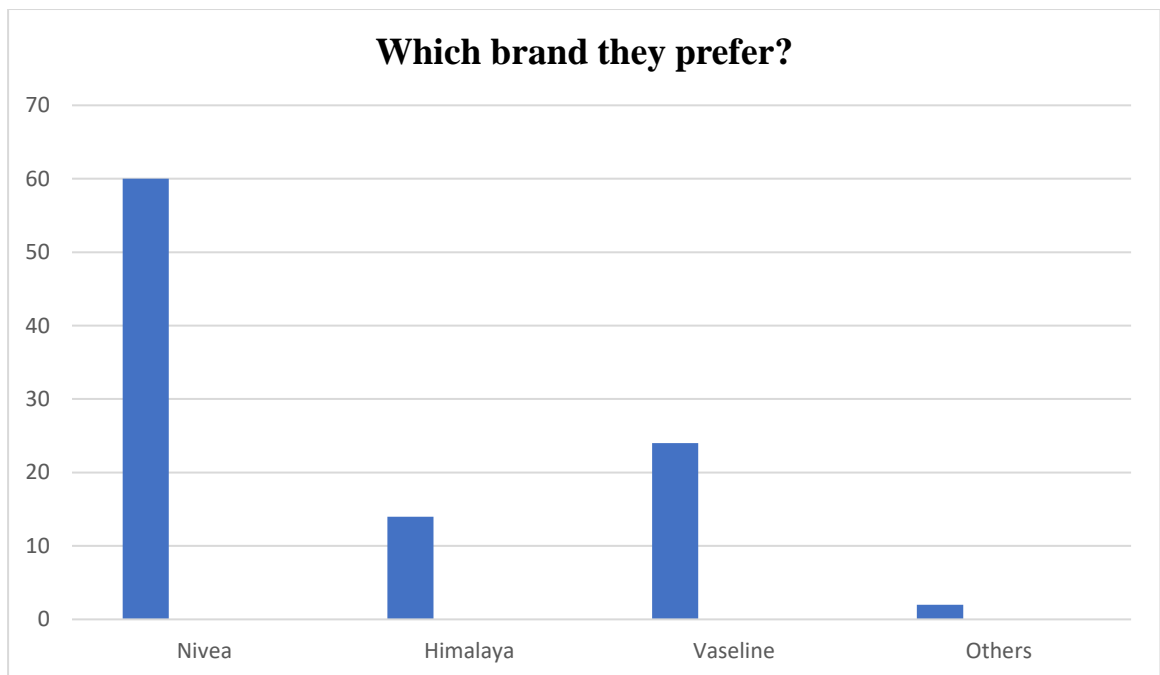
In the above table we know that, 60% of the respondent are using Nivea cream, 14% of the respondents are using Himalaya, 24% of the respondents are using Vaseline and the remaining 2% are using other brands like dove, bio line. It is found that the majority of respondents (60%) prefer Nivea products. Therefore, it says that most of the respondents likes Nivea products.

Table: 4.7 - Place wise classification of buying Nivea.

Places	FREQUENCY(F)	PERCENTAGE
medical store	27	27.0
supermarket like big bazar	48	48.0
kerana shop or department store	14	14.0
fancy store	5	5.0
Others	6	6.0
Total	100	100.0

CHART 4.7
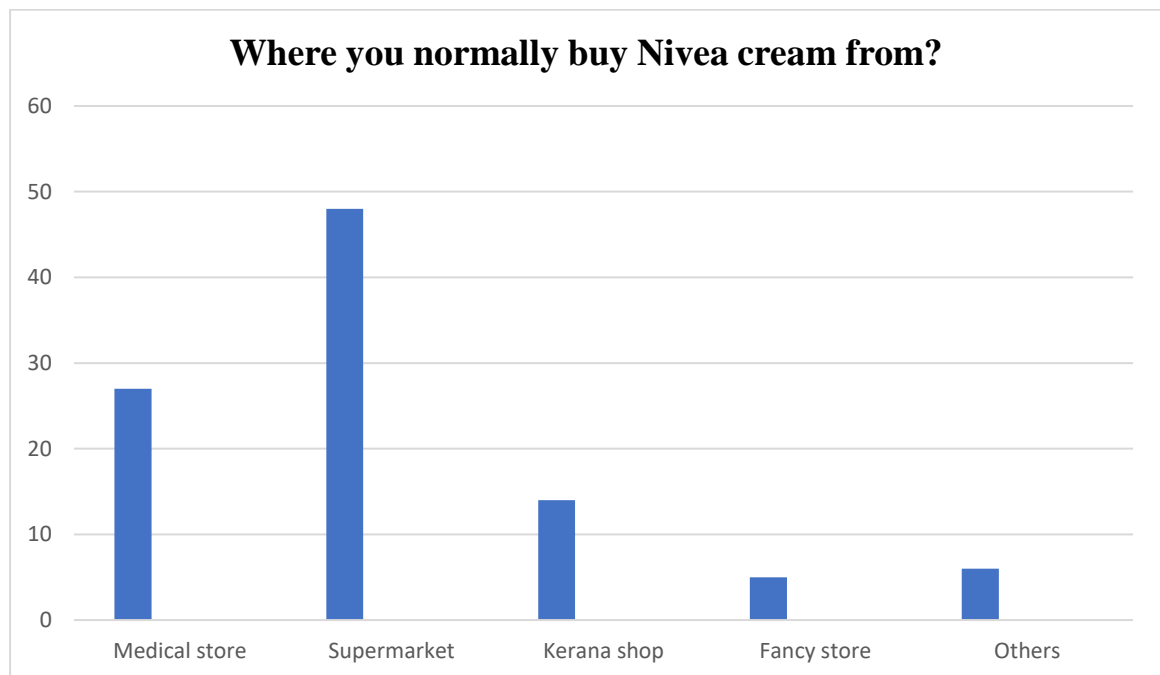
From the above table considered that, 27% of people buy nivea cream from the medical store, 48% of people buy cream from the supermarket like big bazar, 14% of people buy it from the kerana shop or departmental store, 5% of buyers from the fancy store and finally 6% of buyers from the others outlets. So, it is revealed that 48% respondent buy Nivea cream from the super-markets.

Table: 4.8 - Duration of purchase of nivea products.

DURATION	FREQUENCY(F)	PERCENTAGE
every day	32	32.0
2-3 time/week	25	25.0
Once in a week	5	5.0
Once in a month	5	5.0
Occasionally	17	17.0
Never	16	16.0
Total	100	100.0

CHART 4.8
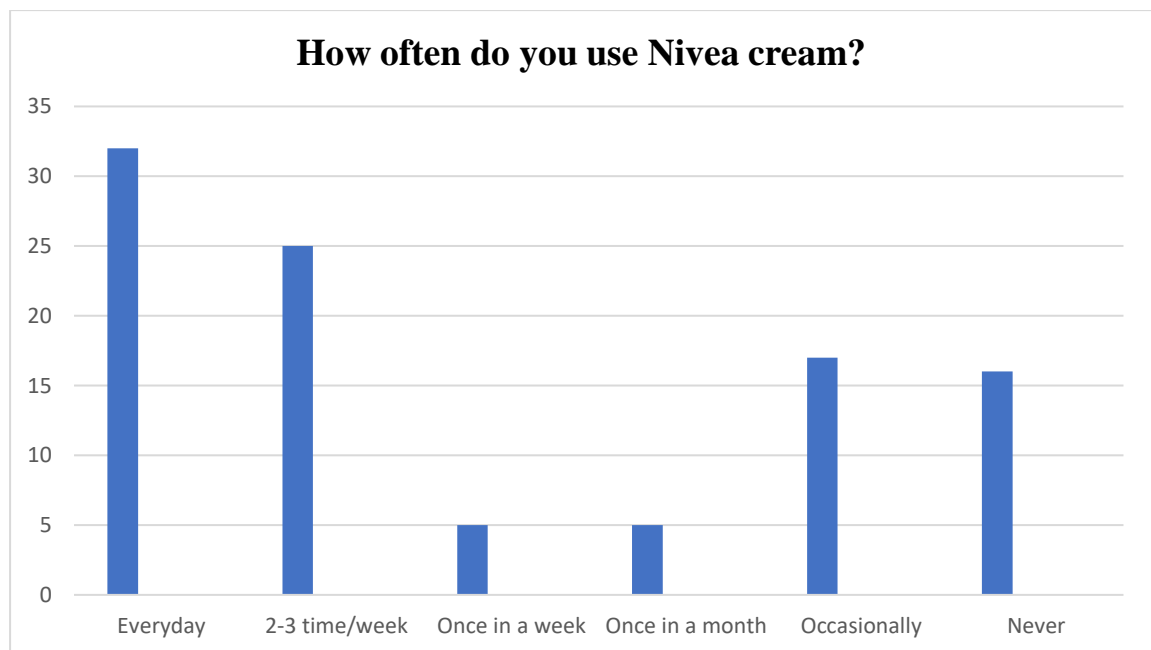
In the above figure considered that, 32% of people are using nivea cream every day, 25% of people are using nivea cream on 2-3 times a week, 5% of peoples are using nivea once a week, 5% of people are using nivea once a month, around 17% of people are using nivea by occasionally and 16% of peoples are never tried nivea still, hence the most of the people are using nivea cream every day that is 32%.

4(b)ONE WAY ANOVA

To test the difference in means one-way-Anova is used. It is used when the variable which is dependent is a scale or continuous-variable & the independent-variables are categorical, in nature. The Price of the product, Overall satisfaction and discounts is taken as the dependent-variable in the study & the demographic factors such as Income, Age and Gender are taken as the independent variables. The test is done in SPSS and the results are presented below.

ONE-WAY ANOVA

0 mg	50 mg	100 mg
9	7	4
8	6	3
7	6	2
8	7	3
8	8	4
9	7	3
8	6	2

Calculate Test Statistic

	SS	DF	MS	F
Between		2		
Within		18		
Total		20		

1. **One-way Anova of advertisement based on colour**

    The first One-way Anova test is done with the advertisement as the dependent-variable & the colour as the independent-variable. The advertisement and the colour are both five scale matric questions. The One-way-Anova test was done to test differences in colour and the advertisement. Hypothesis 1 was set as below:

H01: No significant differences between colour and advertisement.

Table 4.9: Advertisements has helped Nivea to bring brand awareness among customers.

	Sum-of-Squares	D.F	Mean-Square	F.	Sig
Between-Groups	**20.419**	**4**	**5.105**	**5.021**	**.001**
Within-Groups	**96.581**	**95**	**1.017**		
Total	**117.000**	**99**			

The significance value from table above is 0.001, which is less than 0.05. So, the null-hypothesis is to be Rejected. Therefore, H1 is Accepted. So, it is concluded, significant difference among colour & the advertisement occurs.

2. **One-way-Anova usage of nivea product based on season.**

The One-way-Anova test is done by using the nivea product as the dependent-variable & the season as the independent-variable. The season is considered as independent-variable. The One-way-Anova test was done to test the difference in usage of nivea product is alters seasonally.

H02: No significant differences in demand according to the season.

Table 4.10: Table showing significant difference in demand of the product.

	Sum-of-Squares	D.F	Mean-Square	F.	Sig
Between-Groups	8.046	5	1.609	1.529	.188
Within-Groups	98.954	94	1.053		
Total	107.000	99			

The significance value from table given above is $0.188 > 0.05$. So, the null-hypothesis is to be accepted. Therefore, H2 is Rejected, Hence, there is no significant-difference in demand according to season.

3. **One-way-anova of income level and satisfaction of buying nivea.**

The first One-way-Anova test is done with the satisfaction of buying nivea as dependent-variable and Income-level as independent-variable. The Income is a demographic factor that has seven Income groups underneath such as, Income Less than 0-25000, 25000-50000, 50000-75000, 75000-100000, 100000-150000, 150000-200000 and income above the 200000. The One-way-Anova test was done, in order to test difference in satisfaction with satisfaction of buying nivea based on income level. Hypothesis 3 was set as below:

H03: No significant-difference in income-level and satisfaction-of buying nivea.

Table:4.11-Satisfied with what I paid for what I bought.

	Sum-of-Squares	D.F	Mean-Square	F.	Sig
Between-Groups	04.036	06	.673	.560	.761
Within-Groups	111.674	93	1.201		
Total	115.710	99			

The significance value from table given above, is $0.761 > 0.05$. So, null-hypothesis is to be accepted. Therefore, H3 is-rejected. So, there is no Significant difference in income-level and satisfaction of buying nivea.

4. One-way-anova of brand of body lotion based on advertisement.

The first One-way-Anova tests is done-with advertisement as promotion as the dependent-variable & brand of-body lotion as the independent-variable. The-different brand of body lotions are Himalaya, Vaseline, Nivea and others. The One-way-Anova-test was done to-test the differences of brand of body lotion based on advertisement Hypothesis 4 was set as below:

H04: No significant-differences between brands of body lotion based on advertisement.

Table:4.12-Advertisement has helped nivea to bring brand awareness among customers.

	Sum-of-Squares	D.F	Mean-Square	F.	Sig
Between-Groups	4.417	3	1.472	1.255	.294
Within-Groups	112.583	96	1.173		
Total	117.000	99			

Significance value from table given above is 0.294 > 0.05. So, null-hypothesis is to be accepted. Therefore, H4 is-rejected. So, no significant-difference between brand of-body lotion and based on advertisement.

5. **One-way-anova of value of the money and the customer satisfaction.**

The One-way-Anova test is done with the customer satisfaction as the dependent-variable & worth the money as independent-variable. The One-way-Anova-test was-done to know difference in the money value and the customer satisfaction. Hypothesis 5 was set as below:

H05: No significant-difference in customer satisfaction based-on worth of-cream.

Table: 4.13- Customer-satisfaction is important factor that drives you to buy nivea.

	Sum-of-Squares	D.F	Mean-Square	F.	Sig
Between-Groups	34.003	4	8.501	10.001	.000
Within-Groups	80.747	95	.850		
Total	114.750	99			

The significance value from table given above 0.000 is < 0.05. So, null-hypothesis is to be-rejected. Therefore, H5 is Accepted, Hence, significant-differences between customer satisfaction and value of money occurs.

4(c) CHI-SQUARES.

Chi-squares is used-to test Significant Association between variables. It is used when dependent-variable is a categorical or nominal variable & independent-variables are also categorical in nature. The Gender of respondents, period of use age, Monthly Income and Period of purchase are the Categorical variables that are used in this test to find the Association between this variable. The test is done in SPSS and the results are presented below.

The different hypothesis is given below.

H1: No Significant-Association between, the-gender & income-level.

H2: No Significant-association between, brands of body lotion and gender.

H3: There is a significant association between random usage of nivea products based on brand.

The Formula for Chi Square is,

$$X = \text{Sum } (O-E) \text{ Square}/E$$
where:
O=Observed value (s)
E=Expected value (s)

1. **Find the Association-between the-gender & the income-level.**

The first Chi-squares test is done with income-level as one categorical d variable and the Gender as another categorical variable. The Gender is a demographic factor that has two groups underneath such as. Female and Male and the income level has seven groups such Income Less than 25000, 25000-50000, 50000-75000, 75000-100000, 100000-150000, 150000-200000 and income above the 200000. The Chi-squares tests was done to-test Significant Association-between this two-Variables. Hypothesis 1 was set as below:

H1: No Significant-Association between, the genders & income-level.

Table:4.14- Association-between genders & income-level.

	VALUES	D.F	Asymp- Sig (2 sided)
Pearson-Chi-Squares	05.159[a]	06	.524
Likelihood-Ratio	05.214	06	.517
Linear by Linear Associations	01.334	01	0.248
No. of Valid Cases	100		

The significance value from the above table that is 0.524 > 0.05. So, null-hypothesis is to be-Accepted. So, no significant-Association between the gender and the income-level.

2. **Find Association between the brand of body lotion and gender.**

The first Chi-square test is done with the brand of body lotion as one categorical d variable and the Gender as another categorical variable. The Gender is a demographic factor that has two groups underneath such as. Female and Male and the different brand of body lotions are Himalaya, Vaseline and others. The Chi-squares test was, done to test the Significant-Association between this two Variables. Hypothesis 2 was set as below:

H2: No-significant association between, brand-of body lotion & gender.

Table: 4.15- Association between brand of body & genders.

	VALUES	D.F	Asymp-Sig (2 sided)
Pearson-Chi-Square	4.154ª	03	.245
Likelihood-Ratio	3.818	03	.282
Linear by Linear Associations	.027	01	.870
No. of Valid Cases	100		

The significance value from the above table that is 0.245 > 0.05. So, null-hypothesis is to be- Accepted. So, no significant Association between-the brand of body lotion and the gender.

3. **Find the Association between the brand of body lotion and use-of nivea.**

First Chi-squares test is done with brand of body lotion as one categorical d variable and the use of nivea as another categorical variable. The use of nivea is a demographic factor that has four groups underneath such as. Daily usage, 2-3 times a week, 2 to 3 times per month and occasionally, and the different brand of body lotions are Himalaya, Vaseline and others. The Chi-squares test was done to test the Significant-Association between this 2-Variables. Hypothesis 3 was set as below:

H3: There is a significant association between random usage of nivea products based on brand.

Table: 4.16- Association between random usage of Nivea products based on brand.

	VALUES	D.F	Asymp-Sig (2 sided)
Pearson-Chi-Square	47.492ª	015	0.000
Likelihood-Ratio	50.087	015	0.000
Linear by Linear Associations	037.725	01	0.000
No. of Valid Cases	100.00		

The significance value from-above table that is $0.000 < 0.05$. So, null-hypothesis is to be Rejected. Hence, significant-Association between the brand of body lotion & the usage of the nivea product appears.

CHAPTER-5
FINDING, SUGGESTIONS & CONCLUSION

Summary of Findings.

From the above findings majority of respondents who use Nivea products are male and belong to 18-25 years age group. Since the advancement of technology is understood by well-educated working professionals with an income level of 25000-50000. It is found that individuals are influenced by the Brand to purchase the product. Majority of the customer are frequently buying the product and they are purchasing the product from the super markets.

Ranking of statements is done to analysis which factor has a major-effect on individuals trust and it is found quality of product has a major effect on the customer trust. Majority of the respondents who are using the Nivea product are in the age between 18-25. This shows that individuals are satisfied with the price of the product as it shows majority-of respondent are agreed-with the satisfaction level of price of product.

ANOVA is done with demographic variable customer satisfaction and gender. The analysis shows that there is no significant difference between them towards the customer satisfaction. This shows that group of genders are varies in their Certainty towards the satisfaction. That is no difference between the effect of customer satisfaction and gender.

Second-ANOVA test is done with the variable gender and overall satisfaction. The Analysis shows that there is no significant difference between them. It shows that both the male and female are having a different opinion toward the overall satisfaction.

Third-ANOVA is done with the usage of nivea product based on season. The analysis shows there no significance difference in the usage of nivea product and the seasonal sales. This shows that there is no impact on sales on the seasons.

Fourth-ANOVA test is done with the Demographic variable's income level and the satisfaction of buying nivea. where the significance values in respect of majority of

income between 25000-50000, there is no impact between the income level and satisfaction of buying nivea.

Fifth-ANOVA test is done with the variable brand of body lotion and effectiveness of the advertisement. There is a different compotator for nivea is Himalaya, Vaseline and other companies, there is no significant difference between these two variables, brand of body lotion and the effectiveness of advertisement.

Chi-Squares test concludes, no significant-association between, the Gender and period of usage. It shows that both the male and female are using the product from different time period. And the second test is done on the Monthly income as independent-variables & Purchase of Nivea product as dependent-variable. Which shows that the different income group people are purchasing the product at different time. That is some people are purchasing the product frequently and some are purchasing rarely.

Suggestions

- As in the analysis it shows that both the Male and Female have a different level of satisfaction about the product. It is important that the company should focus in a different way for both Male and Female.

- The price of the product in comparatively higher than the competitors and it is also proven in this analysis that only 50 percent of the customer are satisfied with the price of the product. So, it is the essential-objective of the company to maintain price of products and make sure that their customer will not move to the competitor's product.

- Even though the company is giving good discount and offers it have found that the customers are not been encouraged the offer and discount. So, it is a suggestion that the company should make sure that the customers are knowing about the offers and Discount provided by company.

- The overall satisfaction of the customer are around 80 percent. So, it's very important for Nivea company to make-sure that they satisfy 100 percent of the customer, so that they can acquire majority of the market share and maintain the number 1 position on the cosmetic industry.

Conclusion

 Most of the customer are highly-satisfied by Nivea product and Service, as one of top companies the company has building good-relationship among the customer & retailers. This good relation helped the company to grow in this competitive world, and the company is having a very good quality product at a reasonable price which makes their customer to purchase their product repeatedly. As many people are knowing about the Nivea company it is time for the Nivea to expand their business to the rural areas and villages because majority of the people in India are from village area. Advertisement is also playing an important role in converting the competitor's customers to buy Nivea's product and also creating awareness about the Nivea product. By the help of the Nivea's Research and Development team and marketing team it is possible for the Nivea to overcome the competitors and become the number 1 product in the world.

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QUESTIONNARIES

1) Gender of the customer who uses the Nivea product?
   (a) Female (F)
   (b) Male (M)

2) Age group of the customers using Nivea products?
   (a) Below 18
   (b) 18-25
   (c) 25-30
   (d) 30-45
   (e) Above 45

3) Monthly income of the respondents?
   (a) 0-25000
   (b) 25000-50000
   (c) 50000-75000
   (d) 75000-100000
   (e) 100000-150000
   (f) 150000-200000
   (g) 200000 and above

4) Occupation of the customers using Nivea products?
   (a) Student
   (b) Government Employee
   (c) Private Employee
   (d) Homemaker
   (e) Others

5) Education qualification of the respondents?

   (a) School level

   (b) Under Graduate

   (c) Post Graduate

6) Brand-preferences of the customers for creams?

   (a) Nivea

   (b) Himalaya

   (c) Vaseline

   (d) Others

7) Location preferred for purchasing the Nivea products?

   (a) Medical store

   (b) Supermarket like Big Bazar

   (c) Kerana shop or Department store

   (d) Fancy store

   (e) Others

8) Intervals in which they purchase the Nivea products?

   (a) Everyday

   (b) 2-3 times/week

   (c) Once in a week

   (d) Once in a month

   (e) Occasionally

   (f) Never

ANNEXURE

WEEKLY REPORT

Sl. No.	Activity	Activity Details	Duration
1	**Activity-1**	Understanding-Structure, Cultures and function of the company.	Week-1 [3^{nd} Jan 2020 to 9^{th} Jan 2020]
2	**Activity-2**	Identifying the business problem from the Industry profile and literature review.	Week-2 [10^{th} Jan 2020 to 16^{th} Jan 2020]
3	**Activity-3**	Discussing with the guide on finalising the report research design and presenting it.	Week-3 [17^{th} Jan 2020 to 23^{rd} Jan 2020]
4	**Activity-4**	Data-Collection, editing of data, coding the data, tabulating & presenting the data to the guide for suggestions to make the analysis.	Week-4 [24^{th} Jan 2020 to 30^{th} Jan 2020]
5	**Activity-5**	Analysis & finalization of report and making-presentation to the guide	Week-5 [31^{st} Jan 2020 to 6^{th} Feb 2020]
6	**Activity-6**	Submission of final Report to the University before one-week of the commencement of theory-examination.	Week-5 [7^{th} Feb 2020 to 14^{th} Feb 2020]