



A STUDY ON CUSTOMER SATISFACTION TOWARDS PONDS POWER PRODUCTS

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Abstract

The research project entitled ‘**A STUDY ON CUSTOMER SATISFACTION TOWARDS PONDS POWER PRODUCTS**’. The study was carried out to learn about people's expectations and contentment with Ponds products, as well as the availability and quality of skin care products and their overall satisfaction level. The information was gathered via distributing a naive to 100 people. The survey cludes comuner opinion and satisfaction, quality, price, brand image and product packaging. The data was analyzed using statistical methods such as percentage analysis, CHI SQUARE, and the weighted average approach, and specific comments and recommendations were made to improve Fonds product sales. It is proposed that the product be updated and popularized in order in order to increase customer usage, and customers are satisfied with the pond’s product.

Introduction

The study entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS PONDS POWER PORDUCTS**” Pond's powder products are skincare products designed to address specific concerns and provide various benefits. These powders are known for their oil-control properties and ability to help mattify the skin, reduce shine, and provide a smooth finish. They are available in different formulations, such as loose powders and pressed powders, offering options for different preferences and application methods. Pond's powders are commonly used to set makeup, control oiliness, and touch up throughout the day. They are widely available and can be found in retail outlets and online platforms. Consumer satisfaction is a marketing word that describes how well a company's products or services meet or exceed customer expectations. Customer satisfaction is significant since it gives a metric that marketers and business owners can use to manage and enhance their operations. The performance of the buffer in respect to the customer's expectations determines whether the buyer is happy after purchase. A person's sentiments of joy or disappointment as a result of comparing a product's perceived performance to his or her expectations is referred to as satisfaction. The consumer is disappointed if the service does not meet his or her expectations.

Review Of Literature

Howard Maston 1943- Has studied the need of farm ponds. He stated that the farm ponds is chief source of water supply for livestock, irrigation, farmstead use and fish production. He also reported that pond which is properly constructed, fertilizer, stocked and managed will produce as much as 500 pounds of fish annually for each acre of surface area, be also studied on planning of farm pond for storing water considering seepage losses. Sastry 1980.

Has studied the farm ponds for assured protective irrigation for rabi crops in down valley. The study conducted at the central soil and water Conservation Research and Training Institute; Dehradun indicated that the runoff water thus harvested can be recycled with farms an integrated part of successful crop management programmed. They also reported that the limited wanted available in the farm ponds should be utilized at the earliest opportunity resowing stage covering large area for given depth of water for optimum yield. He also observed that farm ponds serve dual purpose of storing water for crop lifesaving irrigation and at the same time minimize the flood hazard in the downstream. Man,

and Ramarao (1981) reported that, the better rain water utilization by harvesting and recycling increased that the efficiency of available land and water resources. The potential productivity of treated regions found to be two to three time higher than what was attained by the traditional system of production. Verma (1981) reported that, the location of the ponds should be necessary be at lowest point of catchment which is ideal location in the water disposal system. Earthwork reserve water storage ratio should be minimum site should be such as to have possibility of gravity irrigation. Gajra (1982) Worked on rain water harvesting and its recycling for maximization of crop production. They reported that water harvesting system which consist of collecting and storing in suitable reservoirs, the excess runoff from the catchment and its use as crop lifesaving irrigation would help increase and stabilized yield in the dryland areas. Sastry (1983) Studied the farm ponds and their influence on flood retardance. The study indicated that considerable retardance of volume and peaks can be achieved. They also concluded that watershed threat with graded terraces generates low runoff in the land as compared to untreated watershed. Scop of improving the performance of farm pond through a rational schedule of using available water for crops such as paddy could be father explored.

Methodology

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

Descriptive Research

Descriptive research is defined as a research method a company studies the behavior of its customers to identify its target market before it launches a new product. This is another use case of how brands use descriptive research by observing the customer's reactions and behavior toward a competitor's product.

Analysis

1.how satisfied are you with the pricing of beauty products?

Table 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	4	4	4	4
	Very satisfied	46	46	46	50
	Somewhat satisfied	24	24	24	74
	Not very satisfied	17	17	17	91
	Not at all satisfied	9	9	9	100
	Total	100	100	100	

Interpretation: From the above table it is interpreted Pricing satisfied 4.00% of respondents for Extremely satisfied, 48.00% of respondents for very satisfied, 24.00% of respondents for somewhat satisfied, 17.00% of respondents for not very satisfied, and 9.00% of respondents for not at all satisfied.

2. How does ponds products compare to other mimilar products in the markets?

Table 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much Better	36	36	36.4	36.4
	Slightly Better	40	40	40.4	76.8
	About the some	17	17	17.2	93.9
	Not very satisfied	2	2	2	96
	Not at all satisfied	5	5	5	100
	Total	100	100	100	
Total		100	100		

Interpretation: From the above table it is interpreted compare to others 36.36% of respondents for much better, 40.40% of respondents for Slightly, 17.17% of respondents for abot the some, 2.02% of respondents for not very satisfied , and 4.04% of respondents for not at all satisfied

3. Gender

Table 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	37	37	37
	Female	63	63	63	100
	Total	100	100	100	

Interpretation: From the above table it is interpreted that 63.00% of respondents for female and 37.00% of respondents for Male.

4. How important are the following factors when choosing a beauty products?

Table 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	40	40	40	40
	Brand Reputation	25	25	25	65
	Ingredients	30	30	30	95
	Packing	5	5	5	100
	Total	100	100	100	

Interpretation: From the above table it is interpreted important of following factors 40.00% of respondents for Price, 25.00% of respondents for Brand Reputation, 30.00% of respondents for Ingredients, 5.00% of respondents for BB packing.

Regression:To find the significant difference between ponds products .

Null Hypothesis (H0):There is no significant different between customer satisfaction level towards ponds quality.

Alternate Hypothesis (H1):There is significant different between customer satisfaction level towards ponds quality.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.203	0.564		5.68	0
	How satisfied are you with the pricing of beauty products?	-0.311	0.126	-0.251	-2.469	0.015
	How does ponds products compare to other similar products in the market?	-0.055	0.134	-0.041	-0.406	0.686
	How eassy is it to find ponds products in stores ot online?	0.076	0.095	0.08	0.804	0.423

a. Dependent Variable: How likely are you to continue using ponds products in the future

Inference

- ❖ The significant value 0.05 is greater than the table significant value 0.000 (0.00<0.05).
- ❖ Hence H0 is rejected and H1 is accepted.
- ❖ There is significant different between customer satisfaction level towards ponds quality.

Chi-Square Test

The table show the customer satisfaction ponds power products.

Null Hypothesis (Ho)

There is no significant different between customer satisfaction level towards ponds quality.

Alternate Hypothesis (H1)

There is significant different between customer satisfaction level towards ponds quality.

Test Statistics		
	gender	How important are the following factors when choosing a Beauty product?
Chi-Square	6.760 ^a	26.000 ^b
df	1	3
Asymp. Sig.	0.009	0

- a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.
 b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

Inference

- The significant value 0.05 is greater than the table significant value 0.000 (0.00<0.05).
- Hence H₀ is rejected and H₁ is accepted.
- There is significant different between customer satisfaction level towards ponds quality.

Suggestion

- ❖ Conduct a structured survey to gather quantitative data on customer satisfaction towards ponds power products.
- ❖ In-depth interviews with a selected group of customers to gain deeper insights into their satisfaction levels.
- ❖ Long term satisfaction and loyalty.
- ❖ Culture and religious diversity.
- ❖ Improved packaging
- ❖ Expanded shade range.
- ❖ Transparency in ingredients disclosure.

Findings

The data reveals that approximately 52.00% of the respondents are ponds products use. 63.00% of respondents for female collecting data 48.00% of respondents for very satisfied The ponds products compare to others mimilar products in the markets 40.40% of respondents for Slightly. The following factors when chossing a beauty products 40.00% of respondents for Price. The ponds products power (32.00%) of the respondents are Extremely satisfied.

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