

***“A STUDY OF CUSTOMER SATISFACTION OF BEAUTY CARE
PRODUCTS”***



***A report submitted to Department of Commerce, Higher And Technical
Institute, Mizoram (HATIM) for the academic year 2022-23***

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CERTIFICATE

This is to certify that the dissertation entitled “A Study of Customer Satisfaction of Beauty Care Products” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by T. Lalhmangaiha, Roll No. 2123BCOM045, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 8th May, 2023

Place: Lunglei, Mizoram

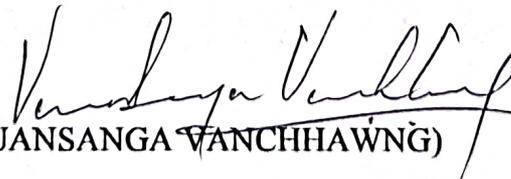

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DECLARATION

I, T.lalhmangaiha, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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Thank you,

T.LALHMANGAIHA

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CHAPTER 1

INTRODUCTION

1.1 CONCEPTIONAL FRAMEWORK

The global beauty sector is currently faced with a lot of demand and difficulties in supplying products of guaranteed quality. In recent years, people have been more conscious of hygiene and attractiveness due to advances in technology, globalisation, and increased spending power. This is the main driver behind the cosmetics industry's quick growth. Because every female population aspires to look lovely and alluring, female behaviour is complicated and dynamic. Women believe that cosmetics are a potent tool that may alter their average appearance into one that is appealing and presentable.

Over the past two decades, the beauty sector has experienced a rapid expansion as its rivals began producing goods to satisfy the growing demands of both the Indian and global markets. Consumer spending power and fashion awareness were thought to be the cosmetic industry's main drivers. The cosmetics business meets the rising need for cosmetics in all fields, from rural areas to modern metropolis, from the underprivileged to millionaires, and even from young children to the elderly. The cosmetic sector appears to be in an active period with regard to product development and marketing. The cosmetic manufacturing corporations invest a sizable amount of money since they recognise the vast potential of the cosmetic market.

1.2 REVIEW OF LITRATURE

The preceding relevant literature was reviewed in this chapter. It gave multiple definitions for customer satisfaction of beauty care product. It also provided insights into the various characteristics of customer satisfaction studied by other scholars.

P.I Khan & Tabassum, A (2010), have studied 'Service Quality And Customer Satisfaction Of The Beauty-Care Service Industry In Dhaka: A Study On High-End Women's Parlors'. The purpose of this research is to assess the service quality and customer satisfaction levels

of high-end women's parlours in Dhaka. Customers are very happy with the surroundings, executive courtesy, complaint management system, trustworthiness, and materials, according to the findings. Customer pleasure is created by four service quality factors: support and facility factor, employee factor, and safety and hygiene element.

Sheikh Majedul Huq (2015) ‘Customer Satisfaction and Loyalty on Beauty Parlour in Bangladesh: An Evidence from Rangpur City’. This study looks at the factors that influence customer satisfaction in beauty salons in Rangpur, Bangladesh. It provides a marketing plan to boost customer happiness and loyalty and focuses on seven service characteristics that affect these two metrics.

A K Subramani (2015) studied “Customer Satisfaction And Service Quality Towards Naturals Parlour”. The main objective of this study was to find customer satisfaction and service quality at Naturals parlour in Chennai. The results showed that the satisfaction level of customers was moderate with respect to variety of service, ambience, response and charges. It is suggested that Natural parlour can improve by keeping all brand availability of services.

Abidin (2018) studied ‘Effect Of Service The Quality On Customer Satisfaction At The Beauty Clinic’. The study shows that customer satisfaction is a level of customer feeling appearing because of service performance she obtains compared to her expectation. Unsatisfaction appears in a beauty clinic because she finds the gap between her expectation and service performance felt by her at the time using the services. Based on the presurvey, 18 (36%) of 50 customers interviewed felt unsatisfactory on the service of the A Beauty Clinic. The objective of the study is to find an association between several quality factors and customer satisfaction.

Rieneke R. Kalalo1 et al (2019) have studied ‘The Effect of Customer Satisfaction on the Service at Lady Salon during the Covid-19 Pandemic’. The purpose of this study was to examine how Lady Salon's client satisfaction changed throughout the Covid-19 epidemic. The accomplishment rate of descriptive test respondents on service factors and customer happiness variables confirmed the findings that the service of the beauty salon company greatly influenced customer satisfaction. Lady Salon must improve how well it handles complaints in order to boost client satisfaction.

Ali Raza (2021) studied “Factors Influencing on Customer Satisfaction in Hair Salons and Beauty Parlours”. This study investigated the factors that influence customer satisfaction in Beauty parlours in Istanbul Turkey. Data was collected from 100 respondents, 25 from each parlour, and analyzed in SPSS 16.0. Results showed that Quality Service and Rates had the highest influence on customer satisfaction.

1.3 RATIONALE OF PROJECT STUDY

The primary objective of the study is to identify the factors that affect the customer’s satisfaction towards cosmetic products so that it could help the Industry to maintain their place in the market and can meet the required demands of the customer regarding a particular product. In this way, they could retain their existing customers and can even increase their customers. This study identifies not only the factors that affect the consumers behavior for the purchase of cosmetics but also provides an answer to the question that who are the users of such products by taking into account the demographic variables like age, gender, income and occupation and also examines the influence of various factors on the consumer while purchasing cosmetic products.

1.4 STATEMENT OF THE PROBLEM

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. The study of the customer satisfaction is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. It is the fundamental ingredients in the modern marketing methodology. The satisfaction aspect of human being is linked with many factors like personal thinking, social expectations, constraints, motivations and so on. Since the parameters is very wide, the satisfaction level of customer keeps on changing. Therefore, the present study is conducted to analyse the customer satisfaction of beauty parlour.

1.5 OBJECTIVES OF THE PROJECT

- 1) To find usage level and expenditure level of respondents in skin care products.
- 2) To determine satisfaction level of the respondents in skin care products.
- 3) To study socio-economic profile of the respondents.

1.6 RESEARCH METHODOLOGY

1.6.1 Data collection:

The data was collected from both primary as well as secondary sources. Primary data was be collected from respective respondents. For collection of primary data, a structured questionnaire with open ended and close ended questions will be prepared for the respondents.

The secondary data is collected from various published and unpublished sources including journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

1.6.2 Sampling Method:

The study was conducted in Lunglei. Convenient sampling method was adopted to select the sample and questionnaire was distributed to 52 where 52 responses were received. The total number of respondents for the study is 52.

1.6.3 Data Processing:

The collected data is processed by using Microsoft Word and Microsoft excel and presented in frequency tables and percentages.

1.6.3 Percentage analysis:

It is the method to represent raw streams of data as a percentage (a part in 100 – percent) for better understanding of collected data. It has been used to establish the contribution of variables in both the optional and bi-polar type questions raised in the questionnaires.

1.7 LIMITATIONS OF THE PROJECT

As a consequence of the information being acquired by a questionnaire, the results would take into account all the limitations related to primary data. Information is gathered from Lunglei customers of beauty care products. As a result, only Lunglei is covered by the conclusions. Consequently, care must be exercised when extrapolating this finding to other fields.

1.8 CHAPTERIZATION

The following chapter make up the study-

1. Introduction
- 1.1 Conceptual Framework
- 1.2 Review of the literature
- 1.3 Rationale of Project study
- 1.4 Statement of the Problem
- 1.5 Objectives of the Project
- 1.6 Research Methodology
- 1.7 Limitation of the Project

CHAPTER – 2

ANALYSIS AND INTERPRETATION.

2.1 Gender of the respondents

TABLE 2.1 GENDER OF RESPONDENTS

Gender	No. of respondent	Percentage
Male	13	25%
Female	39	75%
Total	52	100%

The above table shows that out of 52 respondents, 13 are male respondent i.e 25% , and 39 are female respondent i.e 75%.

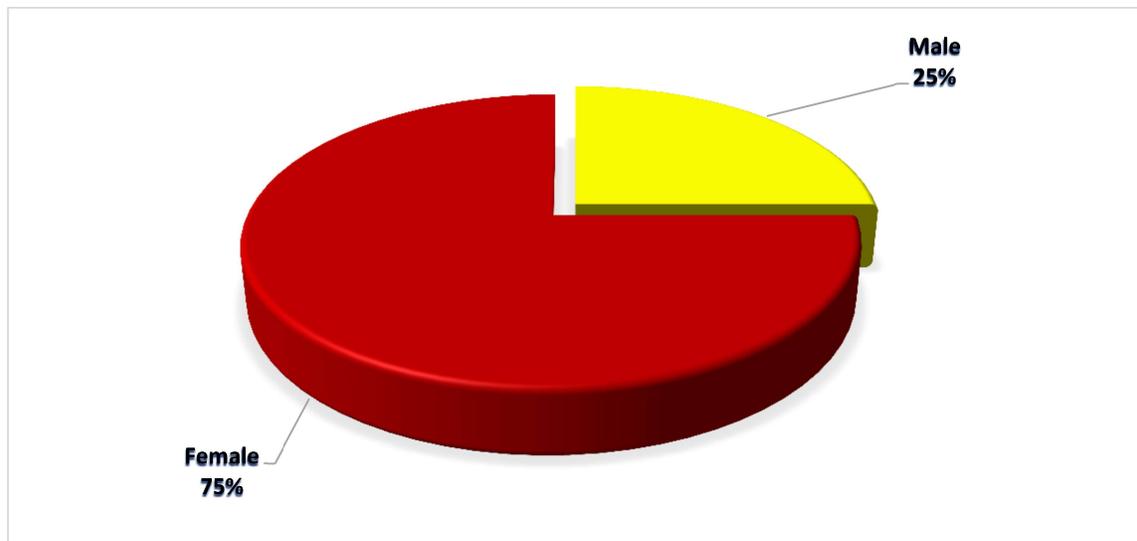


FIG 2.1

2.2 Age of the respondents.

TABLE 2.2 AGE OF RESPONDENTS

Age	No. of respondents	Percentage
18-24	50	96.1%
25-34	2	3.9%
35-44	0	0%
45+	0	0%
total	52	100%

The above table shows that out of 52 respondents, 50 respondents i.e 96.1% is between 18-24 years and the other 2 respondents i.e 3.9% is between the age of 25-34.

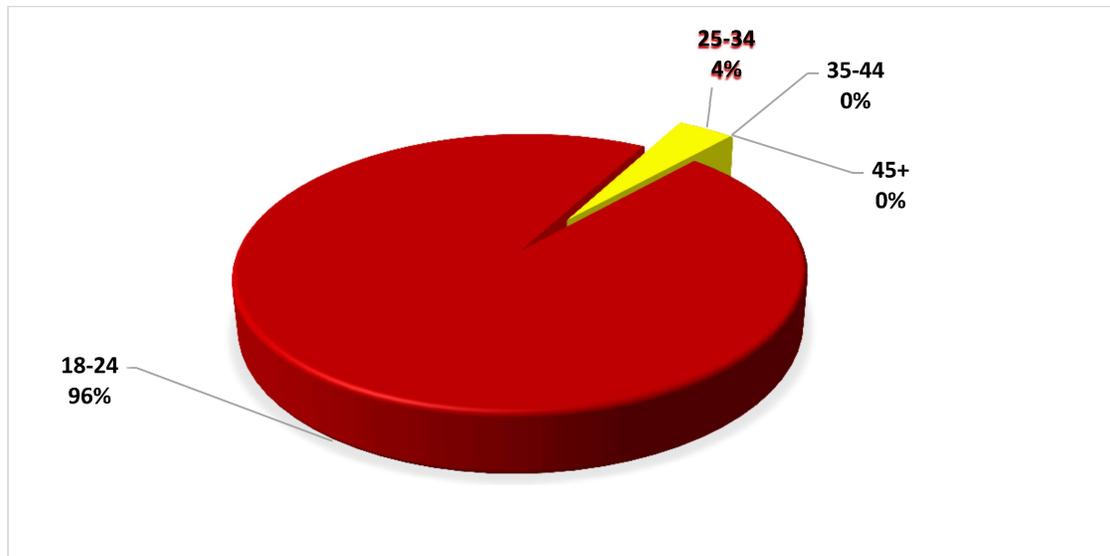


FIG 2.2

2.3 Occupation.

TABLE 2.3 OCCUPATION

Occupation	No. of respondents	Percentage
Service	1	1.9%
Business	1	1.9%
Student	46	88.5%
Other	4	7.7%
total	52	100%

In the above table, it is shown that the most respondents are student which is 46 respondents in number and 88.5 in percentage, 4 respondents i.e 7.7% are answering Other and the option of service and business under the Occupation are having 1 respondent i.e 1.9% each.

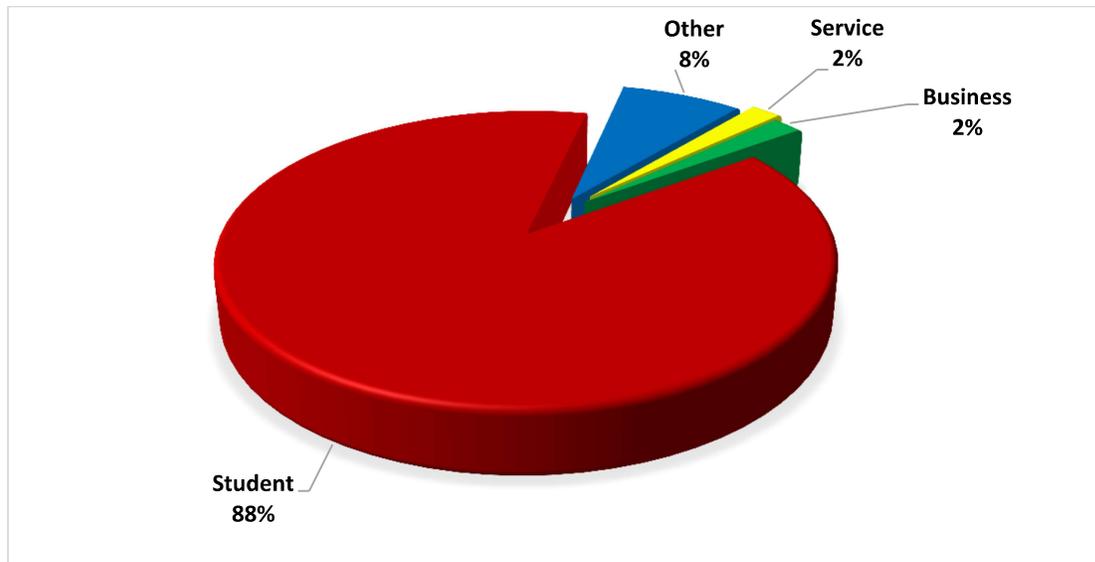


FIG 2.3

2.4 Qualification.

TABLE 2.4 QUALIFICATION

Qualification	Frequency	Percentage
Under Matriculation	4	7.7%
Post Matriculation	5	9.6%
Under Graduate	32	61.5%
Post Graduate	11	21.2%
Total	52	100%

As it is shown in the above table, the most respondents are Under Graduate i.e 32 respondents 61.5 in percentage, the second highest number of the respondents are Post Graduate i.e 11 respondents 21.2 in percentage, 5 of the respondents are Post Matriculation which is 9.6%, and Under Matriculation are the lowest in number i.e 4 respondents 7.7%.

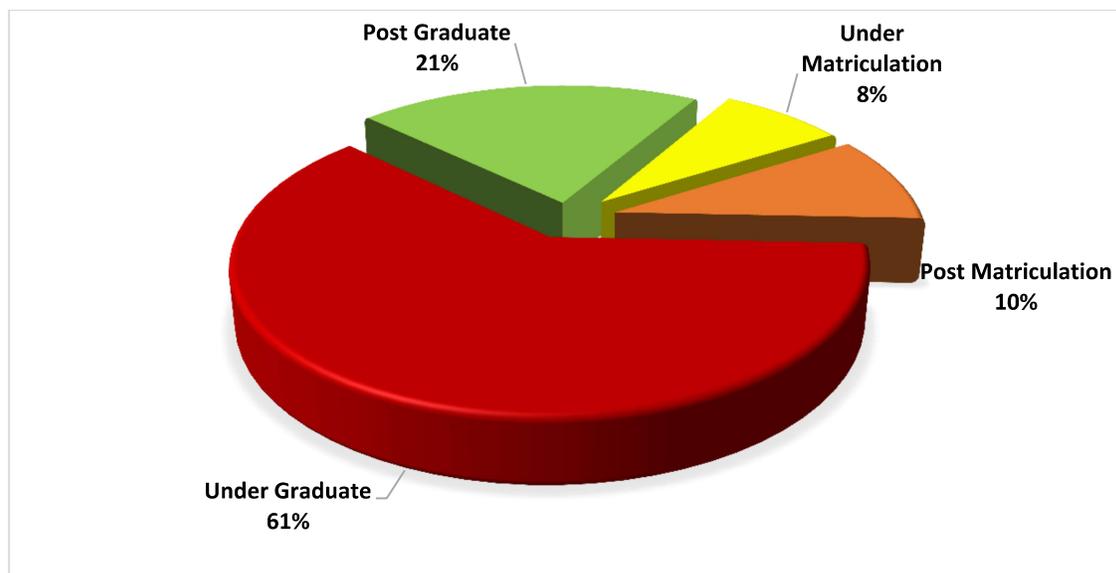


FIG 2.4

2.5 Availability of skin types products in the market.

TABLE 2.5 AVAILABILITY OF SKIN TYPES PRODUCTS

Existence of suitable products	No. of Respondents	Percentage
Yes	40	76.9%
No	12	23.1%
Total	52	100%

The above table shows that most of the respondents are suitable for the product of their skin type which is 40 respondent (76.9) , and 12 of the respondents (23.1%) are not suitable for their skin type products.

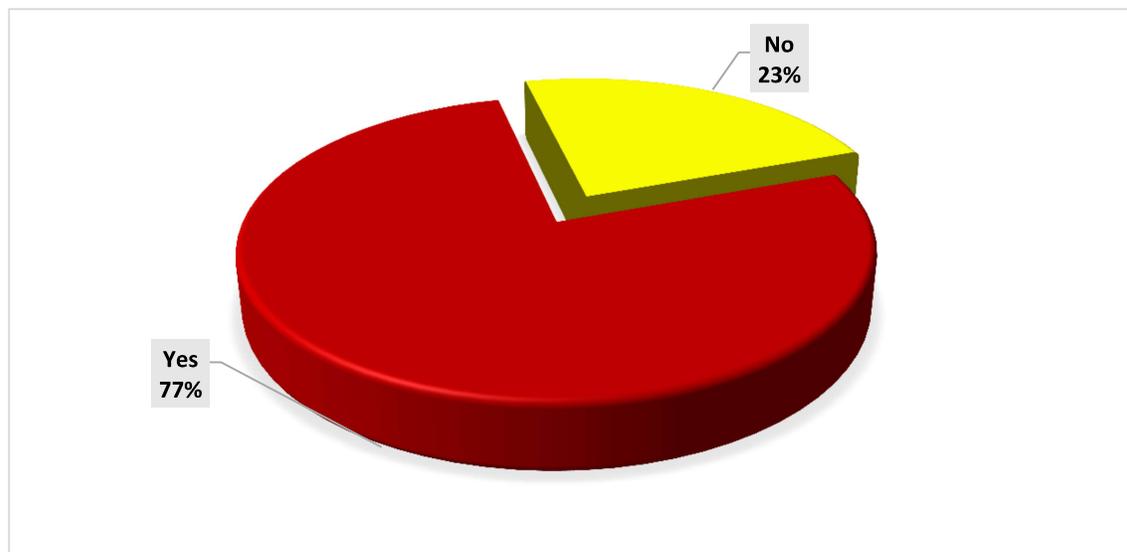


FIG 2.5

2.6 Usage of cosmetic products.

TABLE 2.6 USAGE OF COSMETIC PRODUCTS

Products	No. of Respondents	Percentage
Day cream	24	19%
Facial mask	7	6%
Toner	16	13%
Cleaner	15	12%
Serum	22	17%
moisturizer	25	20%
other	17	13%
Total	52	100%

The above table shows that the most products used by the respondents is Moisturizer i.e 20% , and the product of Day cream is used by 19% of the respondents , 17% of the respondents are using the product of Serum , Toner and the Other products are used by the respondents of 13%, product of Cleaner is used by 12% of the respondents and 6% of the respondents are using Facial mask.

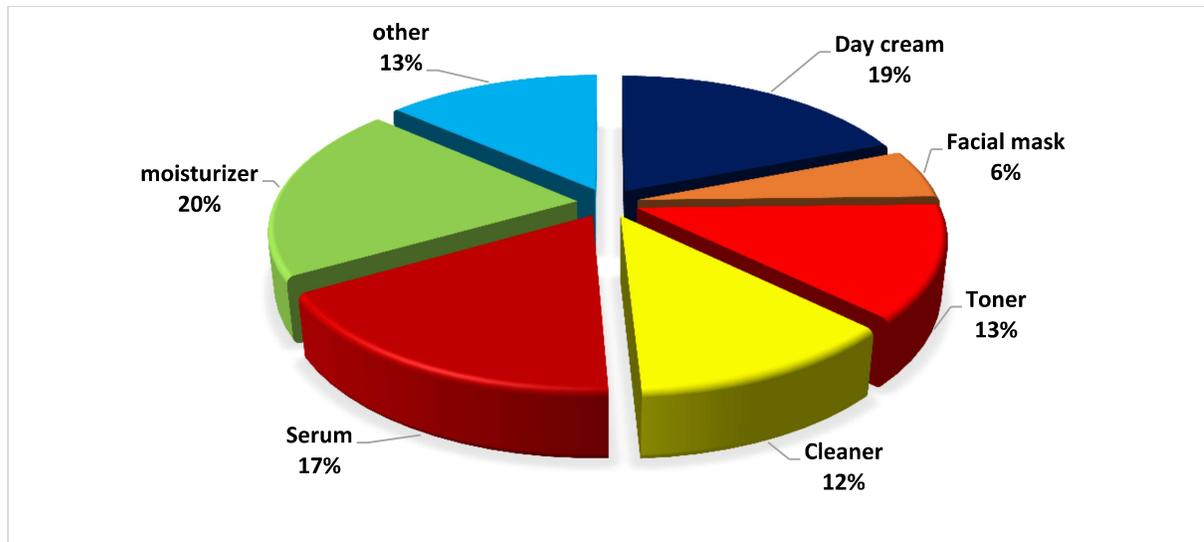


FIG.2.6

2.7 Importance level of texture.

TABLE 2.7 IMPORTANCE LEVEL OF TEXTURE

Importance level of texture	No. of Respondents	Percentage
Very important	22	42%
Important	22	42%
Not important	7	14%
Don't mind	1	2%
total	52	100%

From the above table, the respondents find the texture very important and important are 22 or 44% each, 7(14%) of the respondents find the texture not important, and the respondents who don't mind the texture is 1 or 2%.

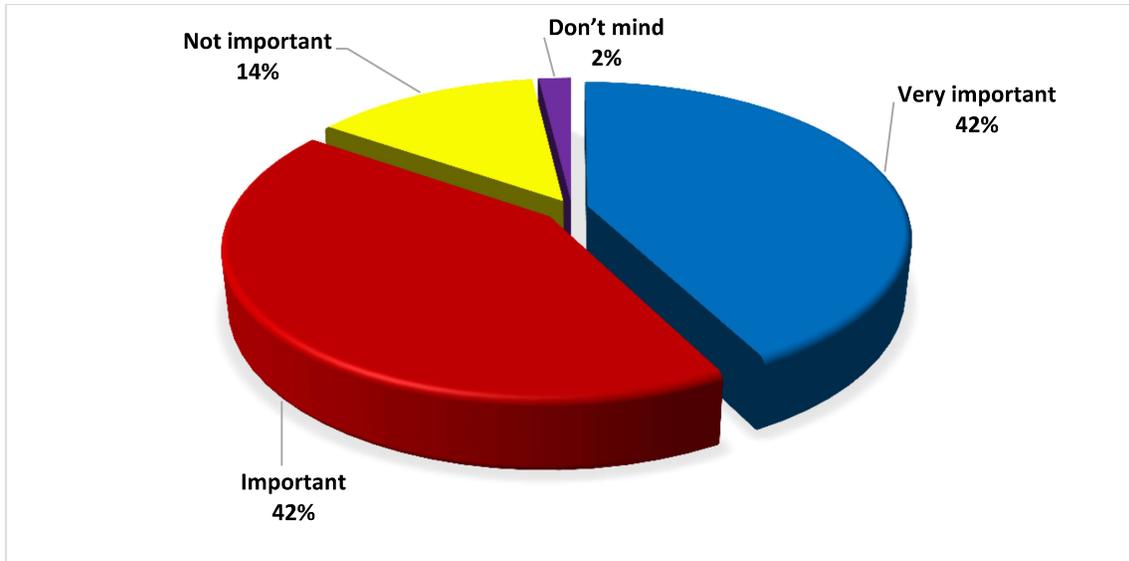


FIG 2.7

2.8 Products fragrance.

TABLE 2.8 PRODUCTS FRAGRANCE

Fragrance	No. of Respondents	Percentage
Yes	43	83%
No	9	17%
Total	52	100%

In the above table, it is shown that the majority of the respondents which is 83% of the respondents want the smell in the cosmetic products and few of the respondents i.e 17% of the respondents did not want the smell in the products.

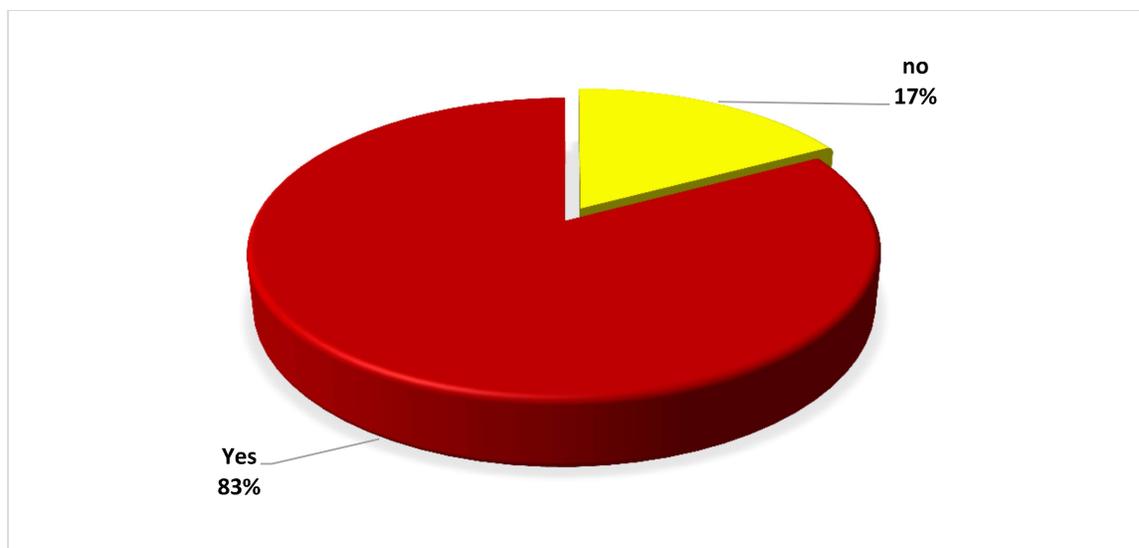


FIG 2.8

2.9 Regularity of usage of cosmetic products.

TABLE 2.9 REGULARITY OF USAGE

Regularity of usage	No. of Respondents	Percentage
Once a day	26	52%
Twice a day	16	31%
other	10	19%
Total	52	100%

The above table shows that the cosmetic products users of once a day are 26 respondents i.e 50% of the respondents, users of twice a day are 16 respondents i.e 31%, 10 respondents are the users of the products neither once a day nor twice a day.

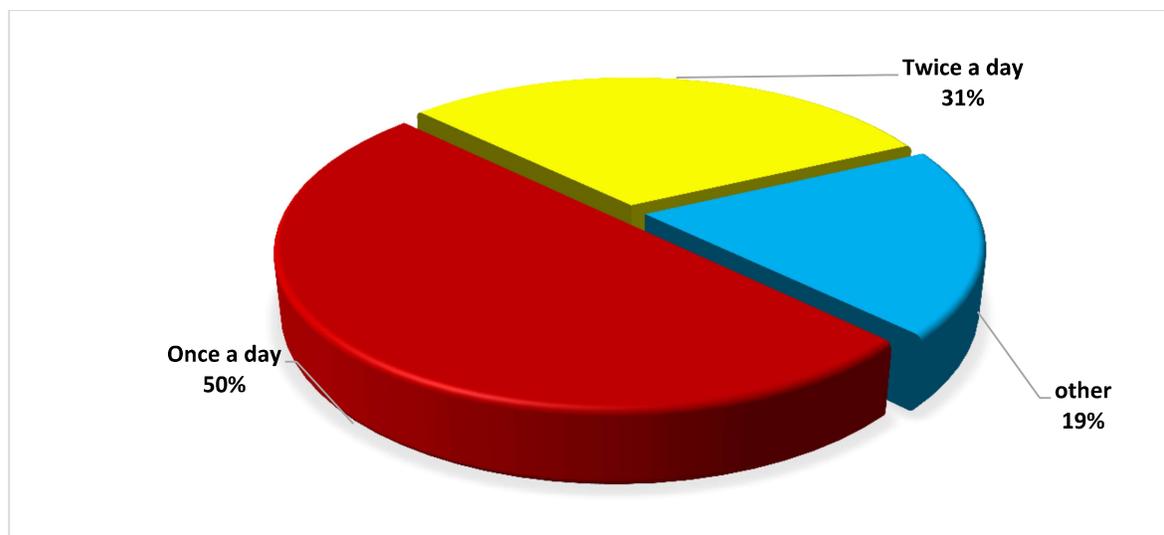


FIG 2.9

2.10 Skin types of the respondents.

TABLE 2.10 SKIN TYPES OF THE RESPONDENTS

Skin type	Frequency	Percentage
Oily skin	13	25%
Combination skin	12	23%
Sensitive skin	11	21%
Normal skin	10	19%
Dry skin	6	12%
Total	52	100%

From the above table, it is shown that the most number of the respondents are having Oily skin which is 13(25%) of the respondents, 23% (12) respondents are having Combination skin, 11(21%) of the respondents are having Sensitive skin, 10(19%) of the respondents are having Normal skin and the respondents having Dry skin are 6(12%) respondents.

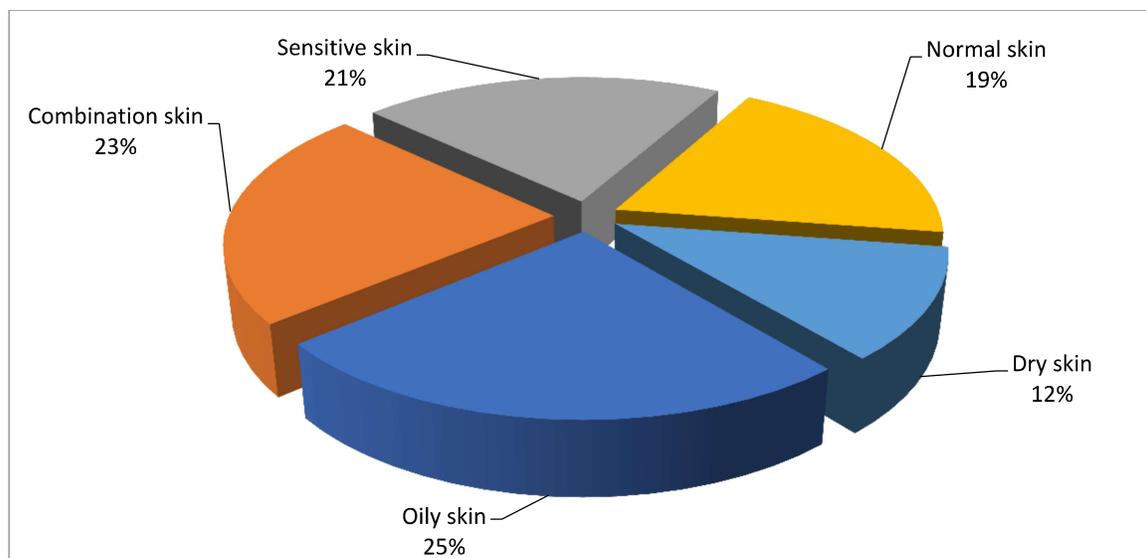


FIG 2.10

2.11 Expenditure level on skin care products.

TABLE 2.11 EXPENDITURE LEVEL ON SKIN CARE PRODUCTS

Expenditure level	Frequency	Percentage
Rs.0-99	8	15%
Rs.100-199	6	12%
Rs.200-299	4	8%
Rs.300-399	7	13%
Rs.400-499	4	8%
Rs.500+	23	44%
Total	52	100%

The above table shows how much they spend on their skin care products. Rs 500 and above spend on their skin care products by 23 respondents (44%), Rs 0-99 are spent by the 8 respondents (15%) for their skin care products, Rs 300-399 are spent for their skin care products by 7 of the respondents (13%), 6 of the respondents spend Rs.100-199 for their skin type products, Rs.200-299 and Rs.400-499 are spent by 4 respondents.

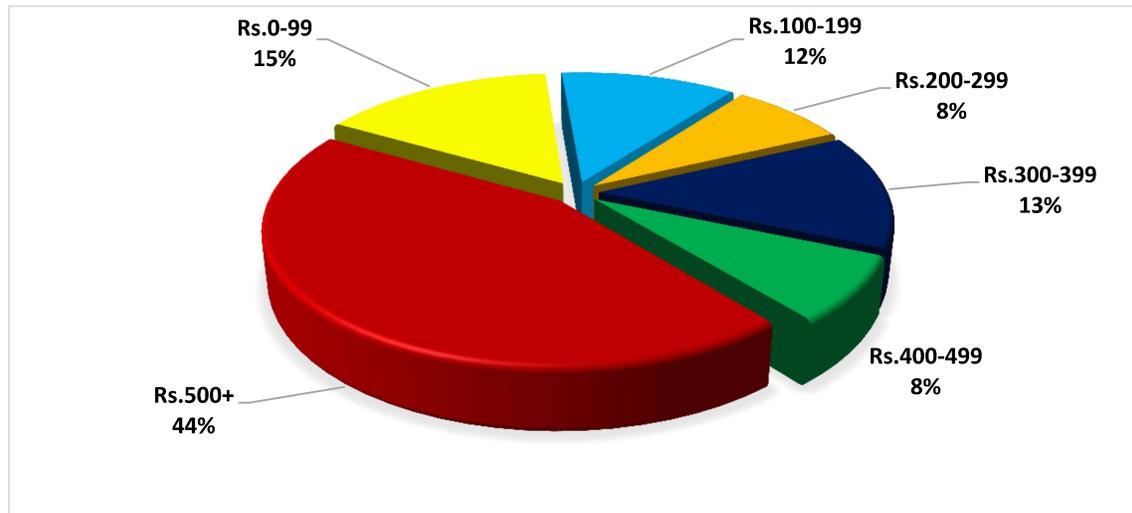


FIG 2.11

2.12 Shopping preferences of the respondents.

TABLE 2.12 SHOPPING PREFERENCES OF THE RESPONDENTS

Shopping preferences	No. of Respondents	Frequency
Stores	20	38%
Online	23	44%
Supermarkets	7	14%
Markets	2	4%
Total	52	100%

The above table shows that most of the respondents bought their products from the Online which is 23 respondents (44%), 20 of the respondents i.e 38% bought their products from the Stores, 7 respondents bought from the Supermarkets and 2 of the respondents bought from the Markets.

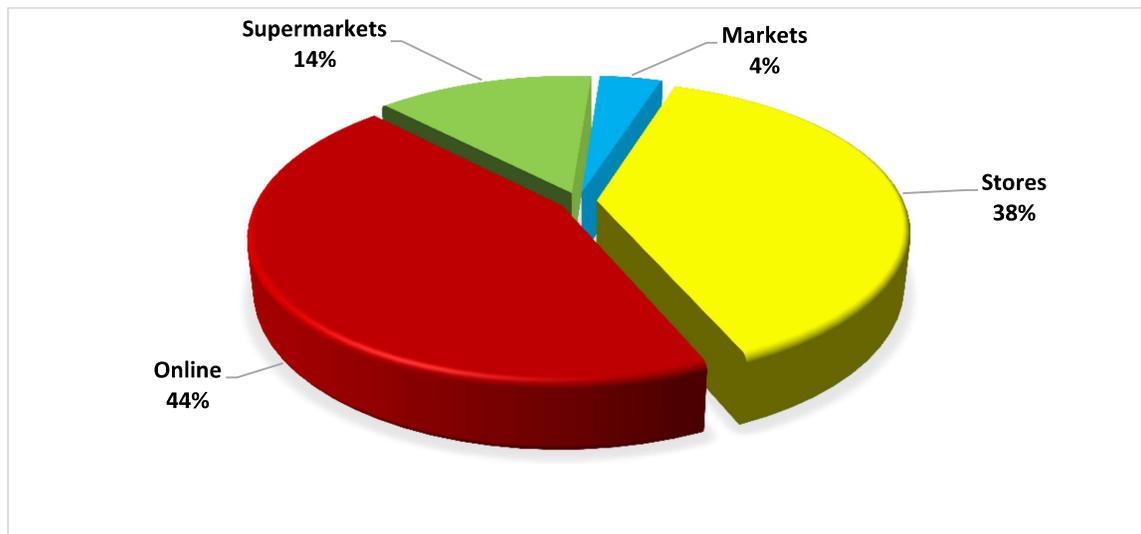


FIG 2.13

2.13 Satisfaction level of the respondents.

TABLE 2.13 SATISFACTION LEVEL OF THE RESPONDENTS

Satisfaction level	No. of respondents	Percentage
Very satisfied	7	13%
Satisfied	29	56%
Neutral	16	31%
Unsatisfied	0	0%
Total	52	100

The above table shows that 7 (13%) respondents are very satisfied with the products, 29 (56%) respondents are satisfied with the products, 16 (31%) are neutral with the products and none of the respondents are unsatisfied with the products.

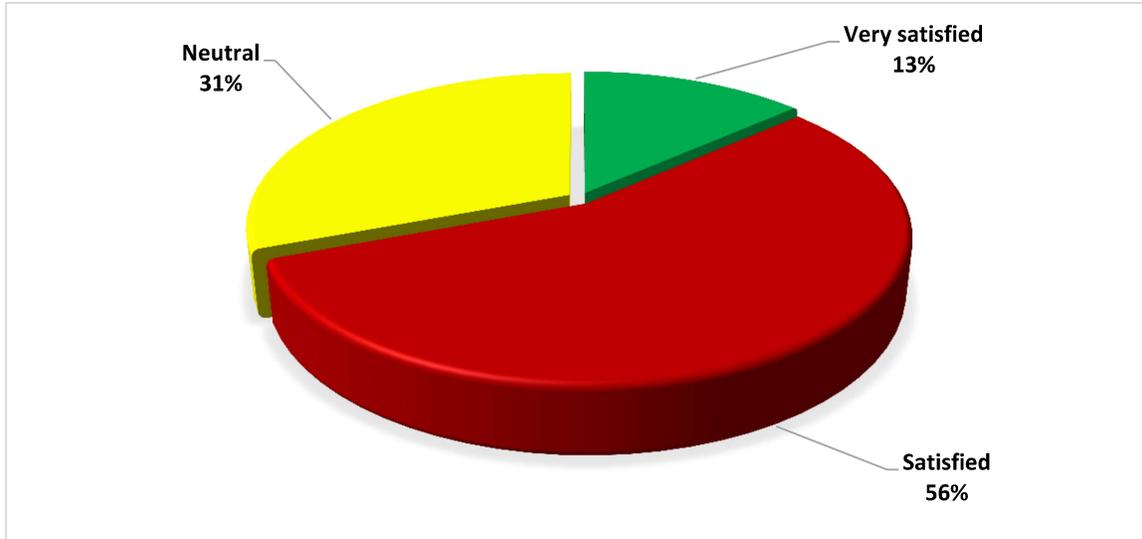


FIG 2.13

2.14 Impression factors of the respondents.

TABLE 2.14 IMPRESSION FACTORS OF THE RESPONDENTS

Impression factors	No. of Respondents	Percentage
Quality	32	62%
Price	9	17%
Shopping experience	8	15%
Customer service	3	6%
Total	52	100%

In the above table it is shown that, 32 of the respondents (62%) are impressed by the Quality of the products, 9 of the respondents (17%) are impressed by the Price of the products, 8 respondents (15%) are impressed by the Shopping experience and the respondents which are impressed by the Customer service are 3 respondents i.e 6%

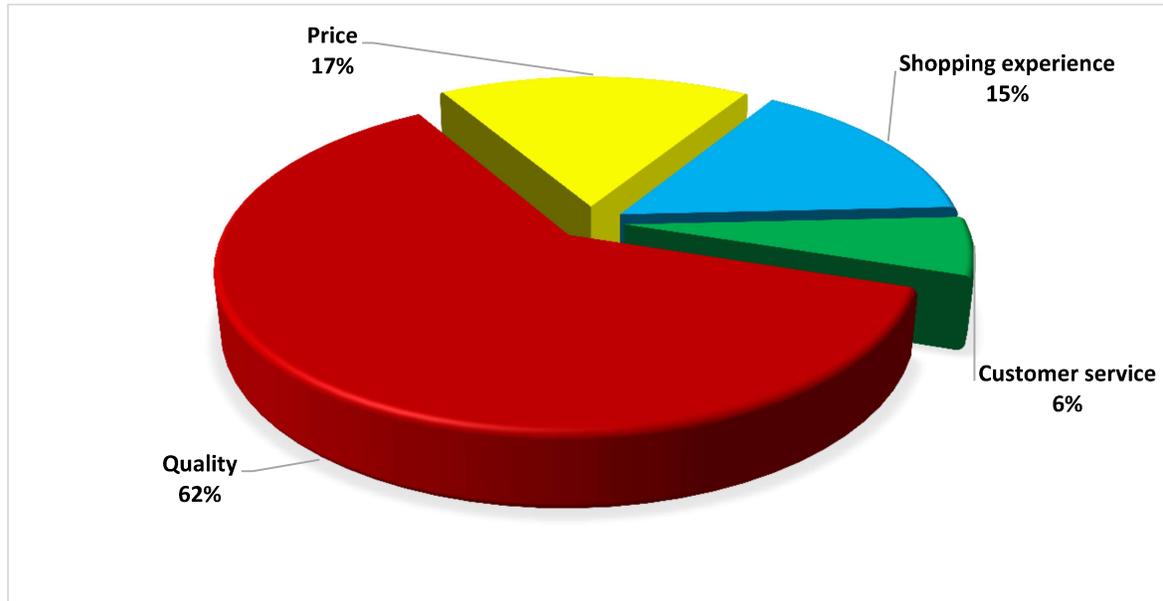


FIG 2.14

CHAPTER-3

RESULTS AND DISCUSSIONS

The study's findings from the data gathered from 52 respondents are finally highlighted in this chapter.

DEMOGRAPHIC PROFILE

- Out of 52 responders, 13 (or 25%) are male and 39 (or 75%) are female, making up the total.
- 50 (96.1%) respondents are between the ages of 18 and 24, while 2.9%, or 2 respondents, are between the ages of 25 and 34.
- The majority of respondents—46 in total, or 88.5 percent—are students. Four respondents—or 7.7 percent—choose Other, while the options for service and business under "Occupation" each have one responder, or 1.9%.
- respondents are Under Graduate are 32 respondents (61.5%), Post Graduate are the second greatest number of respondents with 11 respondents (21.2%), Post Matriculation are the lowest in number with 5 respondents (9.6%), and Under Matriculation are the highest in number with 4 respondents (7.7%).

USAGE LEVEL AND EXPENDITURE LEVEL OF THE SKIN CARE PRODUCTS.

- Moisturizer is the most product that respondents use the most, with a usage of 20%, followed by Day cream with a usage rate of 17%, Toner with a usage rate of 13% Other products with a usage rate of 13%, Cleaner with a usage rate of 12%, and Facial mask is the products used by the least respondents at the rate of 6%.
- 50%(26) respondents used the product once a day, 31%(16) respondents used the product twice a day , and , 10 respondents are the users of the products neither once a day nor twice a day. This indicates that the majority of the respondents used the products once daily.
- the respondents having Oily skin are 13(25%) of the respondents, 23% (12) respondents are having Combination skin, 11(21%) of the respondents are having Sensitive skin, 10(19%) of the respondents are having Normal skin and the respondents having Dry skin are 6(12%) respondents. Out of 52 respondents, it can be noticed that most of the respondents are having Oily skin type.

- Rs 500 and above spend on their skin care products by 23 respondents (44%), Rs0-99 are spend by the 8 respondents (15%) for their skin care products, Rs300-399 are spend for their skin care products by 7 of the respondents (13%), 6 of the respondents spend Rs.100-199 for their skin type products, Rs.200-299 and Rs.400-499 are spend by 4 respondents. This analysis shows that the majority of the respondents spend Rs500 and above on their skin type products and the least respondents of 6 spend their money between Rs 100 to 199 on their skin care products.

TO DETERMINE THE LEVEL OF SATISFACTION OF THE RESPONDENTS IN THE SKIN CARE PRODUCTS.

- 40(76.9%) respondents are suitable for the products of their skin care products and 12(23.1%) respondents are not suitable for their skin care products.
- 83% of respondents, the majority, prefer scents in their cosmetic goods, whereas only 17% of respondents did not want scents in their goods.
- 23 respondents, or 44% purchased their goods through Online. 20(30%) of the respondents did so from Stores. 7 or 14% of the respondents purchased their goods from Supermarkets, and 2(4%) of the respondents purchased their goods from marketplaces. It reveals that buying cosmetic products through online is the most choices and from the market is the least choices.
- The majority of the respondents are satisfied with the products
- 32 (62%) of the respondents are impressed by the Quality of the products, 9(17%) respondents are impressed by the Price of the products, 8 (15%) respondents are impressed by the Shopping experience and the respondents which are impressed by the Customer service are 3 respondents i.e 6%. It indicates that most of the respondents are impressed with the products of their using and shopping experience is the least impressed of the respondents.

CHAPTER-4

CONCLUSION AND SUGGESTION

4.1 CONCLUSION

The quality of your skin care regimen depends on the items you use. While high-quality cosmetics can improve the appearance of your skin now and in the future, low-quality products can have the opposite impact and even be harmful. The dermatologists at Skin Centre of South Miami go into further detail regarding the significance of high-quality skin care and face products in this article.

According to the survey, those who are between the ages of 18 and 24 tend to be more enthusiastic about keeping their ideal skin care. The majority of students who don't have regular earnings spends a lot in skincare. It may be inferred that none of the respondents don't use even basic skincare items like sunscreen and moisturiser. The majority of respondents are pleased with their present items, including the price range, quality, fragrance, and other factors. This survey shows that almost everyone cares deeply about their looks, especially their face attractiveness.

4.2 SUGGESTION.

- 1) It is highly recommended that products with good quality yet at cheaper price should be available since most of the customers are students who depend on their families and have not earned any income yet.
- 2) It would be great if the products are produced which is suitable for the age between 18-24.
- 3) Skincare producers should have some market research and produce products that are suitable for every person.

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APPENDIX

Questionnaire

CUSTOMER SATISFACTION OF BEAUTY CARE PRODUCTS

1. What is your gender
 - Male
 - Female
 - Other/not specified
2. What's your age?
 - 18-24
 - 25-34
 - 35-44
 - 45+
3. Occupation
 - Service
 - Business
 - Student
 - Other
4. Qualification
 - Under Matriculation
 - Post Matriculation
 - Under Graduate
 - Post Graduate
5. Are you able to find products on the market suitable for your skin type?
 - Yes
 - No
6. What cosmetic products are you using?
 - Day cream
 - Facial mask
 - Toner
 - Cleaner
 - Serum
 - Moisturizer

- Other
7. How important is texture?
 - Very important
 - Important
 - Not important
 - Don't mind
 8. Do you like smell in your cosmetic products?
 - Yes
 - No
 9. How regular do you use cosmetic products?
 - Twice a day
 - Once a day
 - other
 10. What is your skin type?
 - Dry skin
 - Oily skin
 - Combination skin
 - Sensitive skin
 - Normal skin
 11. How much would you spend on your skin care products?
 - Rs 0-99
 - Rs 100-199
 - Rs 200-299
 - Rs 300-300
 - Rs 400-499
 - Rs 500+
 12. Do you have a particular place where you buy your skin care products?
 - Stores
 - Online
 - Supermarkets
 - Markets
 13. How satisfied are you with the products?
 - Very satisfied
 - Satisfied

- **Neutral**
- **Unsatisfied**

14. What impressed you the most about the products?

- **Quality**
- **Price**
- **Shopping experience**
- **Customer service**