

A Study on Consumer Satisfaction Towards Deyga Organics

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ABSTRACT

In recent years, the demand for organic skincare products has seen significant growth, driven by rising consumer awareness about health, wellness, and environmental sustainability. Deyga Organics, a Tamil Nadu-based brand, has positioned itself strongly in this segment by offering natural, chemical-free, and cruelty-free skincare products. This study aims to analyse consumer satisfaction towards Deyga Organics in the Erode district. The study focuses on various factors influencing satisfaction, such as product quality, brand perception, pricing, packaging, and customer service.

A structured questionnaire was used to collect primary data from 50 respondents using convenience sampling. The results were analysed using percentage analysis. The findings reveal that most consumers are highly familiar with Deyga Organics and are satisfied with the natural ingredients, effectiveness, and brand values. However, pricing and product variety were identified as key areas needing improvement. The study concludes with strategic suggestions for enhancing customer satisfaction and strengthening brand loyalty in the competitive organic skincare market.

KEYWORDS: Deyga Organics, Consumer Satisfaction, Organic Skincare, Natural Products, Brand Loyalty.

INTRODUCTION

In recent years, the growing awareness of health and environmental concerns has led to a significant shift towards organic products across various industries, especially in the skincare sector. Consumers are now more conscious of the ingredients in the products they use and the impact of these products on both their health and the environment. This has driven the rise of organic skincare brands like Deyga Organics, which focuses on delivering natural, handcrafted products that cater to these evolving preferences.

Organic skincare products, especially those offered by Deyga Organics, are perceived to be safer and more effective than their chemical-laden counterparts. As consumers increasingly prioritize wellness, transparency, and sustainability, the demand for such products is expected to rise. The brand has positioned itself in a competitive market by aligning with these consumer values, establishing trust and loyalty through its commitment to quality and authenticity. Understanding consumer satisfaction in this context is essential for Deyga Organics to refine its products and services, ensuring that the company will continue to meet customer expectations and retain a strong position in the market.

STATEMENT OF THE PROBLEM

The organic skincare industry has seen tremendous growth in recent years, with increasing consumer awareness about the harmful effects of chemicals in conventional beauty products. As brands like Deyga Organics thrive in this competitive market, understanding the nuances of consumer satisfaction becomes critical for sustained success. Despite the growing popularity of Deyga Organics, there are key concerns about how well the brand meets the diverse needs of its customers.

So, it is an attempt to study the pricing, product availability, brand reputation, quality, effectiveness, and overall experience of using Deyga Organics products. The study also analyses the expectations of customers regarding the brand's product range, services and their areas to be improved to meet customer needs better.

Through addressing these issues, this study seeks to provide valuable insights into consumer satisfaction and offer strategic recommendations to help Deyga Organics strengthen its market position.

SCOPE OF THE STUDY

- The study focuses on evaluating the level of consumer satisfaction with Deyga Organics' skincare products.
- It identifies and analyses the key factors influencing customer satisfaction, such as product quality, pricing, and availability.
- The research examines how customer perceptions of Deyga Organics' brand, including sustainability and ethical practices, impact their loyalty.

OBJECTIVES OF THE STUDY

- To assess the overall satisfaction of Deyga Organics' customers with its range of skincare products.
- To analyze the impact of brand perception and sustainability efforts on consumer purchasing decisions.
- To evaluate the role of digital and social media marketing in shaping customer experiences and expectations.
- To provide strategic recommendations to Deyga Organics on how to enhance customer satisfaction, improve product offerings, and strengthen brand loyalty.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood a science of studying how research is done scientifically. The validity of any research is based on the efficient method of data collection and analysis.

SAMPLE SIZE:

The study 50 respondents have been taken as sample from the total population of erode District.

SAMPLING TECHNIQUE:

The sampling design used in the study was non probability sampling. Convenience sampling techniques are used for collecting the data.

NATURE OF DATA

Primary Data:

Data was collected from the respondents through questionnaire. The data were relating to the personal profile of sample respondents, brands product range, services and their areas to be improved.

Secondary Data:

Besides the primary data for analysis, secondary data were collected from various sources like newspaper, journal, magazines, articles and websites.

TOOLS FOR DATA COLLECTION

Questionnaire has been used for the collection of data. Questionnaire has been constructed in such a way as to cover variables such as demographic factors and things related to quality and special features of Deyga organics.

DATA ANALYSIS

The data collected from the primary sources were arranged sequentially and tabulated in a systematic order in the master table.

TOOLS FOR ANALYSIS

The data collected through questionnaire were presented in a master table. From the master table the sub-tables were prepared.

The statistical tool employed for the analysis of data is:

- **Percentage Analysis**

PERCENTAGE ANALYSIS

Percentage Analysis refer to a specified kind of ratio, percentage is used in making comparison between two or more series of data. Percentage reduces everything to a common base there by allow meaningful comparison to be made.

Number of Respondents

Simple percentage analysis = $\frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} * 100$

Total Number of Respondents

LIMITATIONS OF THE STUDY

- The sample size is restricted to 50 respondents, which may not represent the entire consumer base.
- The study relies heavily on self-reported data, which may include biases.
- External factors such as market trends and competitor actions are beyond the scope of this research.
- The geographical focus is limited, which may exclude diverse consumer perspectives.

FINDINGS OF PERCENTAGE ANALYSIS

- The majority 60% of the respondents are Female.
- The maximum 36% of the respondents age are 18-25 yrs.
- The maximum 30% of the respondents Monthly income are Rs.50000- Rs.100000.
- The majority 60% of the respondents are Married.

- The majority 70% of the respondents are living rural.
- The majority 72% of the respondents are nuclear family
- The maximum 48% of the respondents educational qualification are under Graduate.
- The maximum 26% of the respondents are working professionals.
- The maximum 48% of the respondents are very familiar.
- The majority 80% of respondents have high exposure with Deyga organic products.
- The maximum 30% of respondents are get the primary source of information from social media.
- The maximum 32% of respondents have used the products 3-4 years.
- The majority 78% of the respondents have purchase experience with Deyga organics.
- The maximum 34% of the respondents purchased the products once a month.

SUGGESTIONS:

- Customers' perception and satisfaction towards Deyga Organics products are generally positive.
- Consumers are the main priority, so high-quality and natural ingredients should be ensured to provide them with a pleasant experience and encourage repeat purchases.
- The most important area of improvement is maintaining consistency in product effectiveness and formulation.

CONCLUSION:

This research reveals that customer perception and satisfaction toward Deyga Organics products are generally positive. The main objective of this study is to evaluate consumer satisfaction with the brand's organic and natural skincare products. From the detailed analysis, it is concluded that the majority of customers are moderately to highly satisfied with the quality, effectiveness, and overall experience of using Deyga Organics.

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