



# **TO STUDY CONSUMER SATISFACTION OF DEYGA SKINCARE PRODUCTS WITH SPECIFIC REFERENCE WITH COIMBATORE CITY**

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## **ABSTRACT**

This study examines consumer satisfaction levels, and brand perception in the natural skincare segment, with a particular focus on Deyga Organics. Known for its commitment to purity and sustainability, Deyga has positioned itself as a leading brand in India's organic skincare industry through the use of handcrafted, chemical-free products made from ethically sourced ingredients. The research is conducted in [your location, e.g., Coimbatore] with a sample size of 110 respondents, utilizing primary data collected via structured questionnaires. Analytical tools such as percentage analysis, chi-square tests, and ranking methods, are employed to interpret consumer preferences and satisfaction metrics. The study investigates the key factors influencing purchasing decisions, including ingredient transparency, product effectiveness, packaging, and price sensitivity. It also explores the influence of demographic and socio-economic variables on brand loyalty. Furthermore, the research highlights challenges such as product accessibility, awareness gaps, and market competition. The insights aim to support the growth of clean beauty brands and enhance customer engagement in the evolving natural skincare market.



## 1. INTRODUCTION

The name "Deyga" was thoughtfully chosen to reflect our deep connection to Tamil culture and heritage. Derived from the Tamil word "Deygam," meaning "body," it signifies our commitment to gentle, effective skincare and haircare with pure, earth-sourced ingredients. We believe in holistic well-being, where nature and tradition come together to nurture your body and enhance your overall health and beauty.

Deyga is an Indian skincare brand known for its 100% natural, handcrafted, and organic products. The brand is deeply rooted in the belief that nature holds the key to healthy skin. With a mission to promote healthy and radiant skin through authentic, cruelty-free, and handmade products, Deyga has gained trust among skincare enthusiasts looking for gentle yet powerful natural remedies. Deyga skincare products offer a natural, effective, and sustainable solution for achieving healthy, glowing skin. With their commitment to using only the finest, natural ingredients and handcrafting each product with love and care, Deyga is revolutionizing the skincare industry.

Our products are free from harsh chemicals, artificial fragrances, and dyes, ensuring that they're gentle on your skin and the environment. Deyga is a natural and organic skincare brand committed to providing handcrafted, chemical-free, and eco-friendly beauty solutions. Rooted in Ayurveda and inspired by nature, Deyga focuses on using pure, sustainably sourced ingredients to nourish and heal the skin naturally.

The natural skincare routine away from the harmful chemicals and the adulterated products compelled her to discover the magic within the natural ingredients which were embedded only in the lap of nature. She then encountered the wonderful and stunning effects of what natural ingredients can do. From using it on herself to meeting her acquaintances' content, it all embarked on the pavement towards a flourishing organic brand 'Deyga' which is now one of the most sought-after brands worldwide. The ingredients that are directly obtained from nature, fall in the proximity of magic and the same has been vividly encapsulated by Ms. Arthi Raguram in her beauty products. The inspiration which drew her attention towards such an organic platform has been derived from 'Ayurveda'.



## **2. LITERATURE OF MAIN CONTENTS**

### **2.1 OBJECTIVES OF STUDY**

- To understand the consumer satisfaction towards Deyga skin care products.
- To identify the key factors influencing consumer satisfaction with Deyga skincare Products
- To analyse the effect of marketing strategies on consumer satisfaction with Deyga products

### **2.2 SCOPE OF STUDY**

Now a day's parents are very conscious about the skin care and they are willing. To spend a lot of money for Skin care products. But earlier it was not like that. Now there are Varieties of Skin care products available in market. The purpose of study is to analyses the preference towards Deyga.

### **2.3 STATEMENT OF PROBLEM**

The study made an attempt to analyse the various aspects regarding the consumer brand Preference towards Deyga products. Factors influencing the buying decisions of Deyga products and consumer satisfaction towards Deyga products

### **2.3 RESEARCH AND METHODOLOGY**

Research methodology is a way to systematically solve the research problem and is the backbone of the study and is primarily based on the primarily based on primary data collected through questionnaire from the peoples.

### **2.4 COLLECTION OF DATA**

The data was collected through questionnaire.

- The sample size was 110.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.



### 3. ANALYSIS AND DISCUSSION

**TABLE:3.1**

S.NO	MAIN REASON FOR DEYGA PRODUCTS	NO. OF RESPONDENTS	SIMPLE PERCENTAGE
1	QUALITY	38	35%
2	NATURAL INGREDIENTS	43	39%
3	BRAND HERITAGE	18	16%
4	PRICE	11	10%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>

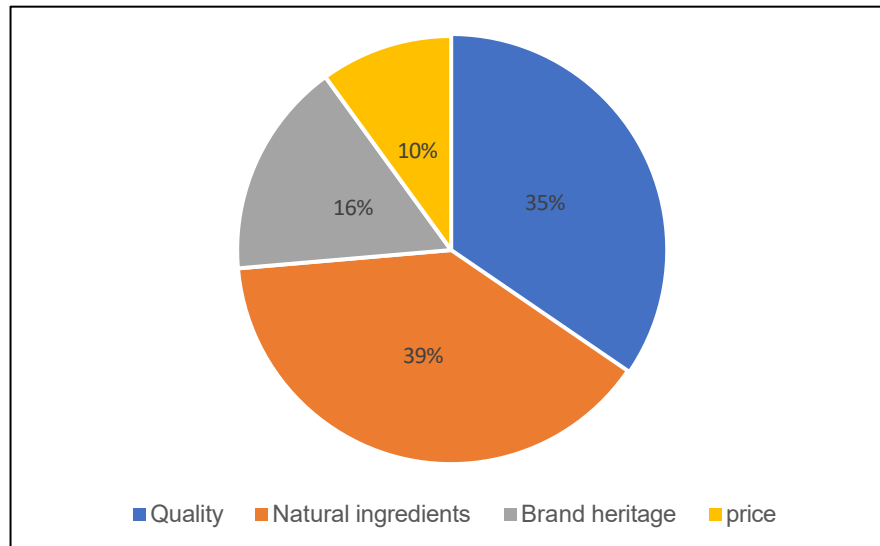
**\*SOURE: PRIMARY DATA**

**INTERPRETATION:** From the above table shows it 35% of the respondent is quality, 39% of the respondent are Natural ingredients, 16% of the respondent is brand heritage and 10% of the respondent are price

**INFERENCE:** The study of shows that majority of the respondents are reason for deyga products are natural ingredients.

**CHART NO: 3.1**

**MAIN REASON FOR DEYGA PRODUCTS**





**TABLE:3.2**

**TO KNOW ABOUT DEYGA SKINCARE PRODUCTS**

S.NO	TO KNOW ABOUT DEYGA SKINCARE PRODUCTS	TOTAL RESPONDENTS	SIMPLE PERCENTAGE
1	TV ADS	15	14%
2	INTERNET	44	40%
3	FRIENDS	38	35%
4	PRODUCT DISPLAY	13	11%
	<b>TOTAL</b>	110	100%

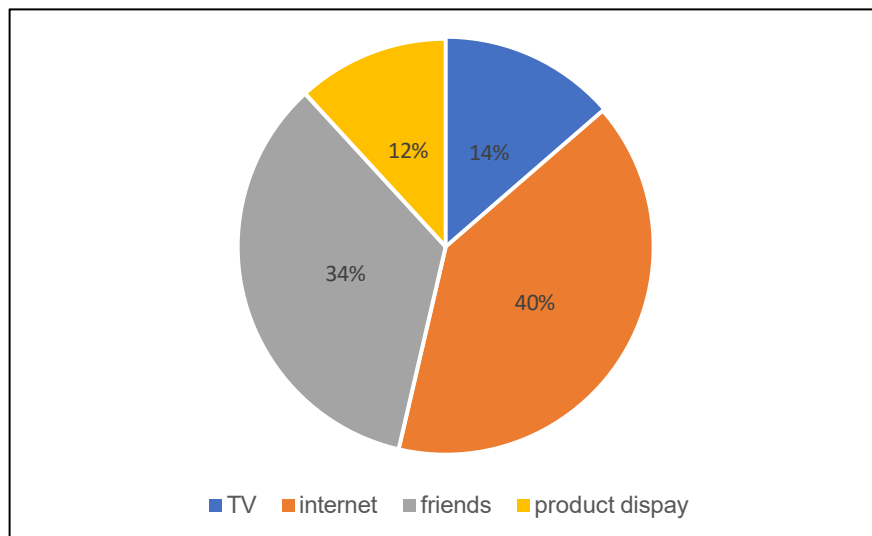
**\*SOURCE: PRIMARY DATA**

**INTERPRETATION:** From the above table shows it 14% of the respondent is TV ads, 40% of the respondent are internet, 35% of the respondent is Friends and 11% of the respondent are Product display

**INFERENCE:** It is inferred that most of the respondents belongs to known about in internet.

**CHART NO: 3.2**

**TO KNOW ABOUT DEYGA SKINCARE PRODUCTS**





**TABLE:3.3**

**LOOK FIRST WHEN YOU BUY DEYGA SKINCARE PRODUCTS**

S.NO	LOOK FIRST WHEN YOU BUY DEYGA SKINCARE PRODUCTS	TOTAL RESPONDENTS	SIMPLE PERCENTAGE
1	BRAND	50	45%
2	FEATURES	38	35%
3	PICTURE	11	10%
4	PACKING	11	10%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>

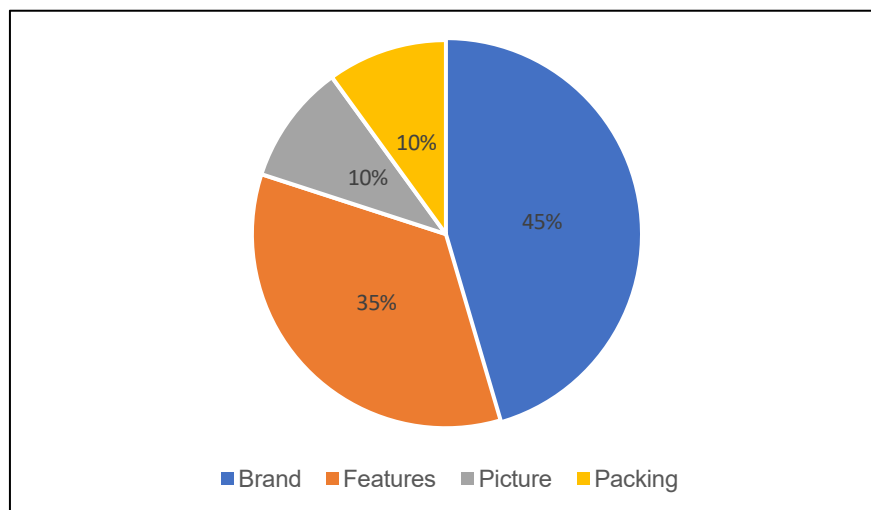
\*SOURCE: PRIMARY DATA

**INTERPRETATION:** From the above table shows it 45% of the respondent is Brand, 35% of the respondent are Features, 10% of the respondent is brand picture and 10% of the respondent are packing

**INFERENCE:** The study of shows that of the respondents belongs to look first in Brand.

**CHART NO: 3.3**

**LOOK FIRST WHEN YOU BUY DEYGA SKINCARE PRODUCTS**





**TABLE:3.4**  
**WHERE DID YOU BUY THE DEYGA SKINCARE PRODUCTS**

S.NO	WHERE DID YOU BUY THE DEYGA SKINCARE PRODUCTS	TOTAL REpondENTS	SIMPLE PERCENTAGE
1	SUPER MARKET	32	29%
2	HYPER MARKET	32	29%
3	ONLINE SHOPPING SITES	24	22%
4	SPECIALIZED STORES	22	20%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>

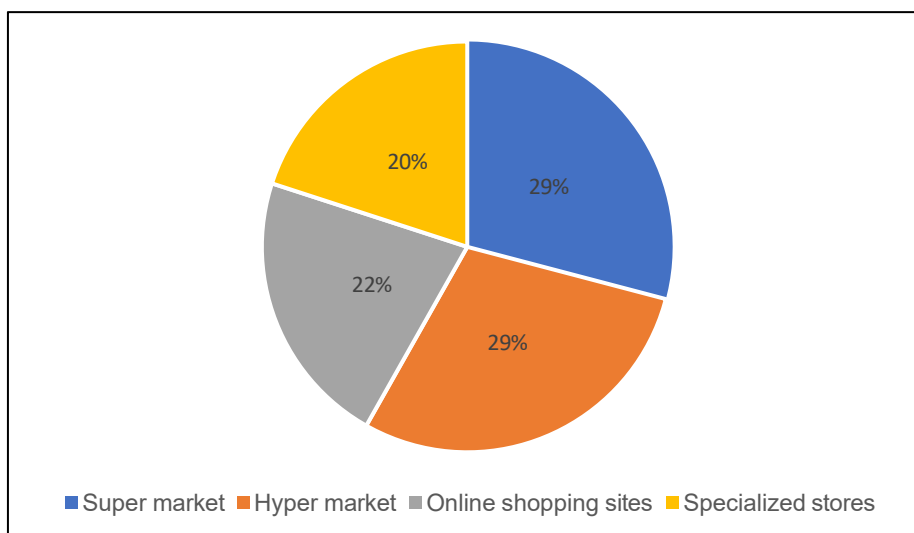
\*SOURCE: PRIMARY DATA

**INTERPRETATION:** From the above table shows it 29% of the respondent is super market, 29% of the respondent are hyper market, 22% of the respondent is online shopping sites and 20% of the respondent are specialized stores

**INFERENCE:** It is inferred that majority of the respondents belongs to buy the both super market and hyper market.

**CHART NO: 3.4**

**WHERE DID YOU BUY THE DEYGA SKINCARE PRODUCTS**





**TABLE:3.5**

**LIKE MOST ABOUT DEYGA SKINCARE PROUCTS**

S.NO	LIKE MOST ABOUT DEYGA SKINCARE PROUCTS	TOTAL RESPONDENTS	SIMPLE PERCENTAGE
1	FASH WASH	35	32%
2	LIP BALM	36	33%
3	SOAP	19	17%
4	ALOE VERA GEL	20	18%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>

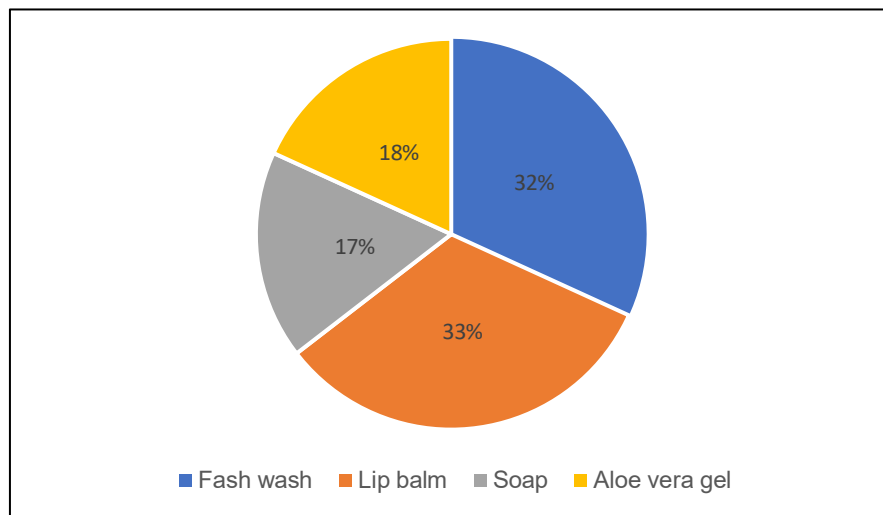
\*SOURCE: PRIMARY DATA

**INTERPRETATION:** From the above table shows it 32% of the respondent is Fash wash, 33% of the respondent are Lip balm, 17% of the respondent is soap and 18% of the respondent are Aloe vera gel

**INFERENCE:** It is inferred that most of the respondents belongs to like most Lip balm.

**CHART NO: 3.5**

**LIKE MOST ABOUT DEYGA SKINCARE PROUCTS**







#### 4. CONCLUSION

In conclusion, this study has examined the impact of deyga skincare products comprehensive research on consumer satisfaction towards deyga products, it's evident that the brand has successfully cultivated a positive relationship with its customers. Through superior product quality, innovative offerings, and attentive customer service, Deyga has effectively met the needs and expectations of its consumer base. The overwhelmingly positive feedback and high levels of satisfaction expressed by consumers indicate that Deyga has established itself as a trusted and preferred choice in the market. Moving forward, continued dedication to product excellence and customer-centric practices will undoubtedly ensure sustained satisfaction and loyalty among consumers towards deyga products."Deyga skincare products offer a natural, effective, and sustainable solution for achieving healthy, glowing skin. With their commitment to using only the finest, natural ingredients and handcrafting each product with love and care, Deyga is revolutionizing the skincare industry. Deyga products are a good choice for individuals looking for natural and organic skincare solutions. With their focus on high-quality, handcrafted formulations using time-tested ingredients, they cater to those who prioritize sustainability and clean beauty. However, as with any skincare brand, results may vary depending on individual skin types and concerns. Deyga Organics stands out as a reliable skincare brand committed to natural, handcrafted, and chemical-free products. With a strong emphasis on purity, sustainability, and cruelty-free formulations, their products cater to a wide range of skincare and haircare needs. Many users appreciate the effectiveness of their offerings, such as the Aloe Vera Gel, Beetroot Lip Balm, and Hair Growth Oil, for their gentle yet powerful benefits. One of the key strengths of Deyga products is their transparency and authenticity—free from artificial preservatives, synthetic fragrances, and harsh chemicals. Users have consistently praised the brand for its gentle yet effective results, especially for sensitive skin. While some customers may find the all-natural formulations slightly slower in delivering visible results compared to chemical-based products, the long-term benefits far outweigh this minor drawback. Deyga promotes healthy, radiant skin through nature's goodness, making it a worthy investment for anyone embracing a sustainable beauty routine. Overall, if you are looking for skincare solutions that prioritize natural ingredients and holistic wellness, Deyga Organics is a great choice.



## 5. REFERENCE

- **Zeithaml (1988):** note that while consumers value quality, price remains a significant factor in satisfaction. The affordability of personal care products impacts consumer loyalty and repeat purchases.
- **Ramaswamy & Namakumari (2009):** Deyga is an Indian brand focused on natural skincare, haircare, and wellness products. Studies on consumer perception by suggest that in an increasingly health-conscious market, brands offering organic products often enjoy high consumer trust.
- **Aaker (1991):** Brand loyalty is a crucial determinant of long-term profitability. Brands like Deyga, which emphasize quality and natural ingredients, often generate higher loyalty among eco-conscious consumers.
- **Kotler & Keller (2016):** emphasize the power of social media in shaping consumer perceptions, particularly in the beauty and skincare industries. Brands like Deyga benefit from positive online reviews and user-generated content.
- **Ramaswamy & Namakumari (2009):** consumer preferences in Coimbatore often skew towards traditional and natural products due to cultural factors. The city, known for its educated and health-conscious population, aligns well with brands like Deyga that offer organic personal care products.
- **Balaji (2018):** to study entitled on the Tamil Nadu personal care market suggests that regional brands and products emphasizing Ayurveda, Siddha, and natural ingredients see better reception, especially in cities like Coimbatore where traditional values are strong.
- **Gupta (2020):** While organic brands are growing highlight challenges such as high competition, pricing strategies, and the need for continuous innovation to meet consumer demands.
- **Churchill & Surprenant (1982):** are crucial tools in quantifying consumer satisfaction. Collecting feedback through online platforms, social media, and in-person reviews can provide insight into what drives satisfaction for Deyga products.

