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A Study on Customer Satisfaction towards Babo Botanicals Products

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Abstract

Customer satisfaction with Babo Botanicals' goods is examined in this study, with particular attention paid to aspects including product quality, safety, cost, and brand perception. The results show that most consumers value the brand's usage of hypoallergenic and natural components, which fits with their inclinations for skincare products that are both safe and environmentally friendly. Customer happiness is greatly impacted by ethical behavior and the efficacy of the product. However, improving the product's price and availability is one area that needs work. Resolving these issues could improve the brand's standing in the marketplace and increase consumer loyalty.

Keywords: Natural Ingredients, Customer Satisfaction, Product Quality, Brand Image, Organic Skincare, Pricing Strategy, Product Availability

I. INTRODUCTION

Consumer tastes for natural, organic, and environmentally friendly personal care products have significantly changed in recent years due to growing awareness of environmental sustainability, wellness, and health. As a result, firms that sell these kinds of products have become quite popular in the market, and Babo Botanicals is now one of the top ones. Babo Botanicals was established with the goal of developing safe, clean, and efficient skincare products. The company has positioned itself as a company that focuses on meeting the requirements of families, particularly those with sensitive skin, young children, and babies. A rising number of customers seeking gentle and clean substitutes for traditional

treatments have found success with Babo Botanicals' line of hair, skin, and sun care products. The business's focus on hypoallergenic, plant-based.

Objectives of the study

- To evaluate customer perceptions of product effectiveness, safety, and natural ingredients.
- To determine the impact of Babo Botanicals' customer service and brand image on satisfaction.
- To analyze demographic influences on satisfaction levels.
- To provide recommendations for enhancing customer satisfaction.

Scope of the study

This study aims to explore customer satisfaction with Babo Botanicals products, focusing on various aspects such as product quality, pricing, availability, packaging, and brand trust. It delves into consumer perceptions, preferences, and buying behavior to understand how these factors influence overall satisfaction. The research also examines the impact of Babo Botanicals' marketing strategies on customer retention and loyalty. Furthermore, the study sheds light on customer expectations regarding organic and hypoallergenic products, as Babo Botanicals is known for catering to this niche. By analyzing feedback from diverse consumer demographics, the findings aim to provide insights into areas for improvement and opportunities for growth, ultimately guiding the brand in enhancing customer experiences and expanding its market presence.

Statement of the Problem

Customer satisfaction is a critical determinant of business success, particularly in the competitive skincare and baby care product industry. Babo Botanicals, known for its plant-based, hypoallergenic, and dermatologist-tested products, has garnered attention for promoting natural and organic formulations. However, as customer expectations evolve, it becomes essential to understand how effectively these products meet the needs of diverse consumer segments. The increasing demand for safe, eco-friendly, and chemical-free products underscores the importance of assessing customer satisfaction levels with Babo Botanicals. Key concerns include the perceived quality, effectiveness, affordability, and availability of the products, as well as the brand's ability to build trust through its claims and marketing strategies. This study seeks to identify gaps, if any, between customer expectations and their actual experiences with Babo Botanicals products, thereby providing actionable insights to enhance customer satisfaction and foster brand loyalty.

Review of Literature

- **Paul and Rana (2018)** reveal that health consciousness, environmental concerns, and ethical consumption are primary drivers for purchasing organic personal care products. Consumers of Babo Botanicals are likely influenced by similar factors, seeking products free from parabens, sulfates, and artificial fragrances.
- **Zeithaml et al. (2019)** argue that efficient and responsive customer service is a vital determinant of satisfaction. Babo Botanicals' personalized support and hassle-free return policies contribute positively to the customer experience.
- **Haque et al. (2020)** suggest that product quality significantly impacts customer satisfaction, especially in the natural skincare segment. For Babo Botanicals, the effectiveness of natural ingredients and safety for sensitive skin are critical factors.

Research Methodology

1. Research Design

- **Type of Study:** Descriptive and exploratory.
- **Objective:** To identify factors influencing customer satisfaction and evaluate the overall satisfaction level with Babo Botanicals products.
- **Approach:** Quantitative and qualitative methods (mixed-methods approach).

2. Population and Sampling

- **Target Population:** Consumers who have purchased or used Babo Botanicals products.
- **Sampling Technique:** Non-probability sampling, specifically **purposive sampling**, to ensure respondents are actual users.
- **Sample Size:** Determine based on the scope and available resources. A sample size of 100 is typical for consumer satisfaction studies.
- **Geographical Scope:** Specify the area, e.g., nationwide or specific regions where Babo Botanicals products are popular.

3. Data Collection Methods

Primary Data:

Survey Method: Structured questionnaire

Questionnaire Design: Include open-ended, close-ended, and Likert-scale questions.

Interview Method: Semi-structured interviews with a smaller subset of respondents for qualitative insights.

Secondary Data:

Review of existing literature, market reports, online reviews, and company-provided materials on Babo Botanicals.

Methods Used for Analysis:

- Percentage method
- Chi-Square test method

Qualitative Analysis:

Thematic analysis for interview responses.

Research Hypotheses

- Formulate hypotheses to test during the study, for example:
- H1: Product quality significantly influences customer satisfaction with Babo Botanicals.
- H2: Pricing is a determinant factor in customer loyalty toward the brand.

Data Collection Process

Mode: Online surveys (Google Forms or SurveyMonkey) or face-to-face interviews.

Duration: Define a specific time frame (e.g., 2-3 months).

Ethical Considerations

- Informed consent from participants.
- Ensure anonymity and confidentiality of respondents.
- Avoid leading questions to maintain objectivity.

Limitations of the Study

- Limited geographical coverage or sample size.
- Biases due to self-reported data.
- Difficulty in reaching a diverse customer base.

Expected Outcome

- Insights into customer satisfaction drivers.
- Identification of areas for improvement in Babo Botanicals' offerings.
- Recommendations for strategies to enhance customer satisfaction

Data Analysis**Table 1: Representing That the Rating of the Overall Company Satisfaction**

Options	No of Respondents	Percentage
Great	32	32%
Good	42	42%
Fair	24	24%
Poor	2	2%
Total	100	100%

Inference:

From the table it is inferred that majority of respondents (42%) are rated for overall company satisfaction.

Table 2: Table Representing the Product Quality

Options	No. of Respondents	Percentage
Great	50	50%
Good	20	20%
Fair	22	22%
Poor	8	8%
Total	100	100%

Inference:

From the table it is inferred that majority of respondents (50%) are satisfied with the product quality.

Statistical Tools**Chi-square test tool:**

The tools is representing the association between the product delivery on time and the warranty & guarantee period of the product.

Ho: There is no association between the product delivery on time and the warranty & guarantee period of the product.

H1: There is an association between the product delivery on time and the warranty & guarantee period of the product

Warranty & guarantee of the product				
Delivery of the Product	Factors	Yes	No	Total
	Yes	10	12	22
	No	72	6	78
	Total	82	18	100

Chi-Square Table:

O	E	(O-E)	(O-E) ²	(O-E) ² /E
10	18.04	-8.04	64.6	3.5
12	3.96	8.04	64.6	16.3
72	63.96	8.04	64.6	1.01
6	14.04	-8.04	64.6	4.6
$\Sigma\{(O-E)^2/E\} =$				25.4

Calculated value of $\Sigma\{(O-E)^2/E\} = 13.84$

Level of significance = 5%

Degree of freedom = $(r-1)(c-1)$
 = $(2-1)(3-1)$
 = $(1)(2)$
 = (2)

Chi-square table value = 5.991

Here, the calculate value is more than tabulated value $(13.84 > 5.991)$.

Therefore, H_0 is rejected at 5% level of significance.

Conclusion:

There is an association between the product pricing and experience of purchasing the product.

Findings

- Overall company satisfaction is fulfilled for majority of respondents/customers 42%.
- 50% of customers are satisfied with the product quality.
- Product packaging are safety and attractive, it is satisfied for 84% of its customers.

Suggestion

- ❖ The warranty and guarantee period can be extended.
- ❖ The company can reduce the price of the product so as the customers never go to some other brand.
- ❖ More over everything is good with the customer and company relationship.

II. CONCLUSION

According to a study on consumer satisfaction with Babo Botanicals' products, customers truly appreciate the company's use of natural and hypoallergenic ingredients, which goes well with their preferences for safe and eco-friendly skincare products. Customer satisfaction is influenced by a number of factors, including product efficacy, quality, and ethical practices like cruelty-free testing. However, there is still opportunity for improvement in terms of expanding product availability and enhancing affordability. Improving these components could further boost customer loyalty and brand reputation.

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