



## A Study on Maybelline Products: A Review on Customer Satisfaction

Rizwana Begum<sup>1</sup>, A. Varalakshmi<sup>2</sup>, Galigari Anusha<sup>3</sup>, Gandikota Akhila<sup>4</sup>, Gangaram Manasa<sup>5</sup>, Ganugupeta Tejasri<sup>6</sup>

<sup>1,2</sup>Assistant Professor, IPGDCW (A), Nampally, Hyderabad, Telangana, India.

<sup>3,4,5,6</sup>Student, IPGDCW (A), Nampally, Hyderabad, Telangana, India.

### Abstract

*This research aims to conduct a comprehensive study on Maybelline products, a renowned brand in the beauty and cosmetics industry, with a specific focus on understanding customer satisfaction. Maybelline, a subsidiary of L'Oréal, has established itself as a global leader in offering a diverse range of makeup and beauty products. Employing a mixed-methods research design, combining online reviews, surveys, and interviews, this study seeks to explore the perceptions, preferences, and overall satisfaction levels of consumers using Maybelline products. Key objectives include analyzing customer reviews on various platforms, assessing the factors influencing customer satisfaction, identifying popular and well-received products, and understanding customer expectations from the brand. The study also aims to uncover any challenges or areas for improvement as perceived by customers. The findings of this research are expected to contribute valuable insights to Maybelline and the broader beauty industry, aiding in the enhancement of product offerings, marketing strategies, and overall customer satisfaction.*

**Keywords:** Maybelline Products, Customer Satisfaction, Beauty and Cosmetics, Consumer Preferences, Product Reviews, Market Research.

### 1. Introduction

The demand for cosmetic in the globe today is extremely high demand and take issue with in providing assured quality of cosmetic products. The rapid development of the cosmetic industry is primarily due to consumer awareness of hygiene and beauty growing. As a result of technology advancements, globalization and increased purchasing power female behavior is complex and dynamic. As every female community aspires to look beautiful and be attractive women believe that cosmetics are a potent tool. That may alter their average appearance in to one that is appealing and presentable. The Indian cosmetic market which includes healthy skin, hair, and nail care products has outperformed. The world's leading markets for corrective products in term of growth in recent years. This unstoppable growth is being fueled by increased consumer spending and rising consumer awareness of corrective products at the same time as

growing magnificence consciousness. The Indian cosmetic industry has seen rapid development in recent years. Growing at a CAGR of around 7.5 percent between 2006 and 2008. According to advertise experts with improving purchasing power and expanding style. Awareness the beauty care products industry is expected to keep up the development energy from 2009 to 2012. With an expected growth at a CAGR of around 7 percent. The average shopper spending on suggests. The Indian cosmetic industry has been fast growing over the most recent few years developing at a CAGR. In literature suggests that customers may have a range of expectations. When creating an opinion about a product. They are anticipating hence experiences of satisfaction are investigated from numerous perspectives. That range from psychological to physical and from normative to positive features performance. The number one cosmetic brand in the



world “MAYBELLINE NEW YORK” is an American multinational cosmetic brand for cosmetics, fragrance, skin care, personal care. Firm with over 200 items sold in over 129 countries. In 1914 it was established in Chicago. Maybelline cosmetic was founded by “TOM LYLE WILLAMS”. The parent company is L’Oréal. The Maybelline slogan “MAYBE SHE’S BORN WITH IT” for previous 150 years. It was his sister Maybe who gave him the idea. Therefore, he named it Maybelline. Since they were able to get a pink and green tube of wonderful lashes. Many beauty enthusiasts have been familiar with and appreciated. Maybelline it is a modest family run company. But today it is American’s top company. The green edition collection of Maybelline 2022 product offerings. Williams renamed his eye beautiful Maybelline in her honor in 1917. The organization delivered Maybelline mascara. The primary current eye corrective for regular use and ultra-lash. The main mass market programmed in the 1960 in 1967. The organization was sold by Williams to plow. Customers now have a far wider selection of cosmetic products. Thanks to the surge of innovative emerging businesses. In the beauty sector and Maybelline is one of those brands confronting a challenge caused by several rivals? At once with the evolution of the time and Maybelline’s ongoing taking into account ways to further enhance. The brand strategy has become one of the most key points. Because it will directly impact Maybelline’s revenue and brand reputation conditions. When there is a lot of competition for Maybelline featuring unique brands. The paper will do a thorough examination of the connections between the advertising and brand image. Of Maybelline communicating with consumers about their intended purchases. The reports premise is that brand image is directly influences consumers buying intent and rises investors. Intended purchases advertising a means for increasing a person’s communication brands. Increased consumers exposure but it has an indirect impact on consumer’s intention to buy in chronological order.

## 2. Review of Literature

**According to Umesh Maiya (2019):** “Youth perception towards cosmetic” this study mainly focuses on use of Maybelline cosmetics by the female youth. Now a day’s youth use more cosmetics to enhance their handsomeness. So, researchers made this research to know about use and knowledge regarding use of cosmetics. The present study has been undertaken in by sample size of 100. This study is descriptive in nature. The tools used for this study is hypothesis, chi-square by analyzing the response. Researchers came to know that age, education qualification, marital and earning status will not affect the use of cosmetic by youth. Finally, we conclude that people prefer more of Maybelline.

**According to Singh J.D (1981):** Conducted a survey on “A study of brand loyalty in India” the study concluded that Indian consumers have been founded becoming more & more brand loyal. Depending upon the nature of the products they have single or multiple brand loyalty are quality of the product, habit of use and regular availability of the product.

**According to Umesh Maiya and Mavy Miranda (2013):** In their study on buyer behavior towards cosmetics found that modern women have a strong desire and urge for enhancing their beauty the twin’s factors which everybody focused on where the quality and price it also stated that consumers realize the value for the money, they spend.

**According to Debiprasd Mukherjee (2012):** Conducted a study entitled “impact of celebrity endorsement on brand image” this study shows that consumers report higher. Self-brand connection for brands with image that are consistent with the image of a celebrity. That they aspire to be like particular in the case when the image of the celebrity and the brand match.

**According to Ligo Koshy (2017):** “Buying behavior of faces care product” the study focuses on the factors influencing buying behavior of faces care product. Among youth improved technology better education advancement in science and economic

growth. Has provided people with a chance to better standard of living with increased purchasing power & influence of media. Made people more conscious towards beauty, hygiene and better life style. Ranking technique is used tools such as tables, percentage, ANOVA, chi-square test was used influence of advertisement. On the consumer behavior of youth is also analyzed. The results of the study indicate the female consumers. Give the prime importance to the brand name of the product followed by ingredients and advertisements respectively.

**According to Malhotra (2003):** Stated that the main reason for the boom in cosmetic industry is increasing fashion and beauty consciousness. Coupled with rising income and the focus on health and fitness.

**According to Andrew MC Dougall (2010):** In this study stated that the main reason for the growth in cosmetic sector. Is that the human being spent more for the cosmetics owing. To the concern for beauty and at the same resulted in the growth in cosmetic sector.

**According to Rajul Dutt (2013):** In his paper “A cross cultural comparative study of female consumer behavior with regard to purchase of cosmetic in the United States and India”. Tried to explain how consumer behavior is influenced by the culture of the individuals. In India he also attempted to uncover the key factors of culture involved in shaping the decision on the cosmetic purchased by the females. The study revealed that the society to which they belong the culture and the sub culture plays a significant role in the purchase of cosmetic products [1-4].

### 3. Company Profile



Figure 1 Maybelline Logo



Figure 2 Maybelline Products

The term Maybelline is known to numerous magnificence popular from around the world. As a notable brand that is effectively accessible to customers around the country. Maybelline is a fore runner in the magnificence corrective industry making probably the highest quality cosmetics available anywhere. Today Maybelline is a leading global brand in the cosmetics industry with an extensive product range. Maybelline has produced quality cosmetics products for women of all ages around the globe. Offering superior products, quality and unique colors that is suitable for all Indian skin tones. Now let us understand Maybelline further by going through its target market. Maybelline logo and products, as in Figure 1 & 2.

#### 3.1 Target Market of Maybelline

Maybelline is quite possibly of the most well-known brand. Everything over the world brand and its objectives market is cantered. Absolutely around ladies matured between 15 to 45. Which includes ladies from all foundations of late the brand has become more contemporary for ladies. All things considered like the majority of the young ladies during the age of 18 beginning utilization cosmetic items. This age bunch turns into the most designated the items reach to all gathering utilizing suitable advertising methods and monitoring every one of their needs. The brand has presented a wide assortment of items that ladies of all ages can utilize. Since it has become so undeniably obvious about Maybelline target market. Let us now go through the 4ps of the marketing mix of Maybelline are shown in Figure 3 [5].



**Figure 3 Target Marketing of Maybelline**

### 3.2 Marketing Mix of Maybelline

Showcasing mix of Maybelline showcasing blend is a model that alludes. To the exercise includes while showcasing an organization item to advanced deals and acquiring clients. The goal of characterizing the market blend is to guarantee. That an organization endeavors are centered on the right blend of exercises that will allow it to successfully meet. Its expected benefit target allows us to take a gander at how Maybelline has its showcasing blend system set up in the approaching segments shown in Figure 4.



**Figure 4 Marketing mix of Maybelline**

### 3.3 Maybelline's Product Strategy

Item's strategy of Maybelline objective market is centered around little kids between ages 13 – 24 with a supporting accentuation on working mothers. Cosmetics as of now revere this brand since they are effectively accessible and can be looked over their wide item range. It is one of the greatest excellence brands on the planet with items intended for all face shapes and sizes. Their large number of items incorporates corrective items for the eyes, faces, nail etc. Likewise offers frill connected with cosmetic and beauty care products. There are frequently new releases in the market today. Therefore, Maybelline

needs to approach its product from a variety of perspectives to have the best advantage over its rivals in the cosmetics industry. Today Maybelline has taken on a symbolism of its own strategy shown in Figure 5.

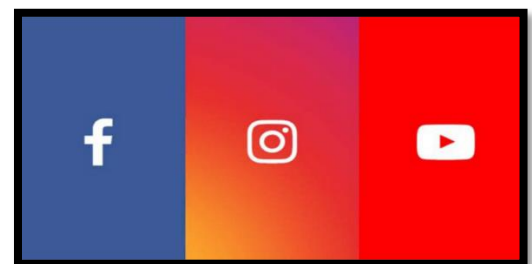


**Figure 5 Maybelline's Product Strategy**

### 3.4 Maybelline Pricing Policy

The pricing strategy and methodology used by Maybelline have been effective for the business. In terms of both product and performance standardized prices are used in the pricing strategy. Which promotes brand loyalty and product demand. Maybelline has had impressive growth as a result of this strategy its foundation lie in a mentality that prioritizes value for all consumers not just the wealthy.

### 3.5 Place - Based Maybelline Strategy



**Figure 6 Place Based Maybelline Strategy**

There are Maybelline stores in 129 different nations it can be found in a variety of market areas such as traditional mass retail drugstores, e-commerce, and specialty channels. Maybelline e-commerce and specialty channels. Maybelline e-commerce sales increased by 47.1 percent as a result of the implementation of covid-19 pandemic. India's beauty market is growing quickly as a result of

rising female purchasing power and preferences for high quality goods. The strategic alliance of numerous manufactures of cosmetic has given Maybelline. An advantage in the fiercely competitive Indian market are place based on Maybelline strategy, as shown in Figure 6.

### 3.6 Marketing Plan for Maybelline

Maybelline advertises its product using both conventional and digital channels. The company has been able to grow its brand recognition among women and cultivate. A devoted following thanks to both methods of advertising and marketing. While traditional advertising mostly focuses on traditional media like magazine and newspaper ads and broadcast media. Maybelline digital marketing heavily relies on brand promotions and user generated content on websites like YouTube and IGTV.

### 3.7 Promoting Strategy of Maybelline

Today individuals need to know how they will feel when they put excellence items all over and head outside. This is truly where Maybelline showcasing strategies become an integral factor. Maybelline advertising technique incorporates joint efforts brand diplomat's sponsorships and brand customary and advanced advancements. The magnificence business has made a development toward industrialism and maintaining that items should be customized and conveyed. Being an industry driving brand that is accustomed to conveying items as near the customer heart. As could be expected with this new age utilizing online entertainment like never before. Previously the need is tremendous for brands to convey items that make them look awesome.

### 3.8 Coordinated Effort Strategy of Maybelline

The magnificence business is profoundly rewarding with consistent contest for clients. While certain beauty care products are made to just enticement for a specific segment. Maybelline does routine coordinated effort with different organization like marvel, puma to send off new customized items. Which assist them with elevating themselves to various crowd.

### 3.9 Brand Ambassadors of Maybelline

As of late Maybelline has assumed the undertaking of showcasing its items universally by marking various VIP brand diplomats. Among the superstars are ALIA BHATT, ATHIYA SHETTY and SARA ALI KHAN who advance its items in India Gigi Hadid is endorsed as a worldwide representative for the brand. Figure 7 and 8 shows the brand ambassadors of the Maybelline.

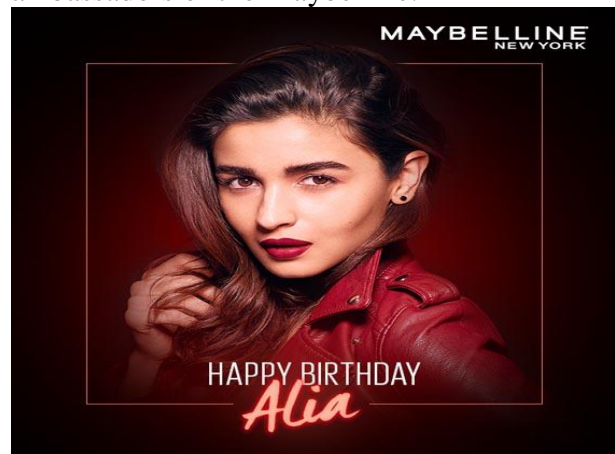


Figure 7 Maybelline Brand Ambassador



Figure 8 Maybelline Brand Ambassador

## 4. Showcasing and Advertising Campaigns of Maybelline

Showcasing and publicizing efforts are vital for Maybelline. They assume an imperative part in making mindfulness in reviving. The brand after a period which likewise assist in making with marking dependability. The capacity to make mindfulness and get individuals discussing. The items through the media are essential for any business achievement [6].

#### 4.1 Lip Care Cosmetic Products

Lip care items are corrective definition utilized for beautification of lips it gives help full method for refreshing securing or shading of lips it additionally safeguards the lips from the impact of cool dry climate bright beams and wind the different lip care items considered for the review are lip stick, lip liner, lip pencil, lip gleams, lip stick are shown in Figure 9.



**Figure 9 Lip Cosmetic Products**

#### 4.2 Eye Care Restorative Items

Eye care items are predominantly utilized for keeping the eyes delightful and gleaming individual generally needed to make their eyes and lashes more gorgeous eyes are the piece of our face which is more defenseless to surface level changes It is said that a slight change in variety or little changes made on the eyes can emphatically upgrade our appearance and assists with helping our self-assurance the different eye care items considered for the review are eye lashes, eye liner, key forehead pencil and mascara are shown in Figure 10.



**Figure 10 Eye Care Cosmetics**

#### 4.3 Nail Care Restorative Items

Ladies generally are much enamored with nail care items a nail is a horn like envelope covering the tip of the finger and toe in people nail clean is chiefly applied in finger nail and toe nails to enliven and to safeguard the nail plate nail care items will go about as a specialist to forestall nail issues the different nail care items considered for the review are nail clean, nail remover and nail fashioner are shown in Figure 11.



**Figure 11 Nail Care Products**

#### 4.4 Skin Health Management Restorative Items

Skin is the most astounding and the biggest organ of the body it safeguards the body from microscopic organisms' infection and natural harms so it is fairly the obligation of each and every one to safeguard this biggest organ in the body the utilization of healthy skin items relies upon the sort of skin which can be normal dry or sleek the factors considered with the end goal of study incorporate face wash establishment cleaning agent and lotions etc. all are shown in Figure 12.



**Figure 12 Skin Care Management Products of Maybelline**



## 5. Swot Analysis

### Strength

1. An association ability to beat its contenders and particular focuses that can help its intensity is characterized as strength. Maybelline first strength is its positive image picture.
2. Maybelline is one of the world's couple of century crossing beauty care products. Organization and it has a place with L'Oréal.
3. The top ten biggest restorative organization on the planet. In 2018 the brand had situated itself as a world-wide fore runner. A piece of the pie of 7.4% consequently it has an elevated degree of worldwide mindfulness.
4. Maybelline will become one of their choices when clients need to purchase magnificence related things. Besides Maybelline has a great notoriety in the magnificence area focuses on the strength of its items.
5. Ensure that the nature of its items is generally uncommon. Hence Maybelline is notable for its trustworthy products. Because of Maybelline being a top brand focused on the mass market.
6. It has low costs because of minimal expense creation. Besides the quantity of Maybelline items is tremendous and broad giving clients. A wide scope of options and meeting customer's magnificence needs.

### Weaknesses

The shortcomings of a brand are sure parts of its business. Which are it can improve to build its position further certain shortcomings can be characterized which the organization is missing or in which the contenders are better. Here are the shortcomings in the Maybelline SWOT Analysis.

1. Not with standing being a well know brand makeup industry has extraordinary contest and subsequently restricted piece of the pie.
2. Restorative items don't exactly measure up for individual with touchy skin and consequently once in a while faces an issue.

### Opportunities

The valuable open doors for any brand can incorporate areas of progress. To expand its

business. Geographic extension item upgrades better correspondence and so on following are the valuable open doors in Maybelline SWOT analysis.

1. Maybelline can zero in on growing more items in light of nearby requirements.
2. The brand can use major areas of strength for of its parent organizational loreal.
3. Proceeded with interest in R&D and topographical extension can assist the brand with developing.

### Treats

The dangers for any business can be factors which can adversely influence its business. A few variables like expanded contender movement changing government strategies substitute items or administration and so on can be danger. The in-SWOT analysis if Maybelline are as referenced.

1. Extensive variety of substitutes accessible can influence the business for Maybelline.
2. The brand picture can be influenced by phony or less expensive impersonation merchandise.
3. Being a worldwide brand government strategy monetary down turn and so on can affect the business [7, 8].

## 6. Findings and Suggestions

- It has been seen that despite the fact that the restorative market is overwhelmed by female buyers. The functioning respondents were seen as more aware of their appearance and prepared to purchase costly items as contrast with housewives and students.
- Majority of the respondents liked to buy items with assortment at sensible cost.
- Majority of the respondents liked to buy corrective items from extremely durable stores and confidential marketplace as they feel it is effectively accessible and items are of great quality.
- Quality was found as a most significant component for acquisition of beauty care products by the respondents than cost.
- Most of the respondents are intrigued to suggest the result of others.
- Television morely affects buyers and broadly



utilized for getting data about the items the utilization of web by students and exceptionally schooling purchasers are too arising as significant component.

- It has been seen that in buy choice inspire of effect of companion's family, individuals, cosmetologists and others the genuine choice to purchase was taken by the respondents on their own.
- The foremost findings associated with the factors or pride of customers closer to beauty merchandise are.
- Regarding they lip care; eye care and nail care merchandise the respondents are exceedingly happy with the pleasant of the beauty. Merchandise of the logo Maybelline but the state of affairs is extraordinary with inside the case of pores and skin care. Merchandise wherein the respondents are happy with the goods of the logo Maybelline. It was observed that there is huge relation among the pleasant of the product and the prude of the respondents of beauty merchandise id varies brand.
- Regarding the layout the customers are exceedingly happy with the logo Maybelline accompanied via way of means of the unbranded beauty. Merchandise Maybelline the huge relation among the layout of the product and the pride of the respondents of beauty merchandise of various brands.

### Conclusion

The advanced market is exceptionally serious in nature. The customer is the ruler on the lookout the significance acquired by the singular customer. In the current market urge the advertisers to look the purchasing propensities, inclinations, taste, as an aversion of shoppers. Likewise, they need to re-examine its strategies and advertising blend. While acquisition of corrective items the customers are viewed as grater quality cognizant liked to buy ayurvedic items. They sit tight for the brand during non-accessibility become arising as significant well spring of data and inspire of effect of different variables. The genuine brand choice is taken without

anyone else. The female way of behaving is complicated and dynamic. As the earnings of each and every female local area are to look lovely also alluring the corrective is considered. As a strong weapon which the ladies feel would change their ordinary focuses on appealing and a satisfactory. One it is accepted that excellence items advance a feeling of profound prosperity of the ladies. The restorative items in the current time have moved from extra class to most fundamental classification consequently. The advertisers of corrective items must be care full and must to have the options to understand the requirements of the present-day. Restorative clients they must to be entirely learned about their way of behaving towards the buy and utilization of beauty care products.

### Reference

- [1]. [www.ijcrt.org](http://www.ijcrt.org)
- [2]. [www.ijarsct.co.in](http://www.ijarsct.co.in)
- [3]. <https://pramanaresearch.org>
- [4]. [www.ijresm.com](http://www.ijresm.com)
- [5]. <http://creativecommons.org/licenses/by-nc/4.0>
- [6]. <https://iide.co/case-studies/marketing-strategy-of-maybelline/>
- [7]. <https://www.mbaskool.com/brandguide/fmcg/1480-maybelline.html>
- [8]. Deepak Bhati\_1708101021