

Factors Affecting Customer Satisfaction on Organic Facial Foam: A Case Study of Customers who used Organic Facial Foam

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Abstract

Facekute Facial Foam has been established in 2015. The primary target market is teenagers and young adults aged 13 – 25 years old. The product is available and sold mainly online. This research aims to identify factors that affect customer satisfaction on Organic Facial Foam, to define the relationship between customer satisfaction and product quality, reliability, price, product design; to determine the impacts of each independent variable on dependent variable, and to provide recommendations for improvement. The scope of this research focused on customers aged 13 – 25 year old who purchased and used Facekute Facial Foam. The survey was conducted online. The research instrument was an online questionnaire and data was collected from sample of 278 experienced customers. The significance and relationships of product quality, reliability, price, and product design on customer satisfaction were analyzed by using the multiple linear regression. The result provided important managerial implications to organic facial form industry to focus on customer satisfaction in order to augment profit.

Keywords: customer satisfaction, organic facial foam, product quality, reliability, price, product design

Introduction

The global skin care industry has grown rapidly due to the demand of older customers and younger customers. The market share in US dollar has continuously augmented every year (Chu, 2015) and is predicted to have the highest market share in 2021. The Wall Street Journal stated that emerging global market of skin care products has continuously increased (Chu, 2015), not only for women but also for men.

In 2014, the global organic skin care market dimension was valued at USD 3,004 million. The increasing demand for organic products including body lotions, sunscreens, and face creams positively affects the region . (Pawar, 2016).

The expansion of research and development spending on extracts from plants into abundant organic products is expected to boost market growth in the next seven years (Pawar, 2016). Moreover, technological innovations are used to escalate product shelf life and productivity so that they have a progressive effect on these products (Pawar, 2016).