

**“A STUDY ON CUSTOMER SATISFACTION IN  
PURCHASING PERSONAL CARE PRODUCTS FROM  
MULTI-LEVEL MARKETING DISTRIBUTORS IN SURAT  
CITY”**

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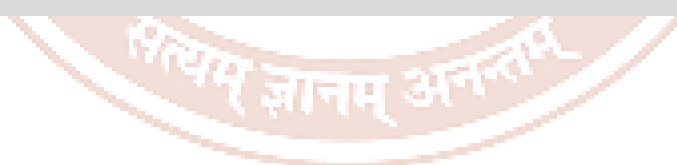
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## **Abstract:**

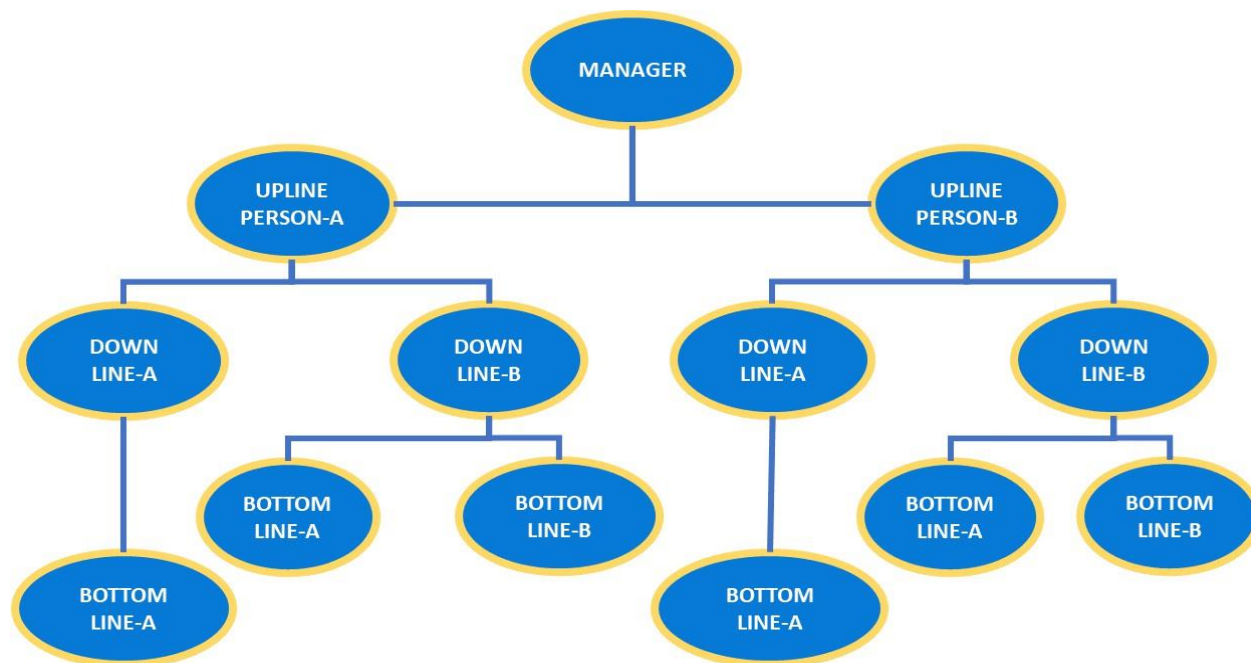
In 21<sup>st</sup> century multi-level marketing is a popular sales method. Multi-Level Marketing is a form of direct selling method also known as network marketing. Multi-level marketing enables customers to receive goods directly from the manufacturer. Nowadays, customers are very conscious about taking care of themselves. Thus, Customers get full benefit to buy any personal care products from multi-level marketing distributors. Skin care products and hair care products are including in personal care products. As per the price of personal care products, customers are attracted to buy the product from MLM distributors through various schemes, the personal care products are sold at a low price so that the customer gets the satisfaction of getting the product at a low price and the customer again buys the products from the MLM distributors. The main purpose of this study is to find out customer satisfaction in purchasing personal care products from multi-level marketing distributors. Primary data from questioner, observations and personal interviews was used for this study. This research has a significant impact on the product research and development of mml companies, and is useful for informing the distributors of multi-level marketing companies about customer satisfaction through purchases.

## **1. Introduction:**

The multi-level marketing (MLM) concept was introduced by the California Vitamin Company in 1934 after the time company name was changed with Nutralite. The concept of MLM seems to have emerged accidentally when the distributors discovered that they were generating more sales for the Company by referring their friends and known people to the business opportunity available with Nutralite. At this time, the company had no system to recognize and reward distributors for their efforts by recruiting other distributors. A system of payment of 2% of bonus was introduced for the first time on the sales made by the sales distributors retained by the company and through the internal network created by the sales distributors. This gave birth to the modern system of 'pyramid selling'. Today there are hundreds of companies that are practicing pyramid selling or multi-level selling and compensation methods to sell their products. Numerous brands like Avon, Tupperware, Electrolux, Discovery Toys, Herbal Life, Cleanse, Oriflame, Relive, etc. have been extremely successful in growing their business

globally using this sales concept.

- Structure of Multi-Level Marketing / Direct Selling



Above is the basic structure of a multi-level marketing distribution selling structure. The first participant in the structure is the manager, below the manager there are two up-lines, and the up-line also has individual down lines and bottom lines.

In India, where MLMs are largely unregulated, distributors often face pressure to recruit others rather than focusing on product sales, but the satisfaction of customer about buying products through MLM distribution is different. So, this study is mainly aim is to find customer satisfaction in purchasing personal care products from multi-level marketing distributors in Surat city.

- **Classification of personal care products:**

1. Skin Care Products:

skincare products include cleansers, exfoliators, toners, serums, eye creams, moisturizers, sunscreens, lip balms, and face masks

2. Hair Care Products:

Shampoo (e.g., moisturizing, volatising, anti-dandruff), Conditioner (e.g., repairing, detangling, smoothing), Hair Mask (e.g., deep conditioning, nourishing), Hair Oil (e.g.,

organ oil, coconut oil, serum), Leave-in Conditioner, Hair Serum, Dry Shampoo, Hair Styling Gel, Hair Mousse, Hair Spray, Hair Colour/Dye, Scalp Treatment

### 3. Oral Care Products:

Toothpaste (e.g., fluoride, whitening, sensitive), Toothbrush (e.g., electric, manual, travel-sized), Mouthwash (e.g., anti-bacterial, whitening), Dental Floss, Teeth whitening Strips, Toothpaste Tablets, Tongue Scraper, Teeth Whitening Gel, Interdental Brushes

### 4. Cosmetic Products:

Foundation (e.g., liquid, powder, stick), Concealer, Blush, Highlighter, Bronzer, Setting Powder, BB Cream, Primer, Eyeshadow, Mascara, Eyeliner, Lipstick/Lip Gloss, Nail Polish

### 5. Fragrance and Perfume Products:

Perfume (e.g., Eau de Perfume, Eau de Toilette), Cologne, Body Mist, Deodorant Spray, Roll-on Deodorant, Scented Body lotion, Fragrance Oils, Aftershave, Scented Candles

### 6. Soaps and Shower Gels:

Bar Soap (e.g., moisturizing, exfoliating), Body Wash/Shower Gel (e.g., hydrating, refreshing), Exfoliating Scrub Soap, Shower Cream, Antibacterial Soap, Hand Soap, Shower Foam, Body Scrub, Bath Bombs

### 7. Man's and Woman's Grooming Products:

For Men: Beard Oil/Balm, Shaving Cream/Gel, Aftershave, Men's Hair Styling Wax, Men's Hair Gel, Men's Deodorant, Men's Cologne/Fragrance, Face Cleanser, Men's Razor, Beard Trimmer

For Women: Shaving Cream/Waxing Products, Facial Cleansers, Moisturizers, Body Lotions, Hair Removal Creams, Eyebrow Pencil, Facial Hair Remover, Hair Removal Wax Strips, Nail Care Products, Makeup Remover

## 2. Objective

- To study Customer Satisfaction in purchasing personal care products.
- To study the costumer interest area for product buying in personal care products.
- To study multi-level marketing distributors selling strategies to sell products.
- To study Customer Awareness to buy products.

## 3. Review of Literature

- According to the Ramadhina Elmira, Chusnul Rofiah (2024) Consumers often feel

forced to buy products and sign up new members. This pressure can make them feel uneasy and controlled. Family and friends usually discourage people from joining multilevel marketing because they worry it could harm their finances and social connections.

- According to the Mr. Mehta Chaityakumar, Mr. Nayan Makwana (2023) Customer satisfaction is high to buy MLM products through MLM distributors for particular products. Most of students and housewives buy MLM products and also they were ready to recommend buy products to other persons.
- According to the Dr. Asha Rathi, Dipika Chauhan (2022) MLM is an amazing marketing technique that focuses on valued customers. A review of the literature shows that a number of factors affect customers purchase decisions: product price, product quality, trustworthiness of people on MLM's products companies, improvement in standard of living, ease of access, return on investment, availability of products reasonable prices, generating job opportunities, knowledge about direct selling, experience with sales force, etc.
- According to the Shirsat Nishant Vijay and Dr. Vijay Shivaji Mistary (2022) A multi-level marketing business can play an important role in the FMCG product market and create a positive image in the minds of consumers through a need-based distribution channel. If they provide consistent product availability, best incentive scheme and relaxation of return and refund policy on goods to motivate people to become distributors.

## **4. Research Methodology**

### **4.1 Research Design**

This study has follows a quantitative research design to assess the customer satisfaction in purchasing personal care products from MLM distributors in Surat city. Data was collected using a structured questionnaire, which was distributed to 100 customers to buy products through MLM distributors across various area of Surat city.

### **4.2 Sampling**

The sample consisted of 100 customers from different age groups and levels of their experience in buying products through MLM distributors. The customers were selected from different area of interest to buy personal care product in Surat city.

### 4.3 Data Collection

In the questionnaire includes both closed and open-ended questions, designed to gather information on the customer's satisfaction, product information and awareness.

Key areas of the questionnaire:

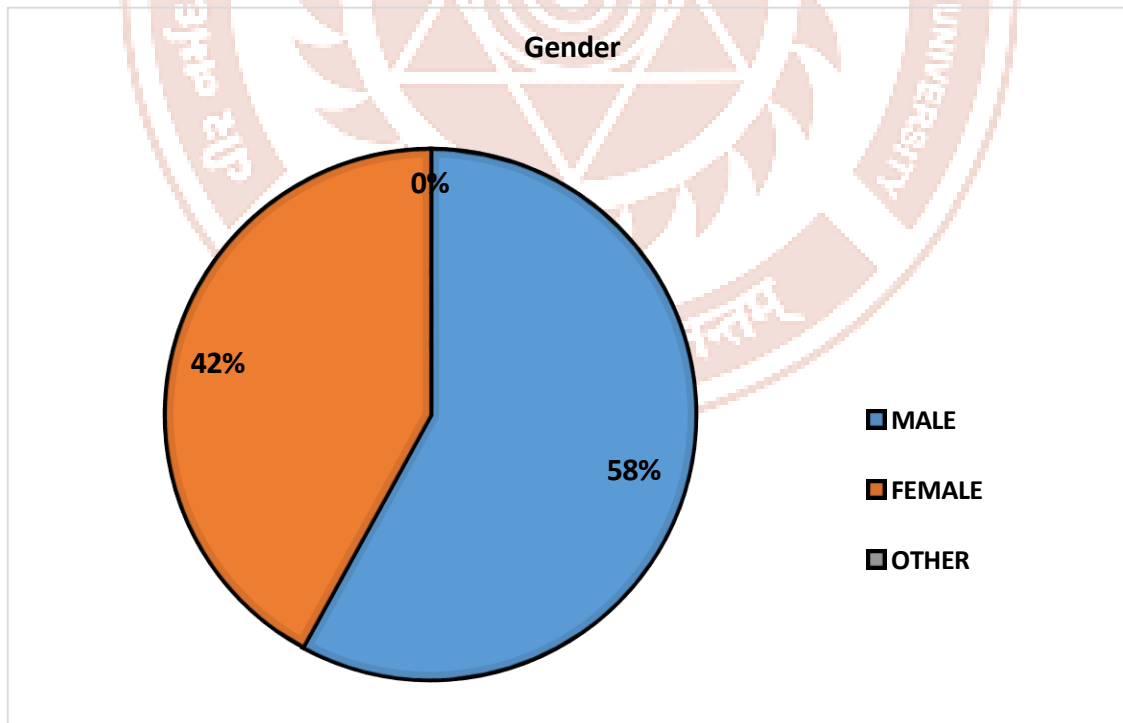
- Awareness about products advantages and disadvantages.
- Effectiveness of personal care products.
- Price level of buying products.
- Availability of products.
- Product recommendation to others.
- Benefit according to information provided by mlm distributors.

### 4.4 Data Analysis

In this study used descriptive statistics to analysed data. Pie chart was used for comparing responses based on gender, customer interest to buy different personal care products and customer satisfaction.

## 5. Results

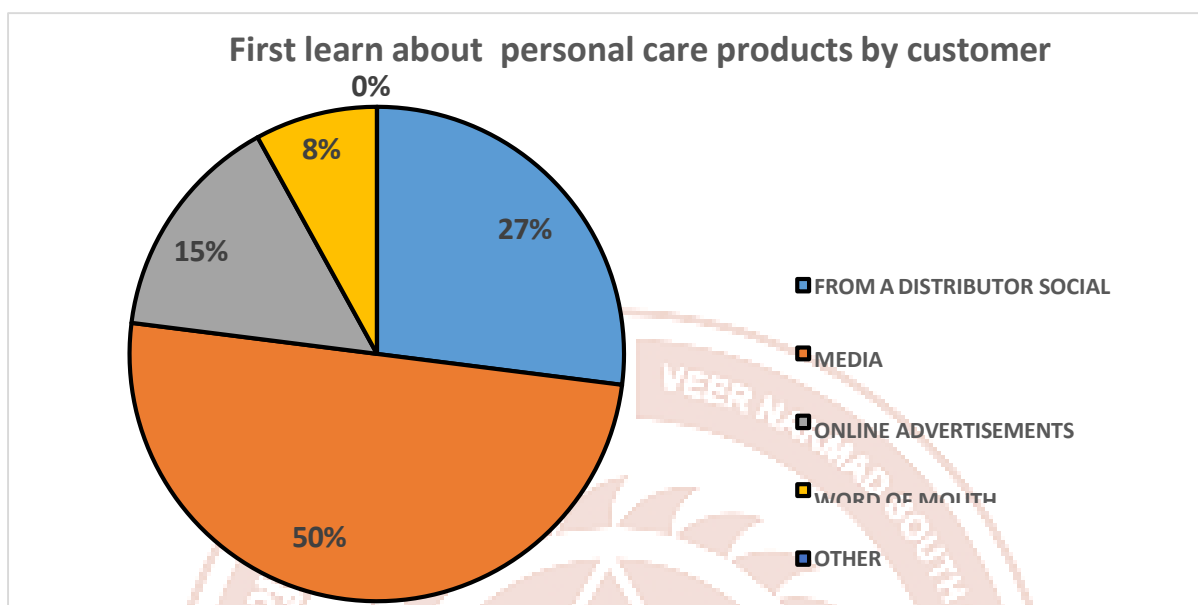
### 5.1 Gender Distribution



This chart shown different gender sources of 100 mlm customers, split evenly between 58% Male, 42% Female and 0% Other. All the customers are selected from different area

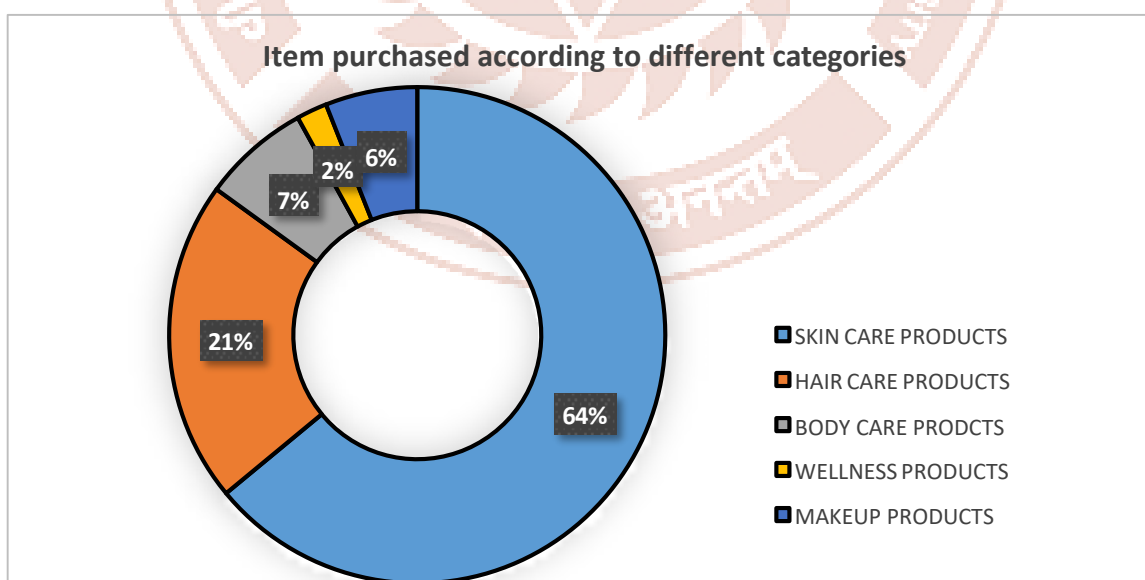
of Surat city.

### 5.2 First learn about personal care products by customers.



This chart shows first time learn about personal care products by the customers. 27% customers are learning from a distributor of company, 50% customers are learning from social media, 15% customers are learning from online advertisement and 8% customers are learning from word of mouth.

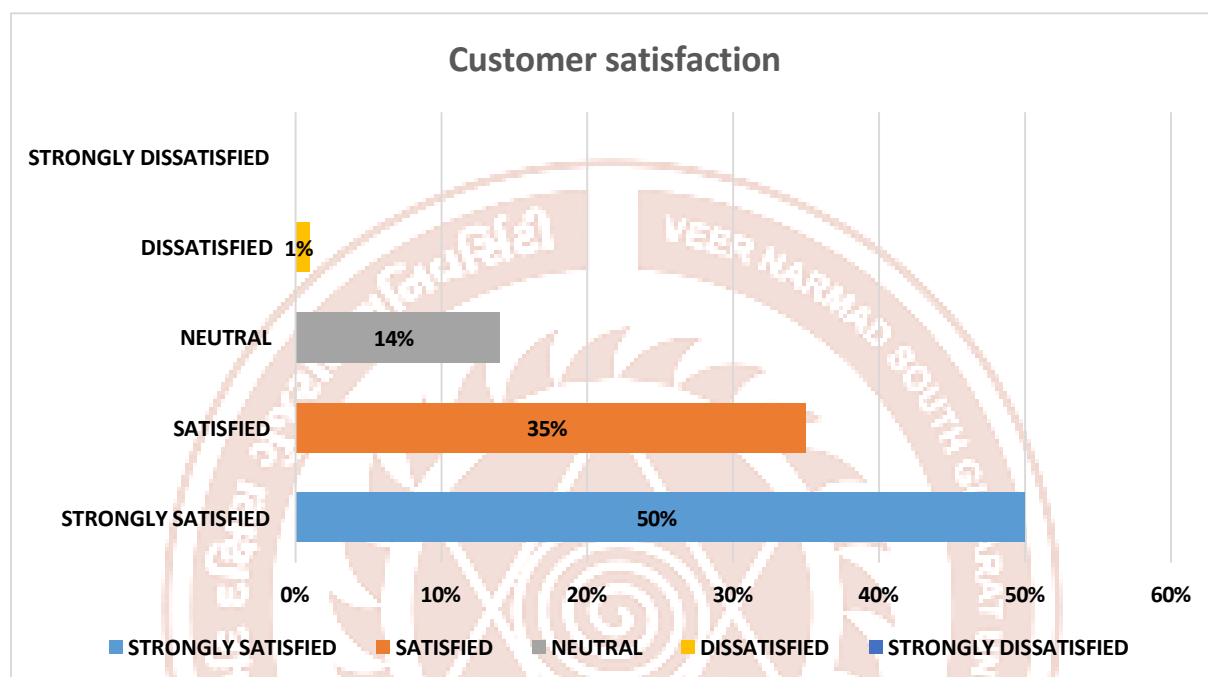
### 5.3 Item purchased according to different categories



The chart shows 5 different categories of personal care products. 64% customers have purchased regularly skin care products, 21% customers interested in hair care products,

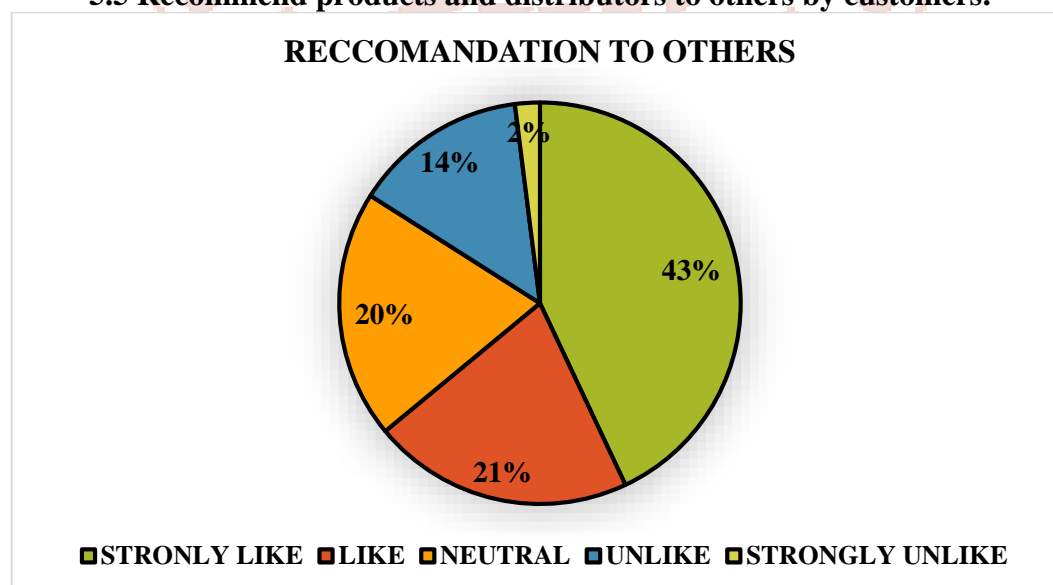
7% customers use body care products, 2% customers aware about health and they get wellness products through MLM distributors and 6% customers have female there will be interested in makeup products.

#### 5.4 Customer satisfaction regarding customer service provided by MLM distributors.



In the above chart 50% customers are strongly satisfied, 35% customers are satisfied, 14% customers are neutral and 1% customers are dissatisfied regarding customer service provided by MLM distributors.

#### 5.5 Recommend products and distributors to others by customers.





In the above chart 43% customers strongly like to recommends mlm products to other, 21% customers like to recommends mlm products to other persons, 20% customers are neutral about that, 14% customers unlike to recommends mlm products to others and 2% customers are strongly unlike to recommends mlm products to others.

## **6. conclusion**

This study finds the significant customer satisfaction in purchasing personal care products from multi-level marketing distributors in Surat city customers should understand carefully about the things explained by mlm distributors at the time of purchase. This study indicates that mlm customers living in Surat city are satisfied with the personal care products sold by mlm distributors. Before buying each product, be aware of the advantages and disadvantages of the product. Such wrong decisions should not be taken in temptation. Customer satisfaction is the main thing in terms of product utility, price and quality so MLM distributors should provide all the information to the customers which is true and correct and should not deceive the customers.

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