



A STUDY ON CUSTOMER SATISFACTION OF MAKEUP ARTIST COSMETICS (MAC) PRODUCTS.

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ABSTRACT:

"MAC Cosmetics" is a renowned brand known for its wide range of makeup products catering to diverse skin tones and preferences. The brand's success lies in its ability to consistently deliver high-quality products that meet the evolving needs of makeup enthusiasts worldwide. From iconic lipstick shades like Ruby Woo to versatile eyeshadows palettes and complexion-enhancing foundations, MAC offers a plethora of options for creating diverse makeup looks. Beyond its product offerings, MAC has cultivated a strong brand identity through collaborations with celebrities, makeup artists, and creative professionals, cementing its status as a trendsetter in the beauty industry. The brand's commitment to inclusivity and innovation continues to resonate with consumers, making MAC Cosmetics a staple in many makeup collections.

KEYWORDS:

CUSTOMER SATISFACTION, MAC PRODUCTS.

1.1 INTRODUCTION

MAC Cosmetics, renowned for its innovative and trend-setting makeup products, has once again captivated beauty enthusiasts with its latest introduction. Embracing diversity and creativity, MAC's newest offering combines cutting-edge formulations with vibrant hues, catering to individuals of all skin tones and preferences. Whether it's a bold lipstick shade that makes a statement or a versatile eye shadows palette that sparks endless creativity, MAC's commitment to quality and inclusivity shines through in every product. With a perfect blend of artistry and technology, this latest addition to the MAC family empowers makeup lovers to express themselves boldly and confidently, setting new standards for beauty innovation in the industry.

1.2 STATEMENT OF THE PROBLEM:

Some consumers experience skin irritations after using MAC products, finding themselves discomforted by the realization that MAC's shade range fails to cater adequately to their needs, thereby feeling excluded by the brand. In order for MAC Cosmetics to effectively address specific skin concerns or beauty issues, understanding more about the problem you're trying to solve would be invaluable. MAC offers a diverse array of makeup and skincare products tailored to target a myriad of concerns, from foundation addressing uneven skin tone to concealer tackling blemishes or dark circles.

1.3 REVIEW OF LITERATURE

MAC Cosmetics stands as a titan in the world of beauty, renowned for its innovation, inclusivity, and unparalleled quality. With a vast array of products catering to every

skin tone and style, MAC has carved its place as a staple in the makeup collections of professionals and enthusiasts alike. One of MAC's standout offerings is its range of foundations. From the iconic Studio Fix Fluid to the beloved Face and Body Foundation, MAC offers a diverse selection that caters to various skin types and preferences. The Studio Fix Fluid, with its buildable coverage and matte finish, remains a favorite for those seeking a flawless complexion that lasts all day. On the other hand, the Face and Body Foundation provides a sheer, dewy finish, perfect for achieving a natural, radiant look. In addition to foundations, MAC's collection of lip products is equally impressive. The Matte Lipstick range boasts an extensive selection of shades, from classic reds to bold purples, all with a rich, velvety texture that glides effortlessly onto the lips. For those who prefer a more subtle sheen, the Lip glass line offers a high-gloss finish that adds dimension and shine to any makeup look.

1.4 OBJECTIVES

- ❖ Assess customer satisfaction levels with MAC cosmetic products.
- ❖ Evaluate the effectiveness of MAC's marketing strategies in promoting their products.
- ❖ Identify consumer preferences and trends in the cosmetic industry related to MAC products.
- ❖ Analyze the impact of MAC's pricing strategy on consumer purchasing behavior.
- ❖ Investigate the perception of MAC cosmetic products compared to competitors in terms of quality and value.
- ❖ Explore opportunities for product innovation and

expansion within MAC's product line.

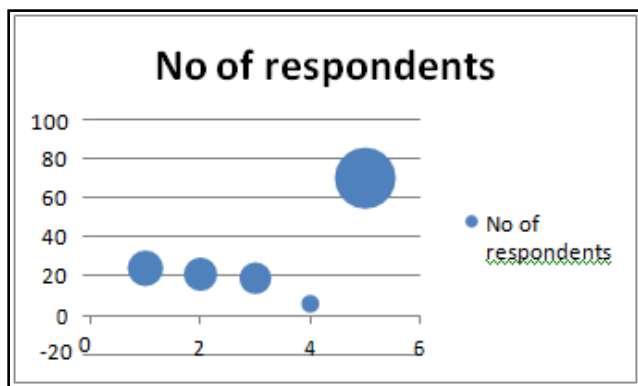
1.5 RESEARCH DESIGN

The research design is descriptive in nature. It is descriptive because it describes the customer satisfaction and brand.

1.6 DATA ANALYSIS AND INTERPRETATION

1.6.1 BUYING MAC'S PRODUCTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Daily	24	34.3
weekly	21	30
Monthly	19	27.1
yearly	6	8.6
Total	70	100

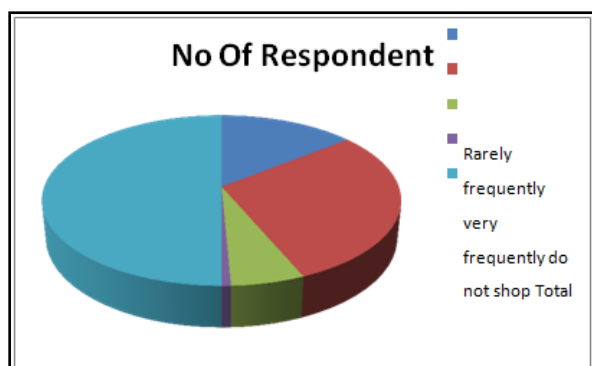


INTERPRETATION:

In the above table, the above data indicates that 69% of respondents were female, 1% were

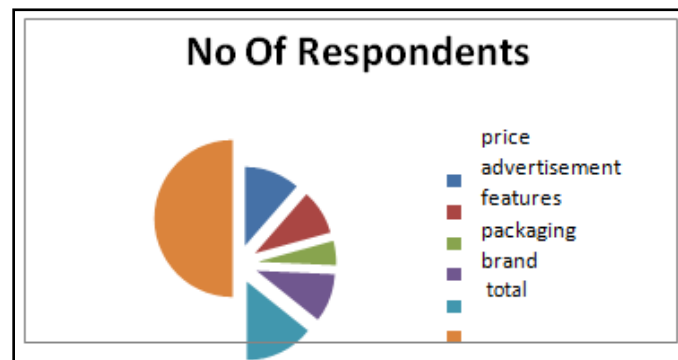
1.6.2 SHOWING THE REGULAR BUYING OF MAC PRODUCTS

PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Rarely	20	28.6
Frequently	41	58.6
Very frequently	8	11.4
Do not shop	1	1.4
Total	70	100



1.6.3 ATTRACTION OF PRODUCTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
Price	16	22.9
Advertisement	13	18.6
Features	7	10
Packaging	14	20
Brand	20	28.6
Total	70	100



1.7 FINDINGS

98.6% are majority of respondents of female. 58.6% of majority respondent of buying MAC products. 74.3% of majority in change your perception about the product. 42.9% do cosmetic uses the MAC products. 90% of majority female have seen the MAC products advertisement. 28.6% of majority of respondent are brand. 62.9% are majority of influence you to buy a MAC product. BELOW 5000. 82.9% majority to spend on MAC cosmetic product monthly. 45.7% majority of purchasing the MAC product in shopping mall. 34.3% cosmetic product daily. 81.4% are preferences for MAC brand. 34.3% are liked to recommend MAC product to the others. 31.4% person are very often recommend by sales person. 25.7% are specifically attract to MAC product. 37.1% majority satisfied of MAC product. 47.1% are first hear about MAC product. 45.7% are mostly like MAC lipstick. 62.9% are majority respondent from the student.

1.8 CONCLUSION

In conclusion, MAC Cosmetics stands as an iconic brand that has revolutionized the beauty industry with its diverse range of high-quality products and inclusive approach to makeup artistry. From its inception, MAC has remained committed to celebrating individuality, diversity, and self-expression, offering a vast array of shades and formulations suitable for all skin tones and preferences. With a steadfast dedication to innovation, sustainability, and social responsibility, MAC continues to inspire and empower makeup enthusiasts worldwide. Whether it's their bold lipsticks, versatile foundations, or trend-setting collaborations, MAC Cosmetics remains at the forefront of beauty, defining trends and setting standards that resonate with consumers seeking authenticity and creativity in their

makeup routines.

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