

# A STUDY ON CUSTOMER SATISFACTION OF URBAN COMPANY IN BEAUTY SERVICES WITH SPECIAL REFERENCE TO BENGALURU CITY

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## ABSTRACT

*The service Industry is designed for such professionals that supply services, or intangible goods, to consumers. Unlike the manufacturing sector, which produces physical product that is sold to the public, the service industry gives services to satisfy the need of customer. The individuals who make up this industry are professionally hired to perform tasks. Companies use various modes to provide services. One of them is E- commerce. The present study was undertaken to measure the customer satisfaction of women using urban company beauty services, demographic market segmentation of customers and also relationship of customer satisfaction on various factors like age, income and income of the customer.*

**Keywords:** E-Commerce, B2B, Word of Mouth, Customer Retention, Customer Expectation, Customer Perception.

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## INTRODUCTION

E-commerce also called as electronic commerce is a process or buying and selling of goods and services, or the transferring of funds or data, through electronic network, mainly through the internet. There are business transactions as well as personal transactions that occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to- business. In all these transactions like B2B, B2C or C2C the customer expectation and satisfaction level is very important as there are many competitors in service industry all have to understand the needs and expectations of customers.

The perception and feelings that a customer has about any product or service (tangible or intangible) is known as Customer Expectation and Customer Satisfaction. It is his/her behaviour after consuming that product. Achieving customer satisfaction is important for business success. Retaining satisfied customers is cheaper than acquiring new ones. Customer satisfaction matters even more than price. Customer satisfaction keeps the brand ahead of the competitors. Customer satisfaction promotes customer loyalty. Customer satisfaction reduces negative word of mouth. The quality of service and satisfaction comes from how well the real service performs, in other words the service provided and



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feedback should match the customer's expectations. Thus, expectations and their management are of great importance to perceived service quality and satisfaction.

### **Statement of the problem**

Knowing a customer is the key to plan the future step of any company. This research is undertaken to measure the customer satisfaction of Urban Company in beauty services with special reference to Bengaluru.

### **Need of the study**

Measuring the customer satisfaction is important for every company, whether it is a fortune 500 company or a small simple start-up. It results in knowing the company better, the market value and aids to open more opportunities in a company. Bangalore is one of the major metropolitan cities under Urban company which holds a lot of customers and do have a lot of room for many more. There is a chance of improvement here.

### **Scope of the study**

The study aims to measure satisfaction level of the customers regarding Urban Company in Bengaluru. The research aids to help Urban Company know its value in the market. The project also helps the company to expand its business opportunities, focus on the untargeted segments and improve the targeted customer base in Bengaluru area.

### **Objectives of the study**

- To measure the customer satisfaction of women using Urban Company beauty services.
- To understand the demographic market segmentation of Urban Company in Bengaluru.
- To measure relationship of Customer satisfaction on various factors like age, location and income of the customer.

### **Review of Literature**

- **Parisa Islam Khan (2010)** explains that the study aims at measuring the service quality and customer satisfaction level of high-end women's parlours in Dhaka. Other purposes of this study are to assess the importance of different attributes of customer's preference, evaluate the service quality level and the extent of customer satisfaction and reveal the final factors that create customer satisfaction.
- **M.Sureka (2015)** says the main objective of this study is to find the customer satisfaction and service quality towards Naturals parlor in Chennai. This research followed descriptive research. The major findings of the study are the satisfaction level of customers are moderate with respect to variety of service and ambience.
- **Dr. S. Sukumar (2015)** states that it is important for all the organizations to meet all the customers expectations and identify that they are satisfied customer. In today's competitive environment delivering high quality service is the key for a sustainable business. The aim of this research was to develop the service quality of trends in, a cavin care group company in order to describe how customers perceive service quality & whether they are satisfied with the services offered by green trends.
- **Rajesh Rajaguru (2016)** expresses that based on means-end theory the study explains the role of value for money and service quality in customer satisfaction. The relationship between value for money, service quality and customer satisfaction was measured using hierarchical regression analysis. The results supports means-end chain theory

by identifying value for money and service quality as significant predictors of customer satisfaction.

- **Vidya B. Panicker (2017)** mentions that the human resources factor is very important in the beauty industry as they are the considered the enablers & enhancers of beauty. They are responsible for actually performing the service on the customers and creating a special bond between themselves and the customers. It is this bond created between the service employee & the customer which results into customer satisfaction, leading to customer loyalty. Customer satisfaction at the beauty parlour can be largely attributed to the skill sets and unique capabilities possessed by the parlour service employees.
- **Lina Gegeckaitė (2011)** explains that numerous theoretical and empirical studies show a positive relationship between customer satisfaction and plenty of factors that influence that. Moreover, not all organizations, their staff and managers know how to achieve the key driver customer satisfaction. The purpose of this paper is to present why customer satisfaction is so important goal for each organization at the present when the competition is strong and everlasting & despite this fact all want to round up more satisfied customers as far as possible.
- **Bashi Sara Ghafeleh (2016)** renders that this article investigates the main and interactive effects of four service contact personnel attributes (physical attractiveness, displayed emotion, helpfulness or appropriateness of dress of service contact personnel) on customer satisfaction and purchase intention.

Finally, it was shown for enhancing customer satisfaction and Purchase intention to ensure the success of retention strategies is highly dependent on the effectiveness of frontline employees.

### **Research methodology**

- Target population - The study includes a survey of women customers of Urban Company in Bangalore.
- Sample size - A sample size of 300 respondents was taken for research process
- Sampling unit - Urban Company women customers in Bengaluru Area
- Sampling method - Under the Probability sampling technique Simple Random sampling was used to collect the data.

### **Method of data collection**

- Primary data & Secondary data
- For this research data is collected from questionnaire which was sent to respondents in WhatsApp and SMS.
- Instrument for data collection
- Responses were collected from the customers through Google Doc forms, and the same tool is used to prepare the questionnaire.

### **Limitations of the study**

- The study is limited to women who used Urban Company salon at home service in Bengaluru area only.
- Since the study is based on questionnaire, the responses are received from online means

### **Data- analysis techniques**

- In order to find the effect of various factors for the overall experience using

the, two way Anova test in SPSS . The basic interpretations and analysis have been done with the help of tables and charts using the software MS-EXCEL.

### Hypotheses

- $H_01$ - There is no significant relationship between Customer Experience and Age of the customer.
- $H1$  – There is a significant relationship between Customer Experience and Age of the customer.
- $H_02$ - There is no significant relationship between customer experience and the region of residence.
- $H2$ - There is significant relationship between customer experience and the region of residence.
- $H_03$ - There is no significant relationship between customer experience and annual income of the customer.
- $H3$  - There is significant relationship between customer experience and annual income of the customer.

Conducting a one-way Anova test on the independent factors like age, region of residing and income of the customers, and the dependent factor of the overall experience using Urban Company services. Analysing the results of the Anova test, we can know that

### Hypothesis 1: Age of the Customer

ANOVA					
Overall experience using UC service					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.355	3	8.785	9.218	0.000
Within Groups	282.082	296	0.953		
Total	308.437	299			

Sig value of factor Age is 0.000 which is very less compared to 0.05, Hence we can interpret that  $H_01$  is false and the age factor is highly significant in Customer experience.

### Overall experience using Urban Company Beauty services at home

Overall experience using UC service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	67	22.3	22.3	22.3
	Good	105	35.0	35.0	57.3
	Fair	76	25.3	25.3	82.7
	Poor	52	17.3	17.3	100.0
	Total	300	100.0	100.0	

Source: Primary data



### Interpretation

The respondents rated the Urban Company services to a very promising side of 58% on the positive side. So, we can conclude that the Urban Company services are liked to by the customers in Bengaluru with a rating of Good by 35% of the customers.

### Hypothesis 2: Location of Customer in Bengaluru

ANOVA					
Overall experience using UC service					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.099	3	5.700	5.791	0.001
Within Groups	291.337	296	0.984		
Total	308.437	299			

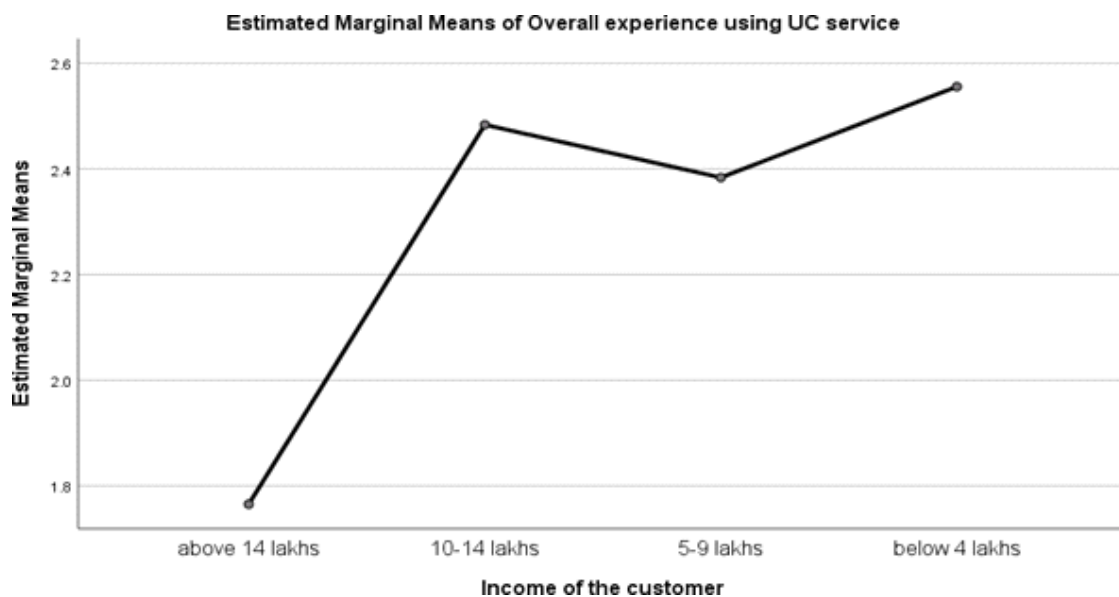
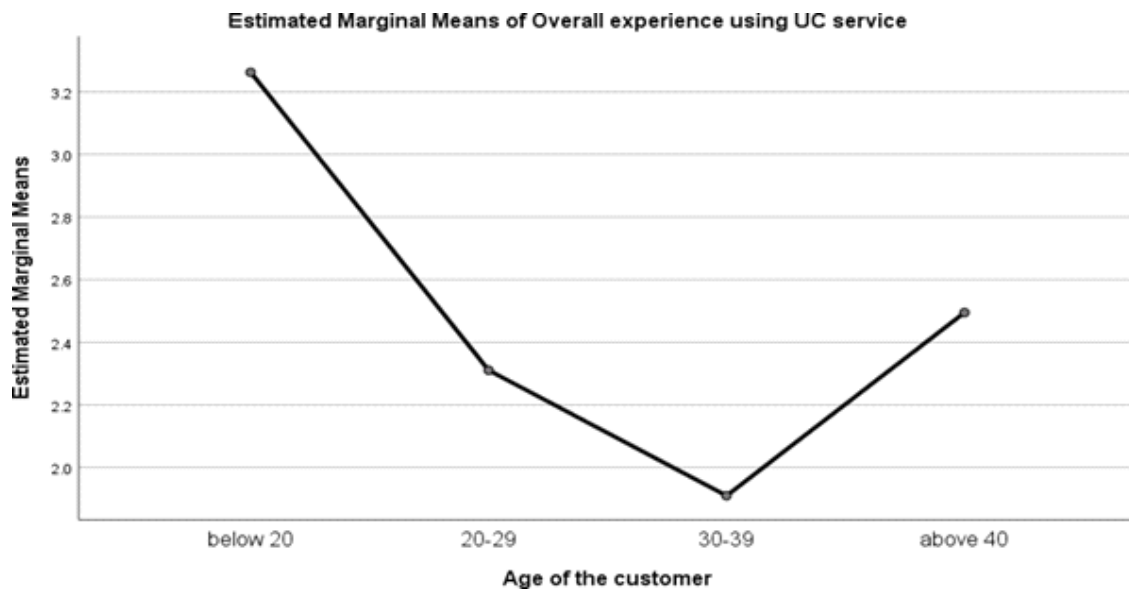
In the case of Region of customer residence, the P (sig) value is 0.040 which is slightly less than 0.05 and proves Ho3 to be false. Thus, we can conclude that the Location of customer residence in Bengaluru is also lightly significant to the customer experience.

### Hypothesis 3: Annual Income of the customer

ANOVA					
Overall experience using UC service					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.505	3	2.835	2.798	0.040
Within Groups	299.931	296	1.013		
Total	308.437	299			

Sig value of factor Income is 0.001 which is very less compared to 0.05, Hence we can interpret that Ho2 is false and the Income factor is highly significant in Customer experience.

## Graphical Representation



### Findings and Recommendations

- Based on the survey, research report and the samples were collected by random sampling method and we got a focused review and responses from customers which help to understand the width and breadth of the project.
- Based on the survey report, majority percentage of the respondents are of age group 30–39 and it actually involves working class women across Bengaluru. The factor - Age of the customer is highly significant to the overall customer experience.

- The middle-aged women hold a majority of the customer share, but the overall experience rating is low, but the younger age group has rated Urban Company user experience to a higher level. Thus, by introducing new packages to the working class, Meeting Demands during Saturdays and Sundays when these working class are free, introducing various premium Brands of cosmetics would increase the customer experience under age 30- 39 years.
- Basic plans can be marketed well in the app as the below 20 age group are attracted by lower price and discounts. A separate Basic batch of professions could be released for this type of package. The survey even showed a majority of women from East Bangalore are the regular customers of Urban Company. East Bangalore mainly comprises of White field, Marathalli, Indiranagar, C V Raman Nagar which is the IT sector and where we can find the majority of working-class people.
- But region of customer holds slightly less sig value than 0.05, thus showing that the customer experience in all the regions are almost the same, but still it does show little significance to their satisfaction. Some plans can be introduced to attract the housewives also, or the low income customers in the other areas. Region wise discounts can also be implemented more similar how one offers discounts with Names every week, the customers of Urban Company can be given region wise discounts each day or Week wise, so as to pull out the non-participating customers of the rest of Bengaluru.
- Based on the survey report, majority percentage of the respondents are of

income group 5-9 lakhs and it actually involves upper working class women across Bengaluru. The factor income of the customer is highly significant to the Overall customer experience.

### **Recommendations**

- The recommendations to the age group can also help in conquering the satisfaction of other income groups. The ratings given by the upper middle class is higher compared to the lower income females, thus it is clear that Urban Company services incline towards premium services. So, there is another inferior category market which can be satisfied.
- The student group or the housewives or lower middle class women who fall are highly price sensitive. Thus the Basic plans can work well on this category and increase the ratings. Basic services containing slightly lower priced cosmetics but, skin-friendly can be included in this plan for Cost reduction.
- Based on the survey report, we get an idea how the customers experience about Urban Company services and how they value the service for money. The Customer group who earns more obviously thinks that the Urban company services are penny worth. Low price models can be dragged to the market to attract the rest customers

### **Suggestions:**

- Based on the survey research report and the samples was collected by random sampling method and we got a focused review and responses from Customers which helps to understand the width and breadth if the project.

- Based on the survey report, majority percentage of the respondents are of age group 30–39 and it actually involves working class women across Bengaluru. The factor Age of the customer is highly significant to the overall customer experience.
- The middle-aged women hold a majority of the customer share, but the overall experience rating is low, but the younger age group has rated Urban Company user experience to a higher level.
- Thus, by introducing new packages to the working class, meeting demands during Saturdays and Sundays when these working class are free, introducing various premium Brands of cosmetics would increase the customer experience under age 30-39 years.
- Basic plans can be marketed well in the app as the below 20 age group are attracted by lower price and discounts. A separate basic batch of professions could be released for this type of package.
- The survey even showed a majority of women from East Bangalore are the regular customers of Urban Company. East Bangalore mainly comprises of White field, Marathalli, Indiranagar, C V Raman Nagar which is the IT sector and where we can find the majority of working-class people.
- But region of customer holds slightly less sig value than 0.05, thus showing that the customer experience in all the regions are almost the same, but still it does show little significance to their satisfaction.
- Some plans can be introduced to attract the housewives also, or the low income customers in the other areas.
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implemented more similar how one offers discounts with Names every week, the customers of Urban Company can be given region wise discounts each day or Week wise, so as to pull out the non-participating customers of the rest of Bengaluru.

- Based on the survey report, majority percentage of the respondents are of income group 5-9 lakhs and it actually involves upper working class women across Bengaluru. The factor income of the customer is highly significant to the Overall customer experience.

### **Conclusion**

- Urban Company is a services marketplace aimed at the Indian market, whose purpose is to connect service professionals with customers. It currently operates in 16 cities/regions and it has around 300 employees and more than 65000 professionals enlisted. Customers are the first key stakeholders. The aim is to understand their pain points when it comes to hiring professionals and help them find the right ones to complete their jobs minus the innumerable hassles. The biggest value offering is that the whole process is just so convenient. They have also introduced a chat option that allows customers to chat with service providers rather than call. This makes the experience absolutely non-intrusive.
- Urban Company's providers are of intrinsic importance to their business. The providers are only sent relevant leads which match their service charges and only cover the locations that they choose to serve. In this process the quality and not just the quantity of the leads they receive improves, in turn helping them to convert better and do better business.



- Customer satisfaction is given utmost importance in Urban Company, but somehow because of its demand loss, and inclination towards premium side, there can be slight opposition from certain category of people who cannot afford it. The employees are trained from the very beginning to be more polite, and trainings are given with utmost illiberal way to attain maximum customer satisfaction.
  - Employees are of utmost importance to any business and with the right team, no problem is ever too great. We give employees an opportunity to own their growth and we try our level best to cultivate a culture at Urban Company where our employees choose not to sit on the side- lines. In simple words, Urban Company is what it is because of its employees.
  - The ratings given by the upper middle class is higher compared to the lower income females, thus it is clear that Urban Company services incline towards premium services. So, there is another inferior category market which can be satisfied. The student group or the housewives or lower middle class women who fall are highly price sensitive. Thus the Basic plans can work well on this category and increase the ratings. Basic services containing slightly lower priced cosmetics but, skin-friendly can be included in this plan for cost reduction.
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