

SUSTAINABILITY AND FEMALE CUSTOMER SATISFACTION - A STUDY ON COSMETIC PRODUCTS OF LACKME WITH SPECIAL REFERENCE TO PERUNDURAI TALUK, ERODE DISTRICT.

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ABSTRACT

The Food and Drugs Administration (FDA) defines cosmetics as products intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions. The global cosmetic industry is a mammoth that shows no signs of slowing growth. Its market size was valued at \$380.2 billion in 2019 and is projected to reach \$463.5 billion by 2027, registering a CAGR (Compound Annual Growth Rate) of 5.3% from 2021 to 2027. The Indian Cosmetic Market is a juggernaut with a growth rate of 2.3% for the year 2019-2020, with a market value exceeding \$15 billion in December 2020. This paper attempts to analyze sustainability and female customer satisfaction - a study on cosmetic products of lackme with special reference to perundurai taluk, Erode district.

Key words: Women consumers, Sustainability Cosmetic products, customer satisfaction.




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