

# A Comparative Study on Customer Satisfaction with Heal N Glow and Other Competitors

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## ABSTRACT

This study evaluates Heal n Glow's competitive positioning in the hotel toiletries market, focusing on customer satisfaction relative to competitors. Using a mixed-methods approach, with surveys and interviews from hotel procurement managers, it examines key factors: product quality, pricing, availability, customer service, and packaging. The findings show that while Heal n Glow excels in distribution efficiency and packaging, it lags behind in product quality and pricing, impacting its overall customer satisfaction rating. To address these gaps, the study suggests improvements in product development, including enhanced quality and eco-friendly options, and in customer service, particularly in responsiveness and follow-up. By aligning with trends favoring sustainability and high-quality guest experiences, Heal n Glow can strengthen its market position and build long-term customer loyalty.

## KEYWORDS

Customer Satisfaction, Hotel Toiletries, Competitive Analysis, Sustainability

## INTRODUCTION

The hotel toiletries market is a vital element of guest experience in the hospitality industry. Hotels now view toiletries as a key part of their branding and guest satisfaction strategy, driving companies like Heal n Glow to innovate to meet these expectations. Heal n Glow, a B2B distributor, offers a variety of toiletries for different hotel categories, yet faces strong competition in product quality, range, and customer satisfaction.

This study analyzes Heal n Glow's performance in customer satisfaction areas like product quality, pricing, variety, packaging, and customer service. With rising guest preferences for eco-friendly, sustainable products, this research provides insights into Heal n Glow's market position relative to competitors and highlights

improvement areas. Findings from the study will guide Heal n Glow in refining strategies, enhancing client satisfaction, and bolstering its competitive edge.

## REVIEW OF LITERATURE

**Ali (2020):** This study investigates the relationship between customer satisfaction and brand loyalty in the cosmetic industry. Data from 400 respondents reveal that customer satisfaction significantly influences brand loyalty, with product quality and customer service being critical factors. Satisfied customers, who value both product performance and service, are more likely to remain loyal. The study emphasizes maintaining high customer satisfaction to retain customers. It suggests that cosmetic brands focus on meeting customer expectations and providing excellent service for long-term loyalty. This approach helps enhance customer retention and sustains a competitive edge.

**Johnson (2018):** The research examines price sensitivity and customer satisfaction across beauty brands, involving 500 consumers. It shows that premium brands maintain satisfaction through product differentiation, like exclusive ingredients and packaging, while affordable brands succeed by offering value for money. Price-sensitive consumers are satisfied with affordable brands that deliver quality at a competitive price. The study recommends that beauty brands balance product quality with strategic pricing to cater to both premium and budget-conscious customers. Such a strategy fosters loyalty and competitiveness in the beauty industry.

**Park (2019):** This study explores the impact of product quality on customer satisfaction in the skincare market, surveying 350 customers. The findings highlight that consumers prioritize the effectiveness of ingredients and long-term results. Brands with higher product quality consistently achieve higher customer satisfaction. The research emphasizes innovation and transparency in ingredient lists, as these foster trust and meet customer expectations. Brands can improve customer satisfaction by delivering effective products and being open about their formulations, ultimately enhancing loyalty and brand perception.

**Choi (2017):** The study examines how brand image influences customer satisfaction in the beauty industry, using a survey of 300 consumers. It reveals that a positive brand image significantly boosts customer satisfaction, with consumers favoring reputable, trustworthy brands. Brand image is shaped not only by product quality but also by marketing efforts like advertising and public relations. Corporate social responsibility (CSR) further enhances brand image. The study concludes that beauty brands should cultivate a strong, responsible brand image through consistent practices to improve satisfaction and loyalty.

**Faizal Azrin Abdullah (2022):** This research explores the role of customer experience in the relationship between hotel room amenities and customer satisfaction. Data from 300 customers in Malaysian three-star hotels show that customer experience mediates the impact of amenities on satisfaction. As the quality of amenities increases, customer experience improves, resulting in higher satisfaction levels. The study stresses that hotel management should focus on enhancing both amenities and customer service to improve satisfaction and foster loyalty. It provides valuable insights for hotel operators aiming to improve guest experiences and retention.

## RESEARCH OBJECTIVES

### Primary Objective

- To compare the overall customer satisfaction levels between Heal n Glow and its main competitors in the hotel toiletries market.

### Secondary Objectives

- To evaluate the customer perception of product quality and pricing of Heal n Glow against its competitors.
- To analyze the effectiveness of Heal n Glow's distribution their impact on customer satisfaction in the hotel toiletries market.
- To evaluate how Heal n Glow's customer service performance impacts overall customer satisfaction in comparison to its competitors

## SCOPE OF THE STUDY

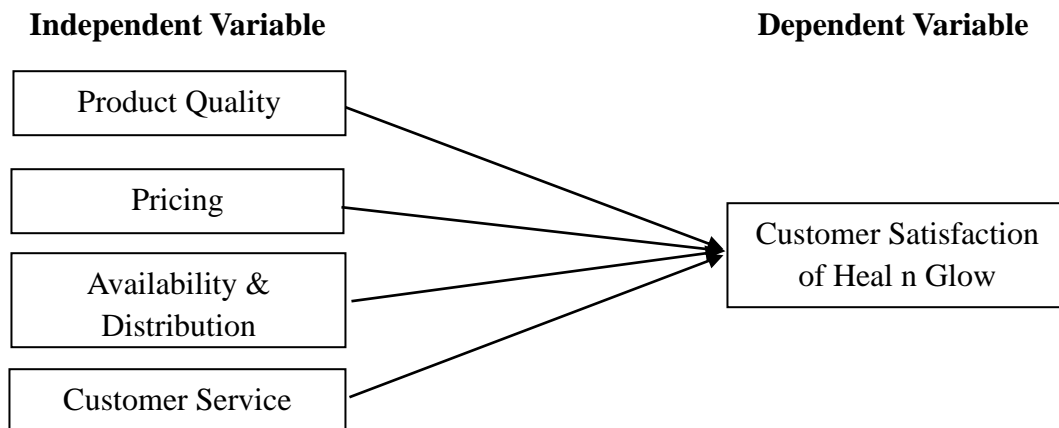
The study evaluates customer satisfaction with hotel toiletries, comparing Heal n Glow to its main competitors based on product quality, pricing, variety, packaging, and customer service. Feedback from hotel clients and end consumers will provide insights into each brand's real-world performance. The study also examines market trends like sustainability and eco-friendly packaging and their impact on customer preferences. Focused on major metropolitan areas, the research spans January to August 2024, aiming to identify Heal n Glow's strengths and areas for improvement to enhance competitive positioning and customer satisfaction.

## LIMITATIONS OF THE STUDY

This study is subject to several limitations that may impact the generalizability of its findings. Firstly, the research relies on feedback from a selected sample of hotels and end consumers, which may not fully represent

the broader market. This sampling limitation could introduce biases based on the specific preferences and experiences of the participants. Additionally, individual biases in customer feedback may affect the accuracy of satisfaction assessments.

## CONCEPTUAL MODEL



## DATA ANALYSIS

Question	Category	Frequency	Percent
What is your role in the hotel?	Owner	35	34.3%
	Manager	42	41.2%
	Supervisor	15	14.7%
	Other	10	9.8%
	Total	102	100.0%
How many rooms does your hotel have?	Under 20	15	14.7%
	21-35	49	48.0%
	36-50	23	22.5%
	More than 50	15	14.7%
	Total	102	100.0%
How often do you purchase toiletries for your hotel?	Monthly	55	53.9%

	Quarterly	31	30.4%
	Biannually	11	10.8%
	Annually	5	4.9%
	Total	102	100.0%
How many years has your hotel been in operation?	Less than 1 year	14	13.7%
	1-5 years	39	38.2%
	6-10 years	29	28.4%
	More than 10 years	20	19.6%
	Total	102	100.0%
What is your monthly budget for purchasing toiletries?	Under 10,000	13	12.7%
	10,000 - 30,000	44	43.1%
	30,000 - 50,000	28	27.5%
	Over 50,000	17	16.7%
	Total	102	100.0%

## FINDINGS

Heal n Glow's product quality was rated below average, with competitors seen as offering higher quality. Pricing was also viewed as less competitive, with customers perceiving better value in competitor brands. Customer service received mixed ratings: delivery reliability scored well, but follow-up communication was rated lower. Packaging was slightly above average, indicating some satisfaction but room for improvement. Distribution effectiveness positively correlated with customer satisfaction, as customers reported fewer delays. Overall satisfaction was rated below average, suggesting key improvement areas in quality and pricing. Usability was moderate, meaning the products are functional but not exceptional. Value for money was rated below average, reflecting a gap between cost and benefits.

## CONCLUSION

Heal n Glow has established a significant market presence but faces strong competition in terms of product quality, pricing, and customer satisfaction. While the company performs well in packaging and distribution, improvements are needed in product quality and customer service to increase overall satisfaction. By addressing

these areas and aligning with current market trends, Heal n Glow can strengthen its market position and better compete with other brands in the hotel toiletries market.

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