

ISSN : 2321-9602



Indo-American Journal of Agricultural and Veterinary Sciences



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A STUDY ON CUSTOMER SATISFACTION OF FOGG BRAN (Perfumes & Deodorants) IN MANNARGUDI TOWN.

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Abstract: Other, more permanent antimicrobials, such as metal cheats compounds, may be used in the formulation of deodorants. Depending on the kind of deodorant, it may include deodorant scents or natural essential oils to hide the stink of sweat. Information, social considerations, and psychological variables all play a role in the consumer buying decision-making process, which entails a number of processes. We'll concentrate on the aspects that influence a consumer's decision-making process when he or she is going to make a purchase.

Key words: Natural oil and fragrance

INTRODUCTION

Fragrant essential oils or aroma compounds, fixatives and solvents are combined to create perfume, which may be sprayed on everything from the human body to food to objects to the environment. Perfume dates back to some of the oldest human civilizations, according to historical records. Aroma compounds like vanillin or Coumadin, which allowed for the formulation of fragrances with scents previously unreachable exclusively from natural aromatic ingredients, were commercially synthesised in the late 19th century, allowing for modern perfumery. Perfumes are used for a variety of reasons, but the most important one is that they make us happy. Potassium alum-based "natural deodorant crystal" over-the-counter solutions have garnered newfound appeal as an alternative health product, despite worries about potential contact dermatitis.

RAW MATERIALS

When it comes to the creation of fragrances, raw materials such as alcohol, petrochemical derivatives, coal tar, and grasses and flowers are often used, as are fruits, woods, roots, and

a variety of resins and balsams. When it comes to musk, castor, and ambergris, they all originate from the sperm whale.

COMMUNICATION CHANNELS

People spread the word about a product or service based on what they see on television or read in a newspaper.

FOGG HISTORY

"Fogg" is a Vini cosmetics product created in 2010 by Darshan Petal.

☐

Ahmadabad, Gujarat is the location of Vini cosmetics.

This spray does not emit any gases, as stated in the tagline.

Share of the market Fogg.

OBJECTIVES OF THE STUDY

☐ To learn more about the demographics of FOGG brand customers, such as their gender distribution in the cosmetics industry and their level of brand loyalty to FOGG.

To find out how happy customers are with FOGG deodorants.

THE METHODOLOGY OF RESEARCH

Some respondents filled out the surveys themselves, while others were asked to do so by the researcher, who then used their answers to complete out the questionnaires. Mannargudi was the site of the survey.

Percentage analysis is used in the data analysis process.

By multiplying the number of respondents by the total number of respondents, you get percentage analysis.

OCCUPATION OF THE RESPONDENTS

S. No	Occupation	No. of Respondents	Percentage (%)
1	Students	36	36
2	Employees	24	24
3	Self-employees	22	22
4	Others	18	18
	Total	100	100

Source : Primary Data

Inference: 36 percent of respondents are students, 24 percent of respondents are workers, 22 percent of respondents self-employed, and 18 percent are unemployed, according to the data in the table.

Other.

CHART - 1 OCCUPATION OF THE RESPONDENTS

COMMUNICATIONSTRATEGY

Marketers devise a plan for spreading the word about their product or service. The first step in this procedure is to identify the intended audience and determine the message's goals. The next step is to come up with a plan on how to communicate effectively. These messages are routed via certain channels. You have a wide range of options when it comes to medium. Fogg's liquid-based deodorant is being marketed as an environmentally friendly alternative to other firms' gas-based products. Consumers who prioritised usefulness and quantity were satisfied with the product's marketing strategy, which focused on its long-lasting nature..

DATA ANALYSIS TABLE - 1

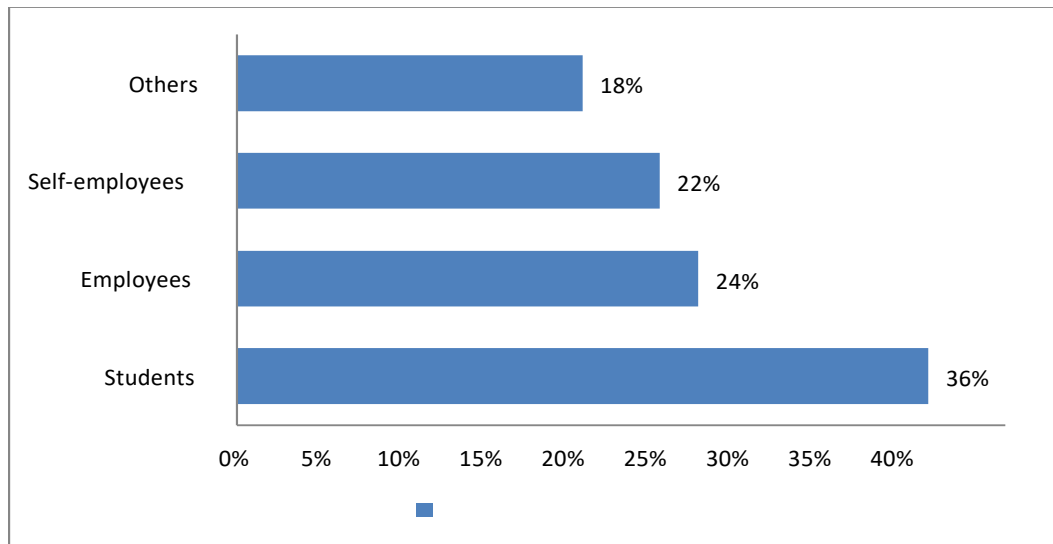


TABLE - 2
TO BUY A BRAND DEODORANT WHAT WOULD BE LIKE TO SELECTION

S. No	To buy a brand deodorant like selection	No. of Respondents	Percentage (%)
1	Fogg	28	28
2	Axe	20	20
3	Park avenue	18	18
4	Charley	10	10
5	Others	24	24
	Total	100	100

Source : Primary Data

Inference:

According to the results, 28% of respondents identify themselves as Fogg, 20% as Axe, 18% as Park Avenue, 10% as Charley, and the other 24% identify themselves as "others."

CHART - 2

TO BUY A BRAND DEODORANT WHAT WOULD BE LIKE TO SELECTION

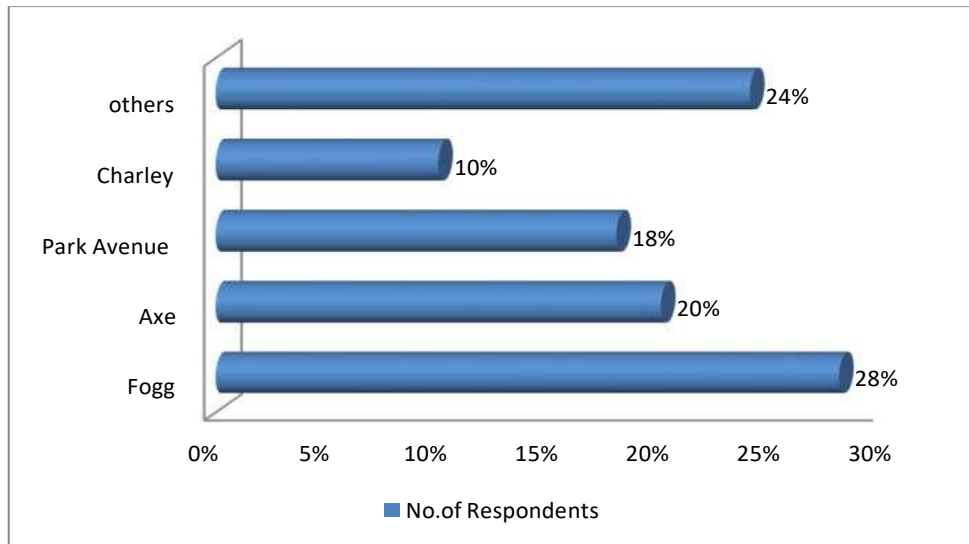


TABLE - 3
USE DEODORANT OFTEN OF THE RESPONDENTS

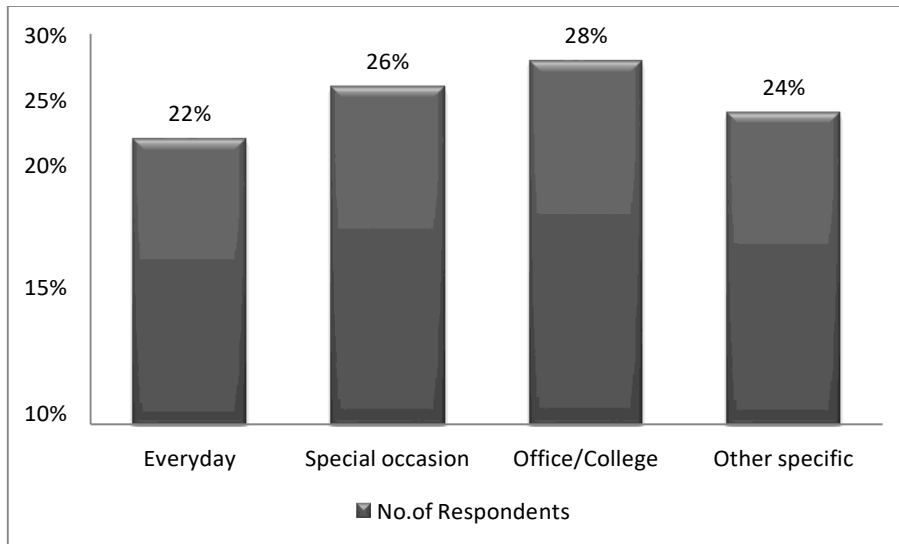
S. No	Use deodorant often	No. of Respondents	Percentage (%)
1	Every day	22	22
2	Special occasion	26	26
3	Office/College	28	28
4	Other specific	24	24
	Total	100	100

Source : Primary Data

Inference:

The chart reveals that 22% of replies are every day, 26% are Special event, 28% are Office/College, and 24% are other Specific.

CHART - 3
USE DEODORANT OFTEN OF THE RESPONDENTS



FINDINGS:

The analyses of the previous data's have revealed the following finding, suggestion and conclusion.

(36percent) of those polled are in the age bracket of 18-24.

Foggs make up the vast majority of those polled (28%).

The majority of responders (28 percent) are from the workplace or college.

SUGGESTION:

Therefore, it is strongly advised that each of these elements be examined in detail, since the research has underlined the importance of each of these factors.

This brand's pricing may be cut or discounts and offers may be offered in order to boost sales further. Fragrances may be varied, and the long-term impact should be amplified as well.

Innovative brand loyalty programmes should be used to develop a stable and consistent group of customers.

FOGG's PR campaign, which has focused mostly on TV and internet ads, has effectively reached the vast majority of the population.

Strong brand and product marketing is the only way to establish a name in the market.

CONCLUSION

Deodorants, according to some studies, are linked to negative effects such skin irritation and breast cancer. Quality is more important than other aspects such as brand name, price or celebrity marketing, according to the study.

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