



CUSTOMER PERCEPTION TOWARDS PARACHUTE HAIR OIL (WITH SPECIAL REFERENCE TO COIMBATORE)

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ABSTRACT

INTRODUCTION

The global cosmetics industries of multinational have been captivated by India in a fascinating manner- the world's second most populous country – over 1 billion people – even one percent of captured market at estimated rates is a huge sum for some companies. India has seen a growth in the cosmetics industry especially in the recent years. The beauty business in India is growing phenomenally with the cosmetics market growing at 15-20 percent annually, twice as fast as that of the United State and European markets. The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020. The demand for cosmetics products, particularly in urban population is steadily rising owing to various reasons for example mall culture, better purchasing power, concern for looking better, by both man and women, nature of the job, development in advertisement technology and in general, availability, of a wide range of cosmetics products.

STATEMENT OF THE STUDY:

Nowadays competitive business environment consumers are exposed to a large number of brand choice alternatives. Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Brand image is one of the most important issues in the world of marketing and business due to the great importance that the brand subjected to the international business level in particular. Furthermore, the brand is very important subjects from marketing strategy perspective, especially as current markets are marked by its passing through a high nature phase and intensive competition, whereas keeping the customers to brand is very crucial for the survival and continuity of the organization. The maximum number of the respondents feel that the product quality is good but not extraordinary. The majority of the respondents feel that the clear appearance to the stores but quantity level is very low. Most of the respondent became awareness of the brand by watching television but the company can try to increase the clear and valuable advertising

OBJECTIVES

- To study the consumer Satisfaction level of hair oil users
- To analysis the factors influences consumer to purchases parachute hair oil
- To understand the popularity of parachute hair oil among the customers
- To study the future prospects for hair oil
- To understand the main competitors of parachute hair oil

SCOPE OF THE STUDY::

- This study will help us to understand the consumer satisfaction level
- It is helpful to perceive the consumers
- It is helpful to understand and analyze the factors that influence the consumers
- It can approach the consumer who plays the vital role of the organization growth with greater renovation and creativity
- These products are well established as per they are attractive color packed.
- Hence have a large scope for domestic market.

LIMITATIONS OF THE STUDY

- The market survey was conducted in urban & rural city. Hence the results arrived from the study may not be extended to any other part of the city.
- The survey method was adopted for connecting the data in the study has its own limitations.
- Only the aspect of consumer behaviour has been selected for this study.

REVIEW OF LITERATURE:

Ries & Trout, (1986) Marketing battles are not fought in the customer's office or in supermarkets. These are only distribution points for the merchandise whose brand selection is decided elsewhere. Marketing battles are fought in a mean and ugly place. A place that is dark and dump with much unexplored territory and deep pitfalls to trap the unwary. Marketing battles are fought inside the mind.

Siddarth, Bucklin, and Morrison (1995) find that promotions may expand a consumer's consideration set by including a promoted brand that is not otherwise part of the consideration set. In summary, it appears that promotions reduce search costs of consumers by defining the set of brands that they need to evaluate on any given occasion.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It deals with various steps that were generally adopted by studying the research problems. It is necessary for the researcher to know, not only the research methods/ techniques but also the methodology.

RESEARCH DESIGN

The type of the day for this project is descriptive research. It includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of the state of affairs as it exists at present. The characteristic of this method is description of the state of affairs as it exists at present. The characteristic of this method is that research has no control over the variables the research can only report what was happened or what has happening.

SAMPLING DESIGN:

The sampling method adopted was convenient sampling.

SAMPLE SIZE:

Among 120 customers is taken as sample size.

DATA COLLECTION

Data are facts may be derived from several source. Data can be classified as primary data and secondary. Primary data is data gathered for the firsttime by the researcher. Secondary data is a data taken by the researcher from secondary sources, internal or external. The researcher must thoroughly search secondary data sources before commissioning any effort for collecting primary data.

PRIMARY DATA

Data observed or collected directly from firsthand experience is called primary data. Questionnaires are a popular means of collecting data. But are different to design and often require many recruiters before an acceptable questionnaires is produced. The primary data was collected from the employees with the help of questionnaires.

AREA OF STUDY

The area of study reference to Coimbatore city

PERIOD OF STUDY

The period of study is done by research from December 2022 to March 2023

TOOLS FOR ANALYSIS PERCENTAGE ANALYSIS FORMULA

Percentage analysis is used to segregate and classify the data in the questionnaire based on the number of percentage of respondents falling into each category. It makes analysis and comparison of data easier. This formula used to calculate simple percentage analysis is as follows:

Percentage = $\frac{\text{Number of respondents}}{\text{total no of respondents}} \times 100$

DATA ANALYSIS AND INTERPRETATION:

Table shows preference of the parachute hair oil towards respondents

S.no	Particulars	Frequency	percentage
1	Quality	73	60.8
2	Quantity	14	11.7
3	Price	12	10
4	Fragrance	7	5.8
5	Others	14	11.7
	Total	120	100

Source: Primary data

Interpretation

It is clear from the table that 60.8 percent of the respondents are Quality, 11.7 percent of the respondents are quantity, 10 percent of the respondents are Price, 5.8 percent of the respondents are Fragrance and 11.7 percent of the respondents are Others. Majority of the respondents are Quality

Chart shows preference of the parachute hair oil towards respondents

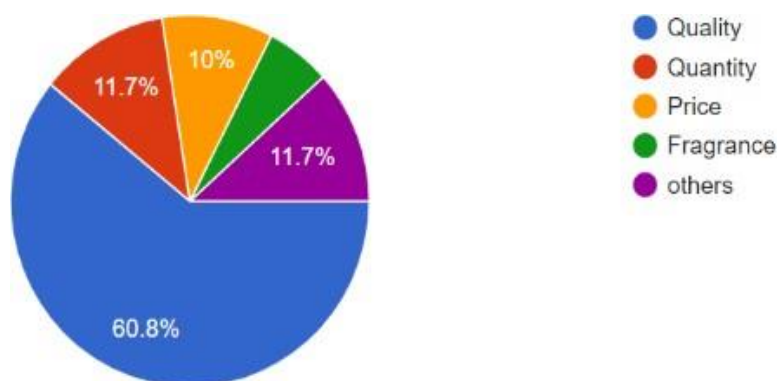


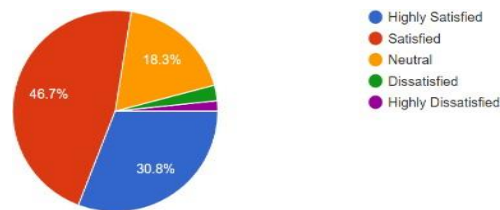
Table shows the Customer satisfaction with parachute hair oil

S. no	Particulars	Frequency	Percentage
1	Highly satisfied	37	30.8
2	Satisfied	56	46.7
3	Neutral	22	18.3
4	Dissatisfied	3	2.5
5	Highly dissatisfied	2	1.7
	Total	120	100

Source: primary Data

Interpretation

It is clear from the table that 30.8 percent of the respondents are Highly satisfied, 46.7 percent of the respondents are satisfied, 18.3 percent of the respondents are Neutral, 2.5 percent of the respondents are Dissatisfied and 1.7 percent of the respondents are Highly dissatisfied.

Chart shows the Customer satisfaction with parachute hair oil

FINDINGS

Majority 73 respondents (60.8%) are quality
Majority 56 respondents (46.7%) are satisfied

SUGGESTIONS

Majority of the respondents feel that the product quality is good. So, the hair oil company can try to maintaining the High-quality level.
The majority of the respondents feel that the neat appearance to the stores. So, the store can try to maintaining the Maximum level of quantity.
Most of the respondent became awareness of the brand by watching television. So, the company can try to increase the clear and neat advertising to reach the all level of people.

CONCLUSION

The Customers prefer parachute brand of hair oil and the factor analysis shows that value, quality, easy availability, suitable for hair, better shine, attractive package and quantity are the factors influencing the purchasing of hair oil brands by the customers. The most of the customers are satisfied with the hair oil brands and there is a significant difference between hair oil brands and the satisfaction level of customers.