A STUDY ON CONSUMER SATISFACTION TOWARDS FOR PERFUME WITH REFERENCE TO CHENNAI CITY

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Abstract: *Customer satisfaction is important because it illustrates whether your customer base likes what you're doing. Research shows that high satisfaction leads to greater customer retention, higher lifetime value, and a stronger brand reputation. Low customer satisfaction is also important to know the area of improvement*
This study is made towards the particular brand name Fogg perfume the primary responses collect from the customers will help to make decisions that make the product to meet the customer expectations in future. Fogg is a subsidiary of the Vini Group of Companies. It was the brainchild of Darshan Patel, the founder of Vini Cosmetics. The deodorant industry has over 500 brands in India itself.
This type of Study is important to a brand that could sustain long term in business. Analysis of the part will explore the new expectations of customers.

Key Words: *Fogg perfume, Customer satisfaction, brand image, feedback.*

1. INTRODUCTION:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Keeping the existing customers happy should always be a priority for any company or an organization. Customer satisfaction is important because it highly increases the chances of a customer returning to do more business. Customer loyalty won't come easy if one is not focused on pleasing your base.

As you see, you can't underestimate the importance of customer satisfaction. It's the best way to secure loyal customers who'll eventually turn into brand ambassadors. Every company should treat customer satisfaction as an essential business factor and work on improving it. And therefore, this is what the present study is about the consumer satisfaction in the FMCG category of product in the case of Fogg perfumes.

2. Survey of literature:

In the survey of literature, students analyse critically and concisely earlier research and literature related to a particular research problem, and utilize them for their own research purposes. It helps us in understanding the significance of new research and surveys and its connections to earlier work.

Literature Review Customer satisfaction is an evaluation of difference between prior expectations about product and its actual performance. Customer satisfaction is how customers react towards the state of satisfaction, and how customers judge the satisfaction level.

Customer satisfaction (CS) has attracted serious research attention in the recent past year. Customer satisfaction is now for all companies the primary criterion for the assessment of their relationship with the market, a permanent object of their operating policies and an important element for the reinforcement of company reputation, as well as a fundamental guide to direct operational processes. So, this paper is done in order to have a deeper understanding on the customers, satisfaction but especially help the students, the managers and also all person which can use it.

3. ABOUT THE TOPIC

Customer satisfaction (CSAT) is a metric used to quantify the degree to which a customer is happy with a product, service, or experience related to your business. This metric is calculated via customer satisfaction surveys that ask how a customer feels about their experience, with answers ranging between 'highly unsatisfied' and 'highly satisfied'.
Customer satisfaction takes into account various facets of the customer experience, such as:

- The availability of your products
- The purchasing processes
- The steps after purchase
- The responsiveness of your team when resolving issues.

Customer satisfaction is ultimately a reflection of how a customer feels about interacting with your brand, and businesses quantify these feelings with customer satisfaction surveys. These responses can give you a picture of customer loyalty, which predicts the likelihood of customer referrals.

4. RESEARCH OBJECTIVE:

- Understanding the expectations and requirements of your customers.
- Determining how well your company and its competitors are satisfying these expectations and requirements.
- Developing service and/or product standards based on your findings.
- Examining trends over time in order to take action on a timely basis.

Primary objectives

- To study the customer satisfaction level towards FOGG Deodorants.
- To identify the factors which contribute to customer's satisfaction
- To know the demographic profile of users of FOGG brand.
- To assess the loyalty of the customers towards Fogg brand.

5. RESEARCH METHODOLOGY:

The study is done mainly to understand the expectation of customers and level of satisfaction they attained in the particular brand of FMCG Product.
Frequency analysis of Correlation, Regression and Chi-square test are used
Questionnaire has totally 20 questions. Respondents are current users of Fogg Perfume. Sample Size of the study is 101 users from Chennai City.

DATA ANALYSIS AND INTERPRETATION:

TABLE 1

Gender of the respondent * Type of Fogg Respondent use Cross tabulation 3.1
Count

		Type of Fogg Respondent use					Total
		Fogg majestic body	Fogg blue spring &bleu	Fogg adventure Men	Fogg 1000 sprays	other	
Gender of the respondent	Male	4	15	28	10	6	63
	Female	1	17	14	3	3	38
Total		5	32	42	13	9	101

Symmetric Measures 3.2

		Value	Asymptotic Standardized Error	Approximate Tb	Approximate Significance
Interval by Interval	Pearson's R	-.121	.097	-1.208	.230c
Ordinal by Ordinal	Spearman Correlation	-.149	.098	-1.504	.136c
N of Valid Cases		101			

a) Not assuming the null hypothesis.
b) Using the asymptotic standard error assuming the null hypothesis.
c) Based on normal approximation.

Interpretation:
- ❖ The bar chart represents that the male customers use Fogg adventurous men and the female customers use Fogg blue spring and bleu in most.
- ❖ Also, we find that Fogg majestic body is preferred less.
- ❖ Here using the asymptotic standard error assuming the null hypothesis H0 is accepted there is no significant difference between female and male preference.

TABLE 2

Descriptive Statistic 4.1

	Mean	Std. Deviation	N
Occupation of the respondent	2.43	.898	101
place respondent buy the product	2.59	.971	101

Correlation 4.2

		Occupation of the respondent	place respondent buys the product
Occupation of the respondent	Pearson Correlation	1	-.109
	Sig. (1-tailed)		.138
	N	101	101
place respondent buy the product	Pearson Correlation	-.109	1
	Sig. (1-tailed)	.138	
	N	101	101

INTERPRETATION
- ❖ In this table we analysed about descriptive statistics and find mean and standard deviation.
- ❖ After that we created a table to find the correlation between the occupation of the respondent and place of respondent, they buy the product.
- ❖ The correlation between the two terms shows negative in this case the null hypothesis is rejected alternative hypothesis is selected there is a significant difference between the two variables.

TABLE 3 PLUM - Ordinal Regression:

Case Processing Summary 5.1

		N	Marginal Percentage
Price range respondent seek for	200-400	53	52.5%
	401-600	26	25.7%
	Above 600	12	11.9%
	Below 200	10	9.9%
Income of the respondent	5000-10000	34	33.7%
	10001-20000	18	17.8%
	20001-40000	24	23.8%
	Above 50000	3	3.0%
	5	22	21.8%
Valid		101	100.0%
Missing		0	
Total		101	

Model Fitting Information 5.2

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	56.966			
Final	55.372	1.595	4	.810

Goodness-of-Fit 5.3

	Chi- Square	df	Sig.
Pearson	23.586	8	.003
Deviance	22.928	8	.003

Pseudo R-Square: 5.4

Cox and Snell	.016
Nagelkerke	.017
McFadden	.007

Parameter Estimates 5.5

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[PRICE_RANGE = 1]	.215	.414	.270	1	.603	-.596	1.026
	[PRICE_RANGE = 2]	1.420	.440	10.414	1	.001	.557	2.282
	[PRICE_RANGE = 3]	2.347	.499	22.134	1	.000	1.370	3.325
Location	[INCOME=1]	.316	.519	.370	1	.543	-.702	1.334
	[INCOME=2]	.023	.610	.001	1	.970	-1.172	1.218
	[INCOME=3]	-.155	.573	.073	1	.787	-1.278	.968
	[INCOME=4]	.817	1.122	.531	1	.466	-1.382	3.016
	[INCOME=5]	0a	.	.	0	.	.	.

a. This parameter is set to zero because it is redundant.

INTERPRETATION
Under this we analyse the two variables are Income of respondent and price preferred by them in this income is independent variable and price seek for dependent.

In this estimate we find that standard error is lesser than the significant so h0 is accepted there is no significance difference between the income and price they seek for.

TABLE 4 Chi-square test and systematic analysis Gender of the respondent * fragrance:

Chi-Square Tests 7.1

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.299a	4	.023
Likelihood Ratio	12.790	4	.012
Linear-by-Linear Association	6.372	1	.012
N of Valid Cases	101		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .38.

Symmetric Measures 7.2

		Value	Asymptotic Standardized Errora	Approximate Tb	Approximate Significance
Interval by Interval	Pearson's R	.252	.090	2.596	.011c
Ordinal by Ordinal	Spearman Correlation	.239	.094	2.448	.016c
N of Valid Cases		101			

- ❖ Not assuming the null hypothesis.
- ❖ Using the asymptotic standard error assuming the null hypothesis.
- ❖ Based on normal approximation.

INTERPRETATION

- ❖ In bar graph 4Cells (40.0%) have expected count less than 5. The minimum expected count is .38.
- ❖ So, majority of the respondent are very satisfied with the fragrance but we need to consider the dissatisfied respondent here more than male female had respond the fragrance at least option bad so we need to introduce new flavours according to the expectations of females to so flower based fragrances are suggested to introduce in future because that like flavour are most like by female users.

6. FINDINGS :
- • It's is to find that most of the Fogg users rated 3-4 mostly from this we came to know that it not attains at top position but the market was favour as satisfied is neutrally done.
- • Where the college users are mostly liked towards it where our next target to be cover up and focus on other groups too because they are having less satisfaction compare to college goings.
- • Most (88%) of the respondents are opined that they will recommend Fogg deodorant to their friends and Relatives.
- • Most (50%) of the respondents use the Fogg perfume daily.

- • Most (94%) of the respondents opined that the price is important while buying favourite perfume.
- • Majority (66%) of the respondents spends around Rs. 200 – Rs.300. 8.
- • 46% of the respondents prefer to buy Fruits flavours.

7. SUGGESTION:
- • As the study has highlighted Brand, Packaging, Bottle Design, Fragrance and Quality as major factors,
- • Therefore, it is being highly recommended that all these factors should be individually analyzed in depth.
- • Some respondents feel that the price of this brand is high, to increase further sales, price may be reduced or

- Discounts and offers may be given. Varieties of fragrance can be introduced, and lasting effect should also be concentrated.
- Innovative brand loyalty Programmers should be undertaken to create a class of stable and steady group of consumers.
- Overall FOGG has covered the entire mass through their publicity particularly TV, online advertisements.
- Need strong market recognition which can be built only through strong brand and product promotion.

8. CONCLUSION:

There are certain articles which reveal that side effects like skin irritation, breast cancers etc are caused due to deodorants. The researcher has reported that excellent quality factor plays a key role over other factors brand name, price, celebrity marketing, brand loyalty programming. This boost of positivism in our everyday life increases vitality, improves our drive to accomplish, and increases resistance to failure and this is done by the FOGG Brand. Through this study it is concluded that customers are more satisfied towards Fogg deodorant.

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