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[iajpb.editor@gmail.com](mailto:iajpb.editor@gmail.com)  
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## A STUDY ON CUSTOMER SATISFACTION OF FOGG BRAN (Perfumes & Deodorants) IN MANNARGUDI TOWN.

A.Selvakumari., M.Com.,M.Phil

Assistant Professor, PG and Research Department of Commerce STET WOMENS COLLEGE,  
MANNARGUDI.

**Abstract:** There are alternative, more permanent antimicrobials that may be used in the formulation of deodorants, such as metal cheats compounds. Deodorants may be scented with deodorant perfumes or natural essential oils in order to cover up the smell 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 focus 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 ancient civilizations. 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 worn for a variety of reasons, but the most important one is that they make us happy. Products labelled "natural deodorant crystals" using potassium alum, despite worries about its contact dermatitis, have garnered newfound favour as an alternative health product.

### RAW MATERIALS

Perfumes are made from a variety of natural and synthetic materials, including flowers, grasses, spices, fruits, wood, roots, resins, balsams, leaves, gums, and animal secretions. Castor, musk, and ambergris are all derived from animals, such as beavers, sperm whales, and male deer.

### COMMUNICATION CHANNELS

☑ Ad campaigns on television and in print, clever taglines and slogans, and other forms of mass communication Mouth-to-mouth..

### FOGG HISTORY

Darshan petal founded Vini cosmetics in 2010. Fogg product

☐

Ahmadabad, Gujarat is the location of Vini cosmetics.

"A Body sprays without gas" is the tagline.

Share of the market Fogg.

#### OBJECTIVES OF THE STUDY

☐ In order to learn more about the demographics of FOGG customers. To determine the percentage of men and women in the cosmetics industry. To examine the brand loyalty of FOGG customers.

To find out how happy customers are with FOGG deodorants.

#### RESEARCH METHODOLOGY

Some of the respondents filled out the questionnaires themselves, while others were filled out by the researcher himself after he posed questions to the respondents. Mannargudi was the site of the survey.

Data Analysis Procedure: Percentage analysis method

$$\text{PERCENTAGE ANALYSIS} = \frac{\text{NUMBER OF RESPONDENTS}}{\text{TOTAL NUMBER OF RESPONDENT}} * 100$$

#### COMMUNICATIONSTRATEGY

A brand's communication strategy is mapped out by marketers. The first step in this procedure is to determine who your intended audience is and what you hope to communicate with them about. Next, the necessary communications are designed. Communication is carried through via one of these channels. A variety of media options are available. By pointing out that other manufacturers' deodorants are gas-based and hence ineffective, Fogg is able to differentiate itself from the competition. based and stays on body for longer periods, the marketing team hit the right note with consumers who valued utility and quantity.

**DATA ANALYSIS TABLE - 1  
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

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Inference: According to the data in the table, 36% of respondents are students, 24% are workers, 22% are self-employed, and 18% are self-employed freelancers.

Other.

CHART - 1 OCCUPATION OF THE RESPONDENTS

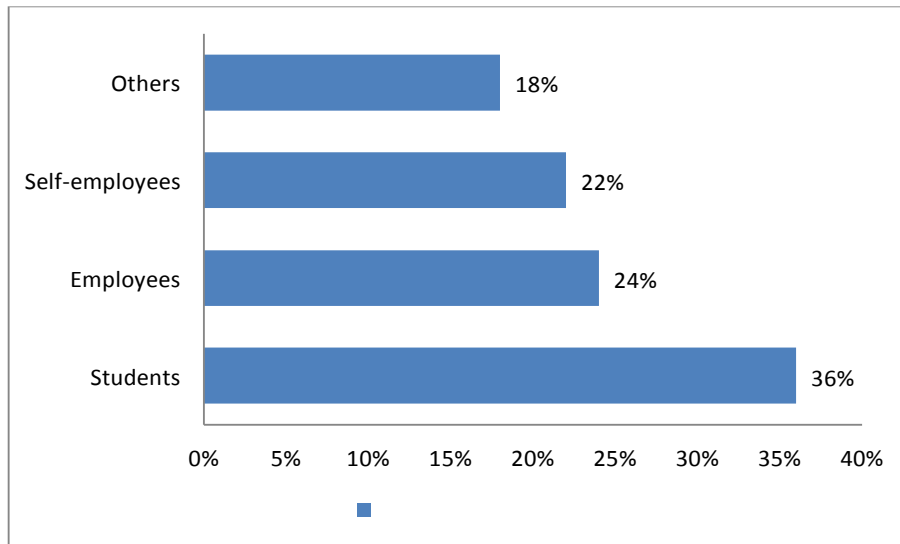


TABLE - 2

**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

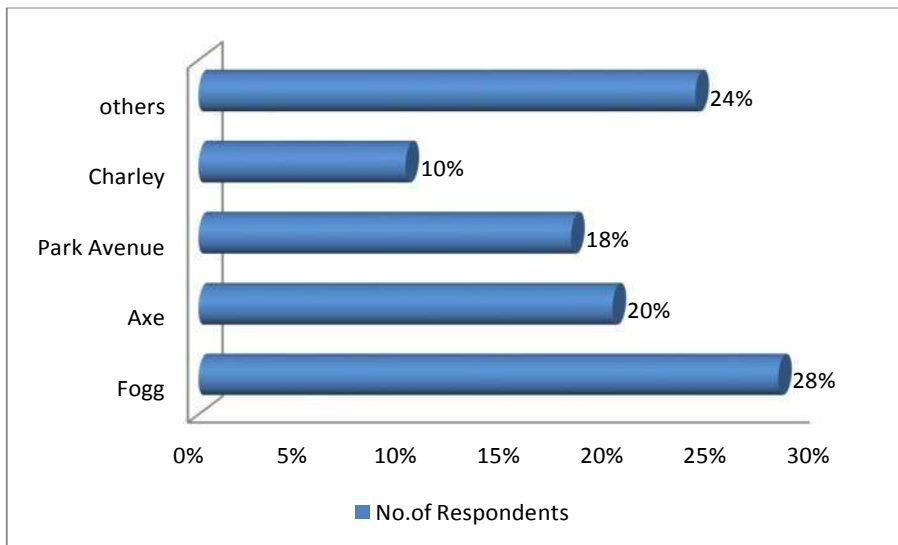
Inference:

as Park Avenue, 10% as Charley, and the other 24% identify themselves as "others."

According to the results, 28% of respondents identify themselves as Fogg, 20% as Axe, 18%

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

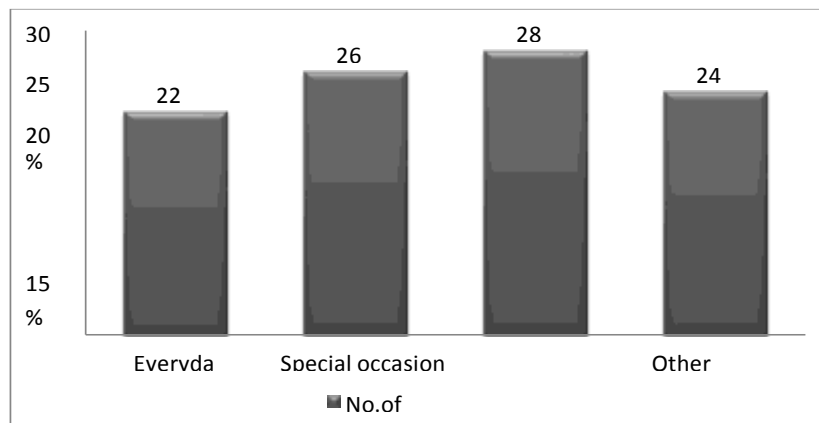
Inference:

The data reveals that 22% of respondents are every day, 26% of respondents are Special

event, 28% of respondents are Office/College, and 24% of respondents 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.

(36%) of the respondents are students.

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

More than two-thirds of the respondents (64 percent) are in the workplace or college. Foggs make up the vast majority of those polled (28%).

More than two-thirds of the respondents (64 percent) are in the workplace or college.

#### SUGGESTION:

□ In light of the fact that the study has identified important aspects such as Brand, Packaging, Bottle Design and Fragrance, it is highly suggested that each of these factors be thoroughly examined.

In order to boost sales even further, the price of this brand can be lowered or discounts and special offers might be made available. Various scents can be used, but the enduring impact should also be concentrated.

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

All in all, FOGG's promotional efforts have reached the vast majority of the population, primarily through television and web commercials.

A strong brand and product marketing are the sole means of gaining market awareness..

#### CONCLUSION

Deodorants have been linked to a variety of adverse health impacts, including skin irritation and breast cancer, according to some research. Quality is more important than other aspects such as brand name, price or celebrity marketing, according to a study..

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