



A STUDY ON CUSTOMER PERCEPTION TOWARDS PARACHUTE HAIR OIL IN MADURAI CITY

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ABSTRACT:

This study investigates consumer perceptions towards Parachute Hair Oil, a prominent product in the Indian hair care market. Employing a mixed-methods approach, it blends qualitative interviews and quantitative surveys to delve into the intricate dynamics of consumer behavior. Through in-depth interviews, diverse consumer demographics will be probed to unearth the underlying motivations, attitudes, and beliefs associated with Parachute Hair Oil usage. Subsequently, a structured survey will be conducted among a larger sample, facilitating statistical analyses to discern patterns, preferences, and correlations among various factors including brand loyalty, product efficacy, packaging, pricing, and promotional strategies. By comprehensively understanding customer perceptions, this research aims to offer valuable insights to Marico Limited, enabling refinement of marketing strategies, product positioning, and innovation endeavors. Ultimately, these insights can aid in enhancing brand equity, strengthening consumer engagement, and sustaining a competitive advantage in the dynamic hair care market landscape.

KEYWORDS:

PARACHUTE HAIR OIL, BRAND LOYALTY, PRICING, PACKAGING, PRODUCT.

1.1 INTRODUCTION

Parachute is a well-known brand in the hair care industry, especially for its hair oil products. Understanding how customers perceive Parachute hair oil is essential for the brand's success and for developing effective marketing strategies. This study aims to explore the different aspects of customer perception towards Parachute hair oil, such as brand perception, product attributes, usage patterns, purchase behavior, satisfaction, and loyalty. By examining these aspects, this study seeks to provide valuable insights into how customers perceive Parachute hair oil, what factors influence their perceptions, and how these perceptions impact their purchase decisions and brand loyalty. These insights can help Parachute customize its marketing efforts and product offerings to better meet customer needs and preferences, ultimately improving customer satisfaction and loyalty.

1.2 STATEMENT OF THE PROBLEM:

The problem revolves around understanding and analyzing the various aspects of customer perception towards Parachute hair oil. Specifically, the study aims to investigate how customers perceive the Parachute brand, what attributes of Parachute hair oil are most important to them, how they use the product, where they prefer to purchase it, and how satisfied they are with it. Additionally, the study seeks to explore the impact of these perceptions on customer purchase decisions and brand loyalty. In essence, the problem is to comprehensively

study and analyze customer perception towards Parachute hair oil to provide valuable insights for the brand to improve its marketing strategies, product offerings, and customer engagement efforts.

1.3 REVIEW OF LITERATURE:

Gupta, R., & Jain, A. (2017) "A Study on Consumer Preference towards Hair Oil in Jaipur City." This study delves into consumer preferences regarding hair oil, which can be beneficial in understanding the factors affecting consumer perception in Madurai.

Singh, A., & Kumar, A. (2018) "Consumer Perception towards Hair Oil Brands: A Study in Delhi-NCR." This study explores consumer perception towards various hair oil brands and can provide insights into understanding similar perceptions in other regions like Madurai.

Reddy, S. M., & Sharma, M (2018) "A Study on Consumer Preferences and Satisfaction towards Hair Oil Brands in Hyderabad City." This study investigates consumer preferences and satisfaction levels regarding various hair oil brands, which could offer insights into similar perceptions in Madurai.

Chauhan, S., & Sharma, S. (2019) "An Empirical Study on Consumer Perception and Preference towards Hair Oil Brands in Chandigarh." This study investigates consumer perception and preference towards different hair oil brands, providing insights into factors affecting consumer

choices.

1.4 OBJECTIVES:

- To study customer preferences when purchasing a product.
- To analyze the future prospects for hair oil in the market.
- To understand the popularity of Parachute hair oil among customers
- To identify the main competitors of Parachute hair oil in the market.
- To assess the satisfaction levels of customers with Parachute hair oil.

1.5 RESEARCH DESIGN:

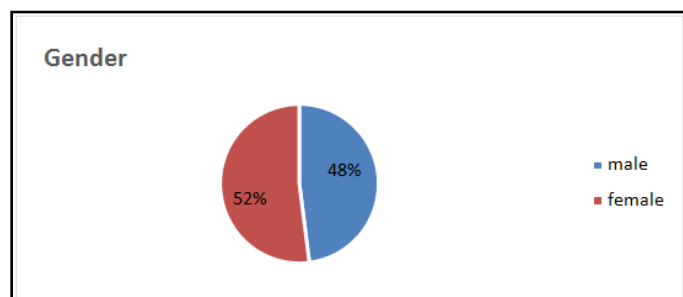
The type of day for this project is descriptive research. It includes surveys and fact-finding inquires of different kinds. The major purpose of descriptive research is a description of the state of the state of affairs as it exists at present. The characteristic of this method is a description of the 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 has happened.

1.6 DATA ANALYSIS:

CLASSIFICATION OF RESPONDING ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1.6.1 SHOWING THE GENDER OF THE RESPONDENTS

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	24	48
2	Female	26	52
Total		50	100



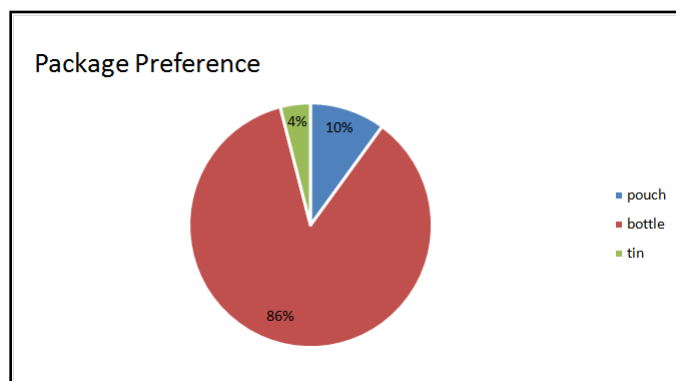
INTERPRETATION:

In the above data indicates that 48% of respondents were male 52% were female.

TABLE 1.6.2 SHOWING THE PACKAGE PREFERENCE

S.NO	PACKAGE PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	Pouch	5	10
2	Bottle	43	86

3	Tin	2	4
Total		50	100

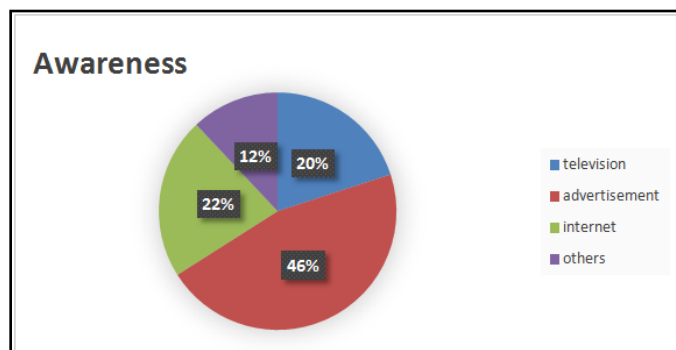


INTERPRETATION:

In the above data indicates that 10% of respondents are pouch, 86% of respondents are bottle and 4% of respondents are tin.

TABLE 1.6.3 SHOWING THE AWARENESS OF RESPONDENTS

S.NO	AWARENESS	NO OF RESPONDENTS	PERCENTAGE
1	Television	10	20
2	Advertisement	23	46
3	Internet	11	22
4	Others	6	12
Total		50	100



INTERPRETATION:

In the above data indicates that 20% of respondents are television, 46% of respondents are advertisement, 22% of respondents are internet and 12% of respondents are others.

1.7 FINDINGS & CONCLUSION:

FINDINGS:

- Table 1.6.1: Majority of the respondents was females. (52%)
- Table 1.6.2: Majority of the respondents prefer the package to be in a bottle.(86%)
- Table 1.6.3: Majority of the respondents prefer

advertisement in a certain format. (46%)

CONCLUSION:

This study on customer perception towards Parachute Hair Oil has provided valuable insights into how consumers perceive and interact with the brand. Through a comprehensive analysis of factors influencing customer perception, it is evident that Parachute Hair Oil enjoys a strong position in the market, with a loyal customer base and a positive brand image.

The findings indicate that consumers associate Parachute Hair Oil with qualities such as purity, effectiveness, and trustworthiness. These perceptions are largely influenced by the brand's long-standing presence in the market, its reputation for quality, and its extensive distribution network. Additionally, the study highlights the importance of marketing strategies, product quality, and customer service in shaping consumer perceptions.

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