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A STUDY ON CONSUMER BEHAVIOUR OF KEO KARPIN HAIR OIL IN MANNARGUDI TOWN

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Abstract

This research analysis the impact of consumer buying behavior and customer satisfaction for Keo -Karpin hair oil product. This study was conducted in Mannargudi Town in Thiruvarur district and designed with the sample of 75 respondents to collect the required information. With the help of this study the relation of consumer behavior with the product, price, promotion etc is revealed. Thus, it is marketing mix which is indispensable for the promotion of product in an organization.

Keywords: Keo Karpin ,consumer behaviour, brand, customer satisfaction

1. INTRODUCTION

Everybody in this world is a consumer. We need a variety of goods and services right from our birth to death. All consumers are buyers and all buyers are not consumers. The social factors includes consumer's family, small group, social roles and status. A buying choices are further influenced by four major psychological factors. motivation, perception, learning, beliefs and attitudes.

CONSUMER BEHAVIOUR:

Consumer behaviour is an integral part of human behaviour and cannot be separated

from it. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources on consumption of related items. It includes the study of what, why, how, when, where they buy and how often they buy any particular product or service.

RESEARCH PROBLEM:-

A Plethora of commercial brands use ingredients that make our hair glow, but which also damage in the long - term, stripping it is vital proteins and moisture some hair oils contain heavy metals like Pb and Cd which is carcinogenic.

OBJECTIVES OF THE STUDY:-

- 1) To study the socio - demographic characteristics of respondents.
- 2) To determine the factors to be considered before purchasing the brand of hair oil.
- 3) To study the satisfaction levels of customer of keo karpin hair oil.
- 4) To analysis the attributes of keo karpin hair oil.

SCOPE OF THE STUDY:-

The study might be helpful for the firm to revitalize itself. And it is highly useful to the organisation to know what exactly the customer needs. The study deals with various aspects of services. It helps the organisation to know its position in the Market.

RESEARCH METHODOLOGY :-

The Project work is based on both primary and secondary data.

PRIMARY DATA:-

Primarily data were collected by using questionnaire from the sample size of 75 respondents and the data collected were edited analysis and presented in from the tables and charts wherever necessary.

SECONDARY DATA:-

The Secondary data was collected from magazine, journals, etc., The collected data our categorized, analyzed and presented in the form to tables and diagrams at suitable places.

SAMPLING TECHNIQUES:

The sampling techniques chosen by the researcher is "convenience sampling".

LIMITATION OF THE STUDY:-

- The study has been limited to only a sample of 75
- The study was confined only in Mannargudi town.
- The study time was limited for four months.

COMPANY PROFILE:-

Effectiveness is goal and Efficiency is strength. It is nothing but social responsibility that inspired them mostly for last five decades. Social

commitment has got priority since their inspection. This is what motivated them to come forward with an endeavour to manufacture antibiotics and compete with the multinationals.

FACTORS INFLUENCING THE BRAND:-

Rural consumer prefer goods having fragrance attractive packing and color.

- quality
- Fragrance
- Brand image
- Attractive packing
- small packs & low price

DATA ANALYSIS AND INTERPRETATION

Table 1
Classification Of Respondents On The Basis Of Age

S.N O	AGE	NO OF RESPONDENTS	PERCENT AGE
01	Below 15 Years	37	50
02	16-30 years	19	25
03	31-50 Years	11	15
04	Above 50Years	08	10
	Total	75	100

source : Primary data

INFERENCE:-

From the above table it is found that majority 50 % of the respondents are the age group of below 15 years , 25% of the respondents are the age group of between 16-30 years, 15% of the respondents are the age group of between group of 31-50 years and only 10% of the respondents are above 50Years

Table 2
Classification Of Respondents On The Basis Of Gender

S. N O	GENDE R	NO OF RESPONDENT S	PERCENT AGE
01	Male	15	20
02	Female	60	80
	TOTA L	75	100

Source : Primary Data.

INFERENCE:-

The above table shows that 80% of the respondents are female, 20% of the respondents are male.

Table 3
Classification Of Respondents On The Basis Of Quality Of Product (Keo Karpin)

S.N O	KEO KAR PIN	NO OF RESPOND ENTS	PERCENT AGE
01	Excell ent	35	50
02	Very good	26	33
03	Good	14	17
	Total	75	100

Source : Primary Data

INFERENCE :-

From the above table it is found that majority 50% of the respondents reveals that the product is excellent. 33% of the respondents reveals that the product is very good and 17% of the respondents reveal that their product is good.

Table 4
Classification of respondents

On the basis of source of awareness

S. N O	SOURC E OF AWARE NESS	NO OF RESPON DENTS	PERCEN TAGE
01	Advertise ment	3	4.3
02	Friends	42	60
03	Relative	25	28.6
04	Others	5	7.1
	Total	75	100

source: Primary data

INFERENCE:-

From the above table it is inferred that 60% of the respondents have come to know about the product through friends, 28.6% of the respondents have come to know about the product through relatives and 7.1% of the respondents have come to know about the product through others and 4.3% of the respondents are influenced by TV advertisements.

FINDINGS:-

- i) Majority of the respondents belong to age group of below 15 Years.
- ii) 80% of the Keo-Karpin hair oil users are female.
- iii) 50% of the respondents opinion is excellent.
- iv) 70% of the keo - Karpin hair oil users recommend the brand to others.
- v) 60% of the Keo - Karpin hair oil users came to know about the brand . through friends.

SUGGESTION:-

- Consumer is the king of the market. so consumer satisfaction must be preserved with care.
- If the company reduces production cost, labour cost, and overheads to this product that will be much

preferable to rating with high quality of material with low price.

- There is a need for keo karpin's advertisement in the entire channel.
- Availability of the product needs to be increased in Tamilnadu.
- More sub dealers and service points should be allocated in all urban and semi - urban areas for better marketing.

CONCLUSION:-

The researcher fulfils the objectives of this study. This project work mainly aims to find out the consumer behaviour towards keo karpin hair oil of Dey's company. This report will help the company to promote their product. The researcher has found that most of the consumers like keo karpin hair oil because of quality and ingredients.

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