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A STUDY ON CONSUMER SATISFACTION ON MASK WITH SPECIAL REFERENCE TO, THIRUTHURAIPOONDI TOWN

B.SRIDEVI

. II- Mcom
 STET Women's College, (Autonomous)
 Mannargudi.

&

Dr.K.GOMATHI

Assistant Professor of Commerce
 STET Women's College, (Autonomous)
 Mannargudi

Abstract

The science around the use of masks by the general public to impede COVID-19 transmission is advancing rapidly. Policymakers need guidance on how masks should be used by the general population to combat the COVID-19 pandemic. Here, we synthesize the relevant literature to inform multiple areas :1) transmission characteristics of COVID-19,2) filtering characteristics and efficacy of masks ,3) estimated population impacts of widespread community mask use and 4) sociological considerations for policies concerning mask –wearing.

Keywords: COVID-19, sociological pandemic, mask

1. INTRODUCTION

Australia, like many countries, experienced a rise in coronavirus disease (COVID-19) cases in early 2020, peaking on 28th march 2020 and then declining in April after federal and state governments introduced strict community controls, travel bans and quarantining of international arrivals [1] .throughout late JUNE and JULY [ie. The start of the southern winter] there was a resurgence of COVLD-19 cases confined to Australia's second most populous state, Victoria, with 13,078 cases detected between 14th JUNE

and 10th August and new daily case numbers peaking at 686 on state capital ,Melbourne ,a city of 4.93 million people.

OBJECTIVES OF THE RESEARCH

- To study the socio -demographic characteristics of the respondents
- To analyse the factors affecting the consumers behaviour for mask in Thiruthuraipoondi.
- To know the reason for a particular brand preference of mask.
- To provide suggestions to improve the customer satisfaction to ward mask.

- To conclude the findings and suggestion

SCOPE OF THE STUDY

Influencing purchase intention of consumers towards mask products and to promote environmental education and to reveal the of satisfaction of consumers towards mask marketing consumption and products

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to indentify, select process and analyze information about a topic the study is based on both primary and secondary data The target respondents of this study were individual consumers aged above 5years of old with the assumptions of that they had been familiar with the purchasing of mask products.

PRLMARY DATA

The primary data are those data which are collected for the first time. In other words primary data are original in character. The important primary sources of collecting the data are through, interview, use telephone, observation and questionnaire.

SECONDARY DATA

The secondary data are those data or information collected form the secondary sources. There secondary sources may be both internal as well as external in character. The internal sources refers to information that already exists within the company or unit studied. the external source may consist of both private and public document. It may be published in nature.

SAMPLING TECHINQUES

Simple random sampling technique is used for data collecting among the respondents primary data were collected using questionnaire from the sample size of 75 respondents in thiruthirapoondi town and the collected data were categorized analysed and presented in the fem of charts and tables.

LIMITATIONS OF THE STUDY

- The study was conducted only thiruthurai poondi town
- The study has been limited to only a sample of 75 respondents
- The data are collected by the questionnaire method. So the collected date by the respondents were interwove wed.

**TABLE 1
DATA ANALYSIS AND
INTERPRETION CLASSIFICATION
OF THE RESPONDENTS BY THEIR
GENDER**

S. No.	Gender	No. of respondents	Percenta ge
1	Male	55	73
2	Female	20	27
	Total	75	100

Source: Survey Data

INFERENCE:

From the above table shows that 73% of the respondents are male and27%of the respondents are female. In study area the purchase decision are taken by the male because the research select majority respondents are male.

**TABLE 2
CLASSIFICATION OF THE
RESPONDENTS ON THE FACTORS
AFFECTING THE CONSUMER
BEHAVIOUR FOR PURCHASE OF
MASK**

S.no	Purchas e of mask	No.of respondents	Percent age
1	Quality	33	44
2	price	21	28
3	colour	15	20
4	prand	6	08
	Total	75	100

Source: Survey Data

INFERENCE:

The table shows that 44%of the respondents prefect the quality 28%of the respondents prefer price20% the of the respondent prefer that colour and only 8% of the respondents prefer by more varieties majority of the respondents prefer quality of the product because they spend highest

value for the product and expected high returns. Some people expected the long life of the product.

TABLE 3
CLASSIFICATION OF
RESPONDENTS ON THE BASIS OF
THEIR MASK

S. No.	Satisfaction level	No. of respondents	Percentage
1	Fully satisfied	21	44
2	Satisfied	33	28
3	Dissatisfied	15	20
	Total	75	08

Source: Survey Data

INFERENCE:

The table shows that 44% of the respondents prefer the quality 28% of the respondents prefer price 20% of the respondents prefer that colour only 8% of the respondents prefer by more varieties majority of the respondent prefer quality of the product because they spend highest value for the product and expected high returns some people expected the long life of the product.

FINDING:

- Majority(73%) of respondents are below the general
- Majority(44%) of respondents ask their relative for advice
- Majority(44%) of respondents thing quality is the most customer satisfaction

CONCLUSION

The mandatory mask use policy substantially increased public use of masks and was associated with a significant decline in the new COVID-19 cases after introduction of the policy. This study strongly supports the use of masks for controlling epidemics in the broader community.

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