Research Paper   **Management**

A Study of Customer Satisfaction and Preferred Characters of Parachute Hair Oil in Pandharpur (Sholapur District, Maharashtra, India)

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ABSTRACT *Market research is important part of consumer preferences. Organizations do market research for so many reasons. The said study is conducted to analyse the Customer satisfaction of PARACHUTE Hair oil. It also tries to find out the characters of the oil which are more preferred by the people in Pandhrpur. Total 100 consumers of the oil were studied through the questionnaire method. We have identified which type of the hair oil used in the household, which brand they mostly use for oil.*

KEYWORDS : Parachute Oil, Pandharpur, Hair Oil, Preferable Characters of Oil, Consumer Satisfaction for Hair Oil.

Introduction

Market research is the function that links the consumer, and stake holder to the marketers through information used to identify and define marketing opportunities and problems; generate refine, and evaluate marketing action; monitor marketing performance; and improve understanding of marketing as a process.[1] Speaking in layman's language marketing research is the systematic and objective identification, collection, analysis, dissemination and use of data for the purpose of assisting management in decision making related to the identification and solution of problems (and opportunities) in marketing. The research papergives the details of the survey conducted to track the behavior and priority of hair oils buyers' opinion in Pandharpur. The sample size for this market research is 100 which includes various age group, income and profession, business man and professional sucrose Pandharpur.

The attitude of consumer or buyer decides how demand will emerge for a new product and service and how existing goods and services will be sold. The attitude in turn depends upon many economic, social, cultural, climatic factors. The decisions are also influenced by education, stage of economic development, lifestyle, and information. Sizeof family and hoist of other factors[2]. To understand and analyze the marketing mix for leading brands of hair oils, marketing research is conducted with the help of the primary data.

Satisfied customer within the private sector as "one who receives significant added value "to his/her bottom line a definition that may apply just as well to public services. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid "satisfaction" as a measurement objective because it is "too fuzzy an idea to serve as a meaningful benchmark." Instead, they focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience [3].

Statement of the problem.

The study is carried out in "Eagle marketing & research services, Solapur." for Customer's satisfaction and complaints regarding Parachute Coconut Hair oil. There are different competitors in the Hair oil market so getting reasonable competition from them and there is need to check whether the existing customers are satisfied with Parachute Coconut Hair Oil (MARICO). Or not.

Objectives of the study

1. To study various aspects related to customer satisfaction of Hair oil.
2. To identify the satisfaction level of customer towards Parachute Coconut Hair Oil, by identifying their critical factors.
3. To study the factors determining the customer satisfaction.
4. To study the customer preferences while buying the product.

I. Scope of the study.

The study carried out in Pandharpur City only. This project helps to understand customer satisfaction towards Parachute Coconut Hair Oil and also this study helps to know the customer expectations from the Parachute Coconut Hair Oil (MARICO). Ltd.Product. It also studies usage of Hair Oil. The study can be beneficial for junior researchers and company salesman to know the various elements that have a significant impact on customer's satisfaction.

II. About the Pandharpur.

Pandharpur is located in a place, which is 65 kms away from Sholapur, Maharashtra on the right bank of river Bhim locally called as Chandrabhaga. This place is one of the most revered pilgrimage sites in Maharashtra. It is located at the intersection of 17 40' N Latitude and 75 E Longitude. It has occupied about 12.07 sq.km of area. Pandharpur is globally famous as a religious place of Lord Vitthala or Vithoba. At every entry of Pandharpur, you will experience the importance of Lord Vitthal. Pandharpur preserves Lord Vithoba's image in a grand temple. Vithoba is a form of Krishna. The name Vithoba means Father Vitthala. Vitthala is said to have been derived from the word Vishnu in Kannada.

Pandharpur is a best market for middle class and higher middle class. It is emerging as an education center also. Although industrial era is comparatively less, trading of FMCG is high in Pandharpur. Many companies are seeing Pandharpur as an emerging market for their product.

III. Hypothesis

H_o – The Customers prefer purest oil less than thick oil as characteristics of Parachute hair oil.

H_1 – The Customers prefer purest oil more than thick oil as characteristics of Parachute hair oil.

IV. Research Methodology.

Sr. No.	Details	Description
1	Type of research	Quantitative descriptive.
2	Sampling Unit	Pandharpur City
3	Sampling Element	Consumer of Parachute Hair Oil
4	Sampling Size	100
5	Sampling Technique	Convenient sampling
6	Data Collection Tool	Structured Questionnaire
7	Data Analysis Tool	MS-Excel

| 8 | Hypothesis Testing Method | Chi-Square test. |

Results
Sample Characters

Sr. No.	Character	Frequency *Option- Frequency out of 100*
1	Age	20 to 25 – 28 25 to 30 – 16 30 to 35 – 26 Over 35 – 30
2	Gender	Male – 43 Female – 57
3	Occupation	Student – 8 Businessman – 42 Teacher – 28 Service - 22
4	Income	< 10 K – 24 10 K to 20 K – 40 20 K to 40 K – 18 > 40 K – 18

Table No.1.Table representing Items used in household.

Table 1: Hair Accessories used in Household.

Attributes	Opinion
Hair conditioner	21
Hair Oil	91
Hair Shampoo	53
Shikakai	37
Hair Styling cream	9

(Source: Survey)

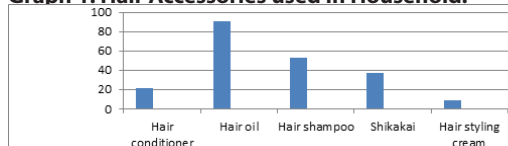**Graph 1: Hair Accessories used in Household.**

Table 1 shows that most of the customers use hair oil in Pandharpur than any other hair products. 91 percent of the respondents use the hair oil, 53 percent respondents use the hair shampoo,21 percent respondents use hair conditioner, 37 percent respondents use the Shikakai and only 9 percent respondents use the hair styling cream.

Table 2: Type of Hair oil used in household.

Attributes	Hair oil used
Coconut oil	93
Almond oil	33
Amla oils	19
Olive oil	9
Ayurvedic oil	17
Cooling oil	23
Others	3

(Source: Survey.)

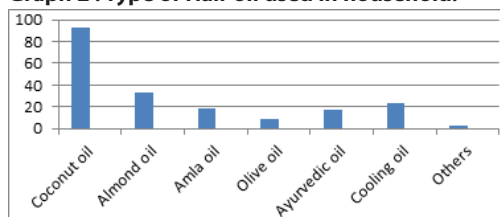**Graph 2 : Type of Hair oil used in household.**

Table 2 indicates that, 93 Percent respondents currently use Coconut oil as Hair Oil, 33 percent respondents use Almond oil, 19 Percent respondents use Amla oil, 9 percent respondents use Olive oil, 17 percent respondents use Ayurvedic oil, 23 percent respondents use Cooling oil, and 3 percent respondents use other than the above. (As the multiple choice option was given we cannot get the total as 100 percent)

Table 3: Type of coconut pack.

Attributes	Used of pack	Percentage
Bottle	73	73
Jar	1	1
Sachets	10	10
Pouch	15	15
Blister	1	1
Total	100	100

(Source: Survey)
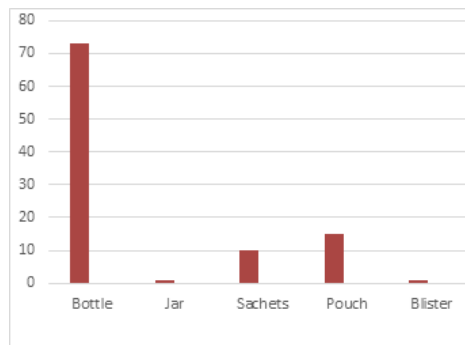
Graph No: 3 representing type of coconut pack.

Table 3 indicates that, most of the customers (73 %) use bottle pack and some use sachets. Very less customers go for jar and Blister pack.

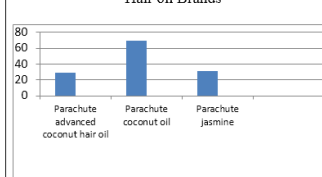| Table No.4. Table representing Awareness of Parachute Hair oil Brands.		Graph No: 4 representing Awareness of Parachute Hair oil Brands
Attributes	**Opinion**	
Parachute Advanced Coconut Hair Oil	29	
Parachute Coconut oil	69	
Parachute Jasmine	31	
(Source: Survey).		

Table 4 indicates that, 29 Percent respondents are aware about parachute advanced coconut hair oil, whereas 69 Percent respondents are aware about parachute coconut oil brand and 31 percent respondents are aware about Parachute jasmine brand. (As the multiple choice option was given we cannot get the total as 100 percent)

Table 5: Opinion about parachute brand.

Attributes	Opinion	Percentage
Poor	01	01
Not so good	02	02
Average	03	03
Good	45	45
Very good	22	22
Excellent-one of the best	25	25
NO opinion/Can't say	02	02
Total	100	100

(Source: Survey)

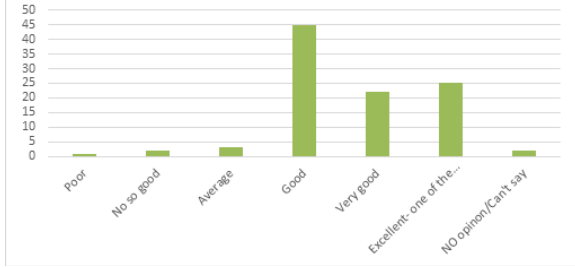**Graph No: 5 representing thinking about parachute brand**

Table 5 indicates that, most of the customer have favorable opinion for Parachute oil as 25% say that it is excellent and 22 percent opine that it is very good whereas by opinion of 45% customers it is good.

Table 6: Purchasing place of Coconut oil from.

Attributes	Opinion	Percentage
Oil depots	01	01
General store in another town	05	05
General store in the same town	05	05
Pan –bidi shop	09	09
Chemist(shop that sell mainly allopathic medicines)	05	05
Cosmetics shops	12	12
Super market	11	11
Kirana stores	52	52
Total	100	100

(Source: Survey)
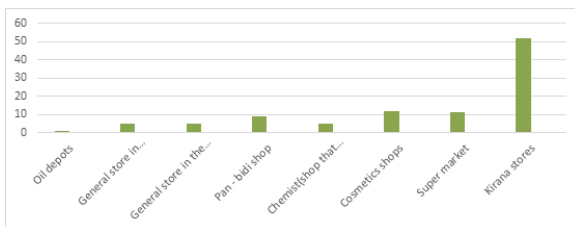
Graph No:6 purchasing place of Coconut oil from.

Table 7 shows that, 1 percent respondents buy parachute oil from oil depots, 5 percent respondents from General store in another town as well as General store in the same town, and chemist equally, whereas 9 percent respondents buy parachute oil Pan bidi shops, 12 from Cosmetics shops, 11 from super markets and 52 percent from Kirana Stores.

Table 8 show analysis of the questions "Do you agree with the following statement related to PARACHUTE oil?" The question gave 10 effects of oil on hair. It was 5 point 10 item scale. Overall agreeableness was calculated using Weighted Average method with the formula, where

i - one point of 5 point scale (1- Strongly Disagree, 2- Somewhat Disagree, 3- neither agree nor disagree, 4- Somewhat Agree and 5- Strongly Agree).

Fre- Frequency of concern characteristics for concern point.

n- Frequency

Table 8: Overall agreeableness for Characters of PARACHUTE oil

Q.No.	Questions	1	2	3	4	5	Overall Agreeableness
1	It gives me beautiful hair.	6	24	90	184	25	3
2	Is a brand for family	2	24	72	184	80	4
3	Long Lasting fragrance	10	24	66	200	30	3
4	Provided nourishment	6	36	132	112	20	3
5	It has long lasting freshness	2	8	36	296	40	4
6	Easily spreads on the hair	0	4	42	232	130	4
7	Is the purest oil	0	4	36	208	170	4
8	Gives thick hair	2	8	108	192	50	4
9	Has consistent thickness in every drop.	4	12	156	136	20	3
10	Provide me multiple benefits	4	20	132	152	20	3

The table 8 shows that overall agreeableness is not "very strong" for any characteristic. The customers agree that for- "Is a brand for family", "It has long lasting freshness", "Easily spreads on the hair", "Is the purest oil" and "Gives thick hairs".

Hypothesis Testing.
Step 1:
H_o – The Customers prefer purest oil less than thick oil as characteristics of Parachute hair oil.

H_1 – The Customers prefer purest oil more than thick oil as characteristics of Parachute hair oil.

Step 2: Level of significance 5 %

(Observed frequency table.)

Features	Strongly Disagree.	Somewhat Disagree.	Neither agree nor Disagree.	Somewhat agree.	Strongly agree.	Total.
Is the purest oil.	2	5	12	56	25	100
Gives thick hair.	1	2	34	44	19	100
Total.	3	7	46	100	44	200

Step 3: Worksheet for calculation of chi-square

R/c	Oij	Eij	Oij-Eij	[Oij-Eij]²	[Oij-Eij]2\ Eij
1,1	2	1.5	0.5	0.25	0.16
1,2	5	3.5	1.5	2.25	0.64
1,3	12	23	-11	121	5.26
1,4	56	50	6	36	0.72
1,5	25	22	3	9	0.40
2,1	1	1.5	-0.5	0.25	0.16
2,2	2	3.5	-1.5	2.25	0.64
2,3	34	23	11	121	5.26
2,4	44	50	-6	36	0.72
2,5	19	22	-3	9	0.40
Total					14.36

Formula for chi square testing: $x^2 = (Oij-Eij)^2$

Eij

Calculated chi square value = $X^2 = 14.36$

Degree of freedom [DOF] = (r-1) (c-1) = 4

Step: 4
 Calculated Value 14.36 >Table Value 9.488

Inference:
As calculated chi square value is more than Table value therefore H_0 is rejected and H_1 accepted. Therefore it is proved that Customers prefer purest oil more than thick oil as characteristics of Parachute hair oil.

Findings
1. It is found that majority of the respondents use the hair oil and few respondents are the use the Hair conditioner, Hair styling cream, Hair shampoo & Shikakai. (Ref. Table no.1)
2. Most of the respondents use the coconut oil in the house hold currently.(Ref.Table no. 2)
3. Most respondent use the bottle pack in household.(Ref. Table no.4)
4. Most of the respondent are aware about the parachute coconut oil.(Ref. Table no. 6)
5. It is found that mostly respondent think that parachute brand is good as well as excellent.(Ref. Table no.8)
6. It is found that mostly respondent are definitely buy parachute brand.(Ref. Table no.9)
7. It is found that maximum respondent are normally buy the coconut oil from the kirana store as well as cosmetic shop.(Ref. Table no.11)

Conclusion
The research tried to find out the customer satisfaction and liking of the PARACHUT hair oil. Although customers are overall satisfied with the oil, they don't strongly agree with all characters of the characters of the oil.

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