



A Study on Users' Satisfaction of AXE Brand (Perfumes & Deodorants) in Coimbatore city (Area of Study Marketing under Commerce Branch)

KEYWORDS

Perfume, Deodorant, Axe, and Satisfaction.

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ABSTRACT *Perfume or parfum is a mixture of fragrant essential oils or aroma compounds, fixatives and solvents used to give the human body, animals, food, objects, and living spaces a pleasant scent. Deodorants are substances applied to the body to affect body odor caused by bacterial growth and the smell associated with bacterial breakdown of perspiration from our body. Perfumes have been known to exist in some of the earliest human civilizations. Modern perfumery began in the late 19th century with the commercial synthesis of aroma compounds such as vanillin or coumarin, which allowed for the composition of perfumes with, smells previously unattainable solely from natural aromatics alone. There are numerous reasons why people wear perfumes, but ultimately it boils down to the fact that they make us feel happy. The reason we feel happy is heavily dependent on the individual, but can range from the presence of memories the scent invokes, a feeling of escape, and the ability to show individuality through fragrances. The present study reveals the users satisfaction of perfumes and deodorants particularly AXE Brand in Coimbatore city.*

Introduction:

AXE, a leader in men's care, is an iconic personal care brand around the world that helps guys look, smell and feel their best. The Unilever-manufactured brand is available in a line of Perfumes, deodorant body sprays, deodorant and anti-perspirant sticks, shower gels and hair care products. Axe is one of the most popular male grooming brands in the world. Unilever's research and development teams work with a panel of 'expert noses' to create Axe products, and come up with fragrances that help men smell and feel their best.

Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is a collective outcome of perception, evaluation, and psychological reactions to the consumption experience with a product or service. Kotler describes customer satisfaction is the feeling of happiness or unhappiness as a result of comparing the perceived performance of services or products with the expected performance. If the perceived performance does not meet the expected performance, then the customer will feel disappointed or dissatisfied. The problem here is the complexity of dealing with customer satisfaction due to superabundant factors engaged in it. This study reveals the users' satisfaction of perfumes and deodorants of AXE brand in Coimbatore city.

Objectives of the study

- To study the satisfaction level of the AXE brand (Perfumes and Deodorants).
- To identify the factors which contribute to user's satisfaction.
- To know the demographic profile of users of AXE brand.

Scope of the study

The study deals with the customer profile, satisfaction and dissatisfaction of AXE brand and this can be done as a comparative study with other brands. This idea is very useful for the markets to take proper step in designing the advertising and other promotional activities based on the demographic target group and its characteristics. Sample respondents can be widened to get in depth knowledge.

Limitations of the study

- The study is undertaken in Coimbatore city. The results

therefore are confined to this area and need not necessarily applicable to other places.

- The findings of the study can be applicable to the period in which it has been done; it need not be applicable as such for other period.
- This study is confined with AXE Perfumes and deodorants and not with other products of the same brand.

Research Design:

The present study is descriptive in nature. The study includes facts finding enquiries on the customer satisfaction. The major purpose of descriptive research is the description of state of affairs as it exists at present. The study aims at collecting the opinion of the customers about the AXE brand. The sample size taken for the study is 75.

Source of Data:

The primary data for the study has been collected through a structured questionnaire. Secondary data were collected from books, journals and websites.

Tools for Data Collection:

A structured questionnaire is used in this study to collect opinion from the customer regarding customer satisfaction in AXE brand.

Tools Used For Analysis:

The statistical techniques used are

- Simple percentage method
- Chi-square
- Ranking analysis

Percentage analysis

Table No. - 1 Percentage table for Demographic factors

Variables	Categories	%	Variables	Categories	%
Age	Up to 20	42.7	Monthly Income	Below Rs.10000	17.3
	21-30	49.3		Rs.10001 - Rs.25000	26.7
	31-40	8.0		Rs. 25001 and above	56.0
Gender	Male	97.3	Nature of Family	Nuclear	34.7
	Female	2.7		Joint	65.3

Marital Status	Married	45.3	Number of family members	Below 3 members	20.0
	Unmarried	54.7		Up to 3 to 5 members	57.3
Education	Up to school level Graduate Diploma	32.0	Occupation	Student	37.3
		41.3		Business	40.0
		26.7		Employee	22.7

Source: Survey data

From the above table it is clear that 49.3 % of respondent belong to the age group of 21 – 30 years, 97.3% are male respondents, 54.7% of respondents are unmarried,41.3% are in the category of College level in education, 56% of respondents income lies in the category of above 25,000, 65.3% of respondents are in joint family,57.3% of respondents had 3 – 5 members in their family,40% of respondents are engaged in business.

Chi-square test:

The χ^2 test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol χ^2 is the letter chi. the χ^2 test was first used by Karl Pearson in the year 1900. The quantity χ^2 is described as the magnitude of the discrepancy between theory and observation. It is defined as:

$$\chi^2 = \sum \left[\frac{(O - E)^2}{E} \right]$$

Table No. – 2 Chi square analysis

Hypothesis	Value	Df	Asymp. Sig. (2-sided)	Result
No association between Age and factors influencing to buy Axe perfume and deodorants.	33.531 ^a	4	.000	Hypothesis Rejected
No association between gender and factors influencing to buy Axe perfume and deodorants.	2.110 ^a	2	.348	Hypothesis Rejected
No association between Marital status and factors influencing to buy Axe perfume and deodorants.	15.969 ^a	2	.000	Hypothesis Accepted
No association between Educational qualification and factors influencing to buy Axe perfume and deodorants.	30.215 ^a	4	.000	Hypothesis Accepted
No association between Monthly income and factors influencing to buy Axe perfume.	31.753 ^a	4	.000	Hypothesis Accepted
No association between Nature of family and factors influencing to buy Axe perfume and deodorants.	39.449 ^a	2	.000	Hypothesis Accepted
No association between Nature of occupation and factors influencing to buy Axe perfume and deodorants.	35.993 ^a	4	.000	Hypothesis Accepted

Source: Survey data

From above it is concluded that age and gender has association with the various factors influencing to buy AXE were as Marital status, Educational qualification, monthly income, nature of the family, nature of occupation has no association with factors influencing to buy AXE.

Ranking Analysis

Statistics, "ranking" refers to the data transformation in

which numerical or ordinal values are replaced by their rank when the data are sorted. For example, the numerical data 3, 5., 2, 7 are observed, the ranks of these data items would be 2, 3, 1 and 4 respectively. For example, the ordinal data hot, cold, warm would be replaced by 3, 1, 2. In these examples, the ranks are assigned to values in ascending order. (In some other cases, descending ranks are used.) Ranks are related to the indexed list of order statistics, which consists of the original dataset rearranged into ascending order.

Table No. – 2 Ranking table

S.No	Factors Influencing	Scores	Rank
1	Fragrance	324	I
2	Quality	301	II
3	Price	228	III
4	Advertisement	198	IV
5	Long lasting effect	74	V

Source: Survey data

From the above table it is clear that most respondents give I rank for its fragrance, II rank for its Quality, III rank for its price, IV rank for its advertisement and V rank for its Long lasting effect.

Findings

- 97.3% of are male respondents
- 49.3 % of respondent belong to the age group of 21 – 30
- 54.7% of respondents are unmarried
- 41.3% are in the category of College level in education
- 56% of respondents income lies in the category of above 25,000
- 65.3% of respondents are in joint family
- 57.3% of respondents had 3 – 5 members in their family
- 40% of respondents are engaged in business
- I rank for its fragrance, II rank for its Quality, III rank for its price, IV rank for its advertisement and V rank for its long lasting effect.

Reasons why perfumes and deodorants are necessary

Attraction (opposite gender)

Connection between fragrance and memory (the smell of rain)

Need escape (rejuvenate our minds)

Individuality (confidence)

Suggestion

Overall AXE has covered the entire mass through their publicity particularly TV, online advertisements. Some respondents feel that the price of this brand is high, to increase further sales, price can be reduced, varieties of fragrance can be introduced, and lasting effect should also be concentrated.

Conclusion

There are certain articles which reveal that side effects like skin irritation, breast cancers etc are caused due to deodorants. Still the demand and craze for perfumes will never end as it plays an important role in determining the personality of a person. There is no evidence or proper study or experiment conducted still now to prove the criticisms.

The ability of a fragrance to make us feel like desired beings, connect us with memories, help us to escape and help us show individuality is phenomenal. This boost of positivism in our everyday life increases vitality, improves our drive to accomplish, and increases resistance to failure and this is done by the AXE Brand.

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