CUSTOMER SATISFACTION TOWARDS THE FOGG DEODORANT, AVADI, CHENNAI

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ABSTRACT

Deodorant 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. Deodorants have been known to exist in some of the earliest human civilizations. Modern deodorantry began in the late 19th century with the commercial synthesis of aroma compounds such as vanillin or coumarone, which allowed for the composition of deodorants with, smells previously unattainable solely from natural aromatics alone. The main objective of the study is to study the customer satisfaction level towards FOGG Deodorants. 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 FOGG brand. The sample size taken for the study is 50. The important findings of the study is most (88%) of the respondents are opined that they will recommend Fogg deodorant to their friends and Relatives. Through this study it is concluded that customers are more satisfied towards Fogg deodorant.

KEYWORDS: Customer loyalty, Customer Satisfaction, Deodorant, FOGG.

REFERENCE

BOOK:


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