

## A STUDY ON MARKETING STRATEGY OF PARACHOOT OIL

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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, Hair Oil, Preferable Characters of Oil, Consumer Satisfaction for Hair Oil.

### I.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 paper gives 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. Size of 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.

**II. RESEARCH METHODOLOGY**

**• Sample size**

I took an example size of 100 clients taken indiscriminately, crosswise over Karimnagar.

**• Sample strategy**

Straightforward irregular inspecting has been utilized for the examination.

**• Target populace**

Working individuals, Housewives, understudies and experts crosswise over Karimnagar.

**• Primary information**

Essential information are information accumulated and collected explicitly for the current task. Here the essential information gathering was finished with the assistance of organized meeting and poll.

**• Secondary information**

Optional information are information gathered and collected for some venture other than the current one. Here the auxiliary information was gathered through site of Parachute and other hair oils organization.

**• Data Collection**

The fundamental research instrument utilized for gathering the required information was a well-organized poll. A point by point poll has been set up to look for the feeling of respondent. The respondents were approached to reply and data inspired was noted.



**Our Brands**

CATEGORY	BRANDS
<b>Branded Coconut Oil (BCNO)</b>	Parachute
<b>Value Added Hair Oil (VAHO)</b>	Parachute Advanced Belpheol Nihar Natural Shanti Badam Amla Parachute Advanced Extra Care Parachute Advanced Ayurvedic Gold Parachute Advanced Enriched Hair Oil Parachute Advanced Cooling Hair Oil Hair & Care Fruit Oils
<b>Hair Color</b>	HairCode Powder HairCode Crème
<b>Male Grooming</b>	Set Wet Deodorant Spray Perfume Set Wet Hair Gel Parachute Advanced Men's Hair Cream
<b>Shampoo</b>	Mediker Plus
<b>Skin Care</b>	Parachute Advanced Body Lotion Bio Oil
<b>Edible Oil &amp; Foods</b>	Saffola Active Blended Edible Oil

**III. SWOT INVESTIGATION**

**i) Strengths**

- Low operational costs: One of the significant quality of this part is low operational expense.
- Presence of built up dissemination arranges in both urban and country territories. A settled and wide conveyance system of both MNC and Indian FMCG organizations expanded an entrance for shoppers.
- Presence of surely understood FMCG brands: The Presence of solid brands in Indian FMCG division not just outcomes in expanded deals yet in addition gives an open door in future.

**ii) Weakness**

- Low extension for putting resources into advances and accomplishing economies of scale, particularly in little segments.
- "Me-too items, which illicitly mirror the names of set up brands. These items slender the extent of FMCG items in provincial and semi-urban markets.
- Less creative capacities and frameworks: Indian FMCG segment, particularly little players are falling behind in embracing creative methodologies for satisfying.

**iii) Opportunities**

- Untapped rustic market, changing way of life: An undiscovered, enormous and divided country market is a chance for FMCG players. The Penetration level for some FMCG item classifications is low particularly in country territory.
- Rising pay levels, for example increment in obtaining intensity of shoppers: According Mckinesy Global Institute report, in next two decades pay level of Indian customer will

practically significantly increase and India will turn into world's fifth – biggest customer showcase by 2025. India's working class size will increment to 583 million , or 41% of the populace.

This will result into expanded buying intensity of Indian buyer.

- Large local market with more populace of middle age 25 years: India has huge youthful populace, 54 % of Indians are under 25 years old. A rising beneficial populace fills development and drives individual utilization
- High purchaser products spending: The rising salary is coming about into high spending into purchaser products. Agreeing to a Nielsen report, the spending on purchaser merchandise set to significantly increase to \$ 5 billion by 2015.
- Export potential to neighboring nations like Bangladesh, Pakistan, Srilanka.

#### iv) Threats

- Entry of MNCs with advancement: In the post progression time Indian market has turned out to be exceedingly aggressive. Numerous worldwide organizations have entered in to the Indian advertise.
  - The expulsion of import confinements brought about substitution of household brands.
  - Rural interest is repetitive in nature and furthermore relies on storm to enormous degree.
  - Complicated, changing and uneven duty structure is one of the real dangers for FMCG division.
  - New bundling standards made obligatory for all organizations to sell items in standard size packs.
- Indian FMCG part has nearly significantly increased in a decade ago, much quicker than past decades. Indeed, even in the emergency long stretches of FY 2008 and FY 2009 the FMCG business saw continued development rates of 14% and 11% individually, this area was generally subsidence proof. This development in FMCG part is expected to increment popular, improvements in supply side and ideal changes in Government Policy.

#### Swot Analysis Of Parachute

##### Qualities:

- Solid notoriety locally.
- Individualized guidance.
- Good client administration.
- Emphasis on arranging.
- Good the executives/staff relations.

##### Shortcomings:

- Need to create projects and methodology for promoting.
- Inept and unresponsive faculty should be gotten rid of.
- Too numerous subordinates.

##### Openings:

- North Indian market is quickly developing.
- Traditional patterns – development of territory.
- Greater interest for hair oil Products.

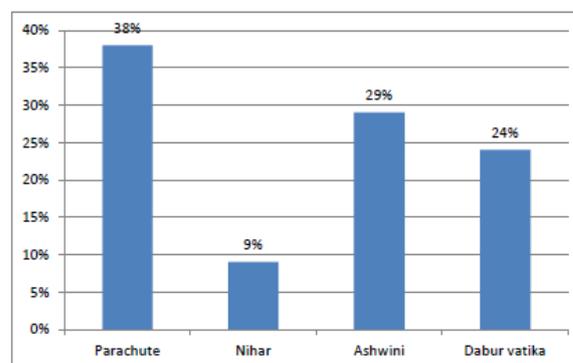
##### Threats:

- High rivalry.
- Tax base is over-loaded.
- Higher staffing costs.

#### IV. DATA ANALYSIS

Response	No. Of response	Percentage of respondents
Parachute	42	38%
Nihar	10	9%
Ashwini	32	29%
Dabur vatika	26	24%
<b>Total</b>	<b>110</b>	<b>100%</b>

Chart: 1.1



#### INTERPRETATION:

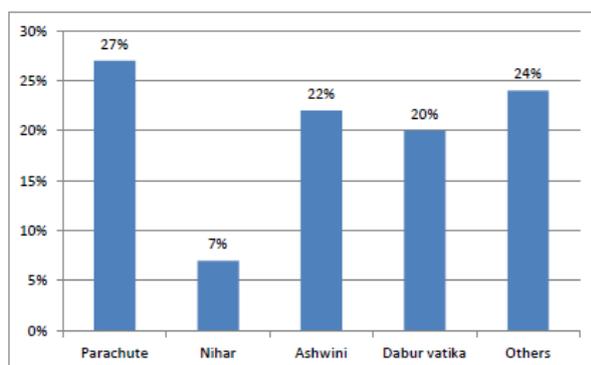
From the above graph, it is clear that

- □ 38% of respondents said that they are aware of parachute hair oil.
- □ 29% of respondents said that they are aware of Ashwini hair oil.
- □ 24% of respondents said that they are aware of Dabur Vatika hair oil.

□□9% of respondents said that they are aware of Nihar hair oil.

Response	No. Of response	Percentage of respondents
Parachute	30	27%
Nihar	8	7%
Ashwini	24	22%
Dabur vatika	22	20%
Others	26	24%
<b>Total</b>	<b>110</b>	<b>100%</b>

Chart: 2.2



#### INTERPRETATION:

From the above graph, it is clear that

□□27% of respondents said that they use parachute hair oil.

□□24% of respondents said that they use other hair oil brands.

□□20% of respondents said that they use Dabur Vatika hair oil.

□□22% of respondents said that they use Ashwini oil.

□□7% of respondents said that they use Nihar hair oil.

#### V.CONCLUSION

In the end it's far positive that Hair oil will should honestly advantage inroads within the rural markets which will obtain double digit increase objectives in destiny. there's big potential and honestly there is lot of money in rural India however the smart issue might be to weigh within the roadblocks as cautiously as viable. The hair oil businesses coming into rural marketplace ought to do so for strategic motives and not for tactical gains as rural purchaser remains a closed e-book and it's miles only via unwavering commitment that the businesses can make a dent inside the market. in

the long run the winner would be the one with the required sources like time and money and additionally with the a whole lot wished modern thoughts to faucet the agricultural markets.

A point out of rural India can also conjure up an photograph of abject poverty in the minds of many human beings. This, but, does no longer preserve real in the case of some rapid shifting purchaser items (FMCG) businesses which have over time been giving their rural operations a renewed thrust. Why might those groups be tapping into the agricultural markets inside the first vicinity? First, permit's check the distribution networks of main FMCG agencies in India - Hindustan Lever confined, Marico. these agencies are market leaders in their core areas and plenty of their achievement has to do with the difficult marketing networks they have got evolved over time. Hindustan Lever, as might be expected, has the largest attain in phrases of the markets serviced. Marico then again, has followed a concentrated technique through focusing on fewer markets in comparison to the primary , has a far smaller attain. Hare and care and parachute now derive 35% and 30% respectively of their turnover from rural markets.

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