

A STUDY OF CONSUMER PREFERENCE TOWARDS ENGAGE DEODORANT AT NAVI MUMBAI

Simran Kaur Rayat
Student, NCRD's Sterling
Institute of Management
Studies, Nerul, Navi Mumbai
simrankaur9883@gmail.com

Prof. Sonu Khetre
Assistant Professor
NCRD's Sterling Institute
of Management Studies,
Sonukhetre4@gmail.com

ABSTRACT:

The idea of customer options performs an critical function in marketing .it's far critical to apprehend customer options in the direction of ITC'S have interaction deodorants .It is likewise critical on what elements entice clients to shop for unique deodorant. It may be very critical for an organization to apprehend customer call for have interaction deodorant. ITC 'S brand new addition in private care products. Engage is one in all India's first variety of couple's deodorant this variety of paired deodorants for ladies and men's crafted to beautify private grooming and self assurance with 24 hours freshness. Engage for guys have a bold, cutting-edge appearance and has been designs in classical black with a tinge of bubbling colours. The variety for ladies are in vivid shades of pink, blue, yellow and inexperienced on a can form designed with modern-day female patterns.

Keyword: customers Buying desire, Consumer desire, Demand for Engage Deodorant

1. INTRODUCTION:

Consumer desire is described because the subjective tastes of person customers, measured via way of means of their pride with the ones objects after they've bought them. This pride is regularly known as software. Consumer cost may be decided via way of means of how customer software compares among unique objects. Consumer options may be measured via way of means of their pride with a selected object, in comparison to the possibility price of that object considering on every occasion you purchase one object, you forfeit the possibility to shop for a competing object. The options of person customers aren't contained with inside the discipline of economics. These options are dictated via way of means of private taste, culture, training and lots of different elements which includes social stress from pals and neighbours. For example, a person who prefers to very own a selected emblem of a telephone due to the fact her pals all have the identical emblem.

OBJECTIVE OF THE STUDY -

- To examine the customer shopping for desire in the direction of have interaction deodorant
- To examine on what elements, entice clients to shop for unique deodorant
- To apprehend customer call for have interaction deodorant

LITERATURE REVIEW –

1. ITC Ltd (ITC) changed into integrated on August 24, 1910, beneath the call Imperial Tobacco Company of India Ltd. to make cigarettes and tobacco. In 1975, the organization entered the hospitality enterprise with the purchase of ITC–Welcome organization Hotel Chola. The call of the Company changed into modified to I.T.C. Limited in 1974. In reputation of the Company's multi–enterprise portfolio encompassing an extensive variety of companies – Cigarettes & Tobacco, Hotels, Information Technology, Packaging, Paperboards & Specialty Papers, Agri–Exports, Foods, Lifestyle Retailing and Greeting Gifting & Stationery – the whole stops with inside the Company's call have been eliminated powerful September 18, 2001. The Company now stands rechristened 'ITC Limited'.
2. ITC is one in all India's principal personal area groups with a marketplace capitalization of almost US \$ 14 billion and a turnover of over \$ five billion. ITC is

rated a few of the World's Best Big Companies, Asia's 'Fab 50' and the World's Most Reputable Companies via way of means of Forbes magazine, amongst India's Most Respected Companies via way of means of Business World and amongst India's Most Valuable Companies via way of means of Business Today. ITC ranks amongst India's '10 Most Valuable (Company) Brands', in an examine performed via way of means of Brand Finance and posted via way of means of the Economic Times. ITC additionally ranks amongst Asia's 50 first-class acting groups compiled via way of means of Business Week.

3. ITC has a various presence in Cigarettes, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & Confectionery, Information Technology, Branded Apparel, Personal Care, Stationery, Safety Matches and different FMCG products. While ITC is an first-rate marketplace chief in its conventional companies of Cigarettes, Hotels, Paperboards, Packaging and Agri-Exports, it's far swiftly gaining marketplace proportion even in its nascent companies of Packaged Foods & Confectionery, Branded Apparel, Personal Care and Stationery. As one in all India's maximum treasured and revered corporations, ITC is extensively gave the impression to be dedicatedly nation-oriented.

RESEARCH DESIGN-

The examine changed into a descriptive and exploratory kind of examine. Both primary & secondary statistics has been used for the examine. Primary statistics changed into accrued via getting responses on questionnaire & secondary statistics via the internet, newspaper, etc. The pattern length changed into one hundred fifty respondents. Classification and tabulation remodel the uncooked statistics accrued via a questionnaire into beneficial data via way of means of organizing and collect the bits of statistics contained in every questionnaire. Research Design Descriptive and Exploratory Sampling Unit 50 respondent an device for Data Collection Questionnaire.

Research Design	Descriptive and Exploratory
Sampling Unit	50 respondent
An instrument for Data Collection	Questionnaire

OVERVIEW OF ENGAGE DEODORANT-

In May 2013, ITC's Personal Care Products Business improved its product portfolio with the release of Engage - one in all India's first variety of 'couple deodorants'. Engage includes quite a number sixteen deodorants - with eight fragrances every for Men & Women. 'Engage' marks the Personal Care Business' foray into deodorants with an one-of-a-kind emblem. This new variety of Deo Sprays for ladies and men gives 24 hour freshness and has been crafted to beautify their private grooming and self assurance. The emblem proposition of playful chemistry has been complemented with the progressive packaging layout that brings alive unique couple moments carrying out brand new language of love. Packed in fashioned cans, Engage introduces 'Silhouettes' as its key layout component.

- In 1994 and 1995, the Imperial LTD Division in Chirala and Anaparti received the "Best of all" Rajiv Gandhi country wide exceptional award.
- . • ITC capabilities at the Forbes worldwide 2000 scores for 2012 at function 841. In the identical scores, the organization's marketplace cost located it because the 184th biggest organization with inside the world
- Forbes has additionally blanketed the organization in Asia's Fab 50 Company's list.
- In 2013, ITC changed into ranked the 0.33maximumin demand organization in India via way of means of Fortune.
- In 2011, all of ITC's outstanding top rate luxurious hotels have been accorded LEED Platinum certification, making ITC Hotels the 'Greenest Luxury Hotel Chain with inside the World'.
- In 2010, ITC changed into ranked sixth among worldwide customer items in Asia
- It acquired the National Award for Excellence in Corporate Governance from the Institute of Company Secretaries of India in 2007
- . • In 2006, ITC's e-Choupal software received the Stockholm Challenge Award 2006 with inside the Economic Development category.
- In 2014, ITC changed into ranked ninth function amongst India's maximum depended on manufacturers with inside the Diversified area.

TABULATION OF DATA, ANALYSIS, AND INTERPRETATION

Demographic Data

Criteria	Respondent's age
25 – 30	16%
30 – 40	61%
40- 50	23%
Total	100%

Table 1 - Respondent's age

Source – Primary Data

16% of respondents are under the age of 25-30, 61% of respondents are under the age of 30-40 & 23% of respondents are under the age of 40-50.

Criteria	Gender
Male	75%
Female	25%
Others	-
Total	100%

Table 2- Gender

Source – Primary Data

75% of the respondents are Male & 25% of respondents are female.

Criteria	Satisfaction level
Yes	48%
No	23%
Maybe	29%
Total	100%

Table 3- Satisfaction level

Source – Primary Data

From the above table, 48% of respondents said that Yes they are satisfied with the HR Policies & its implementation at Deepak nitrite limited, 23% of respondents said they aren't

satisfied with the HR Policies & its implementation at Deepak nitrite limited & 29% of respondents said Maybe.

Criteria	Expenses
Agree	79%
Disagree	21%
Total	100%

Table 4 - Monetary limits given to the employees for the expenses

Source– Primary Data

Regarding monetary limits provided to employees for their expenses 79% of the employees are satisfied and 21% of the employees are not satisfied.

Criteria	Induction Programme
Agree	82%
Disagree	18%
Total	100%

Table 5 -The induction programme of your organization is informal

Type– Primary Data

Regarding induction programme which is conducted in the organization, 82% of the employees are satisfied whereas 18% of the employees are not satisfied.

Criteria	Feedback
Agree	72%
Disagree	28%
Total	100%

Table 6 –Are you satisfied with the feedback given to you by organization?

Source– Primary Data

Regarding feedback 72% of the employees are satisfied whereas 28% of the employees are not satisfied. It means that some of the employees get benefited but some are not.

Criteria	Monetary Rewards
Agree	67%
Disagree	33%
Total	100%

Table 7 -Are you satisfied with the monetary rewards?

Source– Primary Data

Regarding monetary rewards, 67% of the employees are satisfied whereas 33% of the employees are not satisfied. It means that some of the employees want to implement non-monetary rewards in the organization.

Criteria	Privilege Leave
Agree	83%
Disagree	17%
Total	100%

Table 8 -Are you satisfied with the privilege leave provided to you?

Source - Primary Data

Regarding privilege leave provided to employees, 83% of the employees are satisfied whereas 17% of the employees are not satisfied.

OVERALL FINDINGS AND OBSERVATIONS-

- The expenses of the fragrance bottles must be minimized.
- The packaging of fragrance bottles must be appealing to beautify and growth the buying level.
- The fragrance bottles must to be had at respective time to inspire clients buying.
- The Engage deodorant agency wishes to identification the competition approach after which plan to release a brand new merchandise withinside the marketplace.
- The commercial wishes to be stepped forward to draw marketplace clients.
- The packaging fabric wishes to be extra mounted and properly maintained.

CONCLUSION-

Engage deodorant is the top notch product that maximum human beings use to manipulate odours from their underarms. We now realize deodorant is available in extraordinary shapes and extraordinary substances are used in addition to what they do. Each perfume has its very own distinctiveness which drags human beings out in their disturbing existence and sure human beings with the character and its environment and additionally refreshes temper of individuals who use it. This deodorant is a top notch product for everyone antique sufficient to care approximately whether or not the odour or now no longer even in case you don't care, the character subsequent to you may. This is an instance of ways chemistry makes you extra appealing to others.

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