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## A Study on Customer Statification towards Lever Ayush Products

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### I.INTRODUCTION

It's not easy to recognise and satisfy the customer's needs, expectations, and habit's knowing they don't guarantee success on the market, because consumer behaviour is not rational. The existence of many companies on the market is conditioned with a number of satisfied customers. Customers are the key factor for the existence and company development on the market. It is obvious then, that firms, which want to face competition, need to provide valuable and unique terms to their customers that will satisfy their needs. This satisfaction includes not only the feelings associated with the purchasing process, but also the atmosphere before and after execution of purchases. So Customer satisfaction is the backbone of any industry. It's the customer that can bring prosperity and success to the organization . So it's important to satisfy the myriads needs of the customers as they are treated as the king of the market

#### **Benefits of Lever Ayush Products:**

##### **1. Effectives kin cleanser:**

It is highly effective in cleansing the pores in such a way that the once, whiteheads and blackheads are all scrubbed of without leaving any marks or side effects. This soap can eradicate the pools of oil that tend to accumulate on the oily skin.

##### **2. Provides hydration:**

A dehydrated skin can be a cause for serious concern. Excessive dryness causes the water content of the skin to dry up completely. Lever Ayush so approves to be on excellent product for keeping the skin hydrated.

**3. Lever Ayush Soap is a natural moisturizer:**

It is a manufactured in such away that it works like a moisturizer for the oily skin can become very sensitive and has lots of blemishes and dryness if one uses any product carelessly.

**Weaknesses:**

1. More identified with soap by consumers
2. Contradiction from other products
3. Objectification
4. Criticism of hypocrisy
5. Contradictory in nature
6. Focusing in real beauty rather than their product.

**Opportunities:**

1. Population expanding at a rapid rate
2. Consumers are become more quality conscious
3. Customer base is increasing with effective marketing
4. Body soap is another are a where they can make huge profits.

**Threats:**

1. Political and economic factors
2. Partials government policies
3. High rate of competition
4. Local and global competition.

**Limitations of study:**

- ❖ The study is limited to Tiruvannamalai town with 120 respondents
- ❖ The respondents response my have bias, which may not give a true picture about choose research project.
- ❖ The sampling unit chosen is the respondents who are consuming lever Ayush soaps in karur the survey result may very in other lovations, based on their preference.

**Objectives of the study**

- Strengthen implementation of national health programs.
- To study the awareness of the respondent about Lever Ayush products.
- To know about the demographic and socio economic outline towards **LEVER AYUSH** products by the customer.
- To find the factors influencing the purchase of Lever Ayush products.
- To study consumer opinion towards the Lever Ayush products.
- To examine the level of satisfaction with Lever Ayush products.
- Choice of the treatment system to the patients.
- Strengthen facility functionally

### Review of Literature

**Sthapit and Shakya (2010)**, the present study on Patanjali herbal-based products, mostly consumer goods, whereas mobile phone sets are shopping goods. Based on the review of empirical studies, the present study has summarized and identified eight main factors as those that affect buyers' brand preference while making the irpurchase decisions in case of the Patanjali brand products. They are: price, quality, availability, varieties, packaging, and brand awareness, brand name/value and health consciousness.

**Vanessa Apaolaza-Ibáñez, Patrick Hartmann, Sandra Diehl and Ralf Terlutter, (2011)**, conducted on a sample of 355 women aged 18 to 60, selected through random sampling (random street interviews) and establishing an age quota (50% between 18 and 35 years, 50% between 36 and 60 years). The study focused on anti-aging and body firming/body-shaping creams, a relatively new category of cosmetic products where there are indeed noob servable short-term effects, while advertising claims refer to medium and longer-term beneficial outcomes. The feeling of worry and/or guilt asa consequence of dissatisfaction with one"s appearance and the perception of not doing enough to improve may be the combined result of the exposure to attractive women in advertising.

**Sowmya N (2012)**, the present study reveals the preferences of consumers for herbal products, mainly due to increased consciousness about the harmful side effects of chemical cosmetics. The formulation of herbal cosmetic products includes addition of various natural additives like oils, natural colour, fragrances and parts of plants like leaves, flowers etc by specific formulation methods. However, herbal cosmetics are not considered under the preview of drugs and regulations of Food and Drug Administrations. Therefore, strict guidelines have to be followed for the successful production of a quality herbal cosmetic. Among them are proper botanical identification, phytochemical screening, and standardization.

### 4.DataAnalysis and Interpretation

This chapter deals the reviews and analysis of data that are collected through questionnaires and interpretation of data. This is the core part of this project. The data is represented by graphical forms and also shown in percentage. This helps us to interpret the data easily.

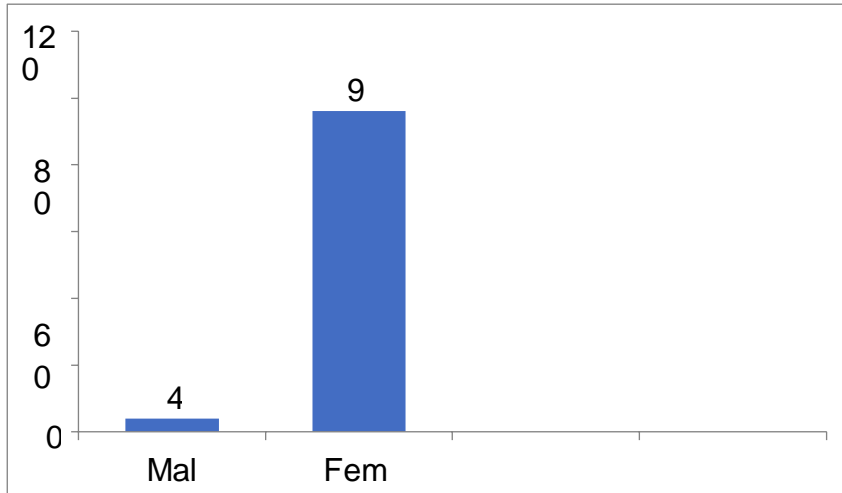
showing gender wise classification of male and female users of Lever Ayush

<b>Response</b>	<b>No. of respondents</b>	<b>Percentageofrespondents</b>
Male	4	4
Female	96	96
Total	100	100

Source: Primary data

From the above table it is understood that female users are more than male users of Lever Ayush products. There are 96% of Female users and 4% of male users.

Figure 4.1 showing gender wise classification of male and female users of Lever Ayush



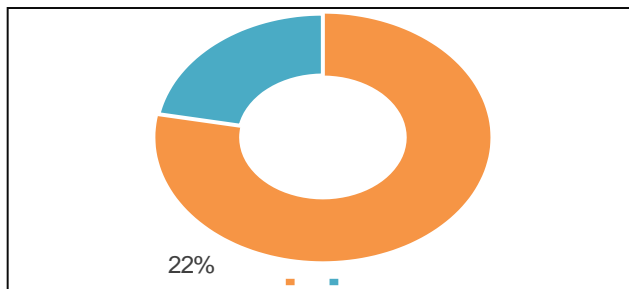
showing whether any changes are to be made to Lever Ayush products or not

Response	No. of respondents	Percentage of respondents
Yes	55	80
No	45	20
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

From the above 80% of the respondents choose that there is nothing to change. 20% of them choose no.

showing whether any changes are to be made to Lever Ayush products or not



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