

# Perception And Satisfaction Towards Yardley Perfume Brand With Special Reference To Coimbatore City

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**Abstract-** This Study highlights the customer perception and satisfaction towards Yardley perfume brand. Yardley of London (usually referred to simply as Yardley or Yardley's) is a British personal care brand and one of the oldest firms in the world to specialise in cosmetics, fragrances and related toiletry products. Established in 1770, the company became a major producer of soap and perfumery by the beginning of the 20th century. The main objective of the analysis is to identify the Brand awareness of Yardley products. The study was conducted in Coimbatore city with sample size of 130 respondents through random sampling method. The method used for this study is Simple percentage analysis and Weighted Arithmetic Mean Method.

## I. INTRODUCTION

The perfume industry revolves around the production of scents and essential oils whose major use is to enhance pleasant smells and fragrances. With the kind of attention it pays to hygiene, the perfume industry is an indispensable part of the cosmetic and personal care industry. Perfumes are composed of fragrances or essential oils which are used to provide a pleasant smelled global perfume market is gaining traction owing to the rising trend of personal grooming along with the increasing demand for youth-oriented as well as exotic fragrances. Moreover, the product diversification by manufacturers is attracting a larger consumer-base. Apart from this, increasing consumer spending on luxury fragrances on account of inflating income levels and improving standards of living are further boosting the sales of perfumes. Other major factors propelling the demand for perfumes worldwide are rapid urbanization, increasing population and aggressive advertising by the manufacturers.

## STATEMENT OF THE PROBLEM:

The cosmetic and perfume industry is evolving enormously, Many people are aware the importance of perfume in their daily life. Perfume had become a way for people to boost their confidence and image. From that we can see huge potential for this type of business to become more

successful in the future. So currently new entrepreneur making some of their own brand and product in perfume industry (FOGG, PARK AVENUE, ENGAGE, VILLAIN, NIVEA) and growing widely. Hence this study only focus on YARDLEY perfume brand and seeks to analyse the Consumer loyalty and the factors influencing their buying behaviour towards Yardley perfume brand.

## OBJECTIVES OF THE STUDY:

1. To find out the special economic status of the customer who is utilizing Yardley products.
2. To identify the Brand awareness of Yardley products.

## SCOPE OF STUDY:

1. The scope of the study was conducted on Yardley perfume products in Coimbatore city.
2. This research is an attempt to provide feedback to Yardley perfume products in Coimbatore city, So that they can bring out changes in many problems faced by consumers and customers that which help them in becoming permanent customers.

## II. REVIEW OF LITERATURE

- Challenges and Opportunities to Establish a Yardley Perfume Company in London **MI Hu (2005)** Market research revealed that stiff competition exists in the London perfume market. Most of the fashion-related companies had invested heavily in the market, given the business opportunities that arose from people's lifestyles. However, the existing commercial perfumes were not unique and exciting to some consumers anymore. Most of the giant corporations were yet to respond to this shift in demand, thus creating a unique business opportunity for the proposed company.
- **Kumar J (2014)** the study of consumer behavior is a wide-ranging endeavor. Understanding why, what, when, and how consumers make purchasing decisions is the emphasis of the field of consumer behavior. As long as

marketing has been around, understanding how and why customers behave in a particular way while making their purchasing decisions has been a heated topic of conversation.

### III. METHODOLOGY USED IN THIS STUDY

#### RESEARCH DESIGN:

This research was aimed at analysing the consumer's preference and satisfaction towards Yardley perfume. Random sampling method was used. In this method a questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire. It was distributed to 130 respondents. The research used descriptive method in order to get the statistic result from the respondents.

#### DATA COLLECTION:

Both primary and secondary data was collected for this study.

#### PRIMARY DATA:

Primary data is information that you collect specifically for the purpose of your research project by way of preparing a questionnaire. Data observed or collected from first-hand experience.

#### SECONDARY DATA:

Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organisational records and data that was originally collected for other research purposes.

#### AREA OF THE STUDY:

The study was conducted in the Coimbatore city, the place which is familiar for both the industrial development and also for educational development. Coimbatore city is chosen for the study. The respondents are selected from Coimbatore city and the data was collected through structured questionnaire.

#### SAMPLE SELECTION:

As the population is numerous in the study area 130 respondents were selected in the Coimbatore city from the total population. The respondents were selected by convenient sampling method.

#### TOOLS FOR ANALYSIS:

The collected data will be analysed and interpreted properly to find the result of the research work. Further to know the association between two variables in deciding the particular issues statistical tools are used.

1. Simple Percentage Analysis Method,
2. Weighted Arithmetic Mean Method.

#### LIMITATIONS OF THE STUDY:

The limitations of the study are the following :

1. The study is restricted to the Coimbatore district only.
2. In this study only those consumers are considered who are off and on buying and using Yardley products.
3. Findings are based on sample survey through questionnaire method and hence, there is a scope for the respondents to be biased.

**TABLE: SIMPLE PERCENTAGE ANALYSIS**

Factors	Particulars	No. of Respondents	Percentage
Gender	Male	59	45.4
	Female	70	53.8
	Others	01	0.8
Age	Below 18	-	-
	Age 18 - 22	125	96.2
	Age 22 - 26	5	3.8
	Age 26 - 30	-	-
Qualifications	Students	126	96.9
	Employee	3	2.3
	Profession	1	22
	Business	-	-
Spending on perfume	Rs.200 - 400	85	65.4
	Rs.400 - 600	27	20.8
	Rs.600 - 800	8	6.2
	Above Rs.800	10	7.7
Respondents buying preference on type of Yardley Perfume	Designer	37	28.5
	Modern Brands	73	56.2
	Celebrity	16	12.3
	Others	4	3.1
Respondents number of perfumes usage	One	46	35.4
	Two	51	39.2
	Three	22	16.9
	More than three	11	8.5

## V. SUGGESTIONS

Respondents fragrance preference on Yardley Perfumes	Floral	39	30.1
	Fruity	15	11.5
	Oriental	19	14.6
	Aromatic	24	18.5
	Woody	15	11.5
Respondents perfume usage on Occasions	Others	18	13.8
	For go to work	40	30.8
	For go to meet friends	27	20.8
	For special occasion	53	40.8
Respondents reason for choosing Yardley Perfumes	For go to parties	10	7.6
	Brand	40	31
	Fragrance	75	57.4
	Price	10	7.8
	Packaging	3	2.3
	Discount	2	1.5

- Companies can conduct market research to gain insights into customer preferences, trends, and competition. This information can help the company identify areas for improvement and develop new products that better meet customer needs.
- Companies can improve the quality of their products by using better materials, enhancing the production process, and ensuring that all products meet high standards of quality.
- Companies can invest in better packaging that is more visually appealing and protects the product from damage during shipping and handling

## VI. CONCLUSION

The project entitled "Perception and satisfaction towards Yardley Perfume brand with special reference to Coimbatore city" has helped in studying the various aspects of consumer behavior especially towards Perfumes. The study also helped in understanding and analyzing customer satisfaction about services and products offered to customers. Every company in the cosmetic and personal care industry is trying to cover more market share than the other. So the company must be more alert in providing high quality service and awareness to customers. Yardley is one of the most preferred brands by majority of the customers.

## REFERENCES

- [1] "Yardley: A Personal History of a Classic English Brand" by Fiona Sinclair and Richard Edgcumbe. This book offers a comprehensive history of the Yardley brand and includes information on their perfumes and fragrances.
- [2] Proposition of the 3-block Perfume Exhibition Model José Vicente Cândido, Pedro António Ferreira Perfumes are part of our daily life. They can be a possible way to express our beauty or they can bring to life some memories or they can be simply hygienically accessories.
- [3] [yardleyoflondon.com](http://yardleyoflondon.com)
- [4] [https://en.wikipedia.org/wiki/Yardley\\_London](https://en.wikipedia.org/wiki/Yardley_London)
- [5] <https://www.yardleylondon.me/about-yardley/>

## INTERPRETATION

This study reveals that Majority **53.8%** of the respondents are Female. Majority **96.2%** of respondent are from the age group from 18 - 22 years. Majority **96.9%** of the respondents are Students. Majority **65.4%** of respondents spending Rs.200 - Rs.400 on perfumes. Majority **56.2%** of respondents on Modern brands of perfume. Majority **39.2%** of respondents are using two types of perfume. Majority **30.1%** of respondents are using the floral fragrance. Majority **40.8%** of respondents are using for special occasions. Majority **57.4%** of respondents are using Yardley perfume for its Fragrance.

## IV. FINDINGS

- Majority **53.8%** of the respondents are Female.
- Majority **96.2%** of respondent are from the age group from 18 - 22 years.
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- Majority **30.1%** of respondents are using the floral fragrance.
- Majority **40.8%** of respondents are using for special occasions.
- Majority **57.4%** of respondents are using Yardley perfume for its Fragrance.