



## A BEHAVIOURAL STUDY OF MOSQUITO'S REPELLENT PRODUCTS (CONDUCTED IN THE AREA OF NARAINGARH DIST. AMBALA)

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### ABSTRACT

*Since we are in the new millennium and this is the generation of computerization and mechanization, technology is improving with very fast speed. All the companies are presenting the world their latest products to service and to enter in the global business. The present day business market is quite dynamic and the market conditions change very frequently in the industry. Every organization needs to put them into the top gear to lead the world market. To survive, they need to sell more and more. With the computerization era every organization has the latest technology, product features are same, performance is same, price is same, production is increasing more and more because of modernized plant. Indian mosquito's repellent products market is going through a very critical phase with so many global players jumping in to the same market. The war has begun and the outcome of which is going to shape the industry in future. The companies' production runs whole year. But the major demand seems to be only in the summer season. The companies of mosquito's repellent products has maintained its domestic market leadership for last 45 consecutive years and enjoying 60% of the Indian market. The major contributor of Indian agriculture and mechanization is very close to monitoring the situation and has not only fighting for the domestic leadership but has taken a mission for global leadership in the market. They have clear picture of serving the customer and are bound to make consistent improvements in their systems as well as in procedures to satisfy the needs of the customer to achieve their mission. This paper highlighted the behavior of customers of mosquito's repellent products in the area of Naraingarh dist ambala.*

**KEYWORDS:** repellent, mosquitoes, effectiveness, coils, satisfied

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## **GENERAL INTRODUCTION**

For healthy living, our surroundings must be kept clean. If we do not remove garbage daily, it starts stinking and gives us a foul smell. Flies, mosquitoes and germs sitting on the garbage will spread diseases. If water is allowed to collect and stagnate, mosquitoes will lay eggs in it. Mosquitoes love to breed in stagnate water and their number multiplies. Mosquitoes not only bite human beings but also carry germs of malaria, dengue and yellow fever. We should protect ourselves from mosquitoes and not allow mosquitoes to breed and bite us. When coolers are not in use their water should be drained. Spray insecticides or use mosquito repellents or mosquito nets. Use phenyl in the toilets and drains and mopping the floor. In this competitive age, industries playing a vital role regarding this environment issue. Looking to the big Indian market Global giants are trying to capture that, a number of few players flushed with capital have entered the market and a dynamic corporate to face the impending challenge is of vital importance. But, “There is always more and more scope for improvements they have to compete with themselves.” “Wishing them all the best for their spirit of making an Indian market.”

### **The Project Concept**

#### **Some concepts related to Project**

1. First concept states that mere making available the best product is not enough; it is pointless unless the firm resorts to aggressive salesmanship and heavy doses of advertising are of top importance and are a must to move the products of the firm.
2. The fundamental task of business undertaking is to study and understand the needs, wants, desires and values of potential consumer and produce the goods in the light of these findings so that consumer specifications are met totally.
3. Third concept identifies that every customer is the king of the market. If producer could not satisfy customer in terms of the needs and desires he could not survive in the industry any longer.
4. Proper communication is the tool by which 50% of the problems can be arrested before existence and rest 50% by the minimization of restrictions on the floor of communication.

## **Project Idea**

The topic of “effectiveness of mosquito’s repellent products A Behavioral Study” actually related to two main studies. First, it is about effectiveness of mosquito’s repellent products. Secondly it is about behavior of customers. It concludes the comparative study of every product and items, which are related to repel mosquito Behavioral study says that behavior is a mirror in which everyone show his or herself image towards the products and behavior is the process of response with the activities of consumer in obtaining and using the products.

1. Collect knowledge about mosquitoes repellent Products
2. Their Advantages and disadvantages
3. Behavioral study of each and every product and product item.

## **Aims and Objectives of the project**

1. To assure proper flow of information and communication from management Side to customer side and vice-versa.
2. To understand key concern of customer about product.
3. To understand the effectiveness of product by collecting information from every Customer who is either satisfied or not.
4. To estimate sales performance by implementing a process of customer satisfaction.
5. To bridge over the gap of customer loyalty with companies and their product
6. To create a brand image of service and relationship building by these companies.
7. To understand the loopholes of present systems.
8. To make the customer in such a position that they can understand the differences one Vs others or each other.
9. To realize the customer that his attachments is with the company who sells satisfaction not only products.

## **Methodology for the project**

The interview schedule method is used for gathering data which are relevant for the study conducted. The data collected through the schedules from primary sources have been processed after collecting the data each alternative will be compared and then final results will be

concluded. Data will be properly tabulated and arranged in the terms of ratios and class intervals on the basis of education, areas and income and the results are analyzed by using the percentiles.

### **Scope of study**

The project is completed considering the fact of customer care in rural, urban and agriculture marketing. The project is a study of effectiveness of mosquito's repellent product and customer behavior while they purchase the product. When we talk about mosquitoes repellent product, all India customers having maximum potential mostly west, south and north states contributes the maximum to the industries. The project is managed and completed in the Naraingarh (Distt. Ambala) market in which most of the customer needs mosquitoes repellent product. Most of the customers are covered from this location with a network of 25 retailers and 150 customers or general public.

Naraingarh is a small town and customers have more emphasis on the cost of product and benefits derived from the product. So great care is required in satisfying these customers. The maximum sale in this area is not because of the product but because of the facility and satisfaction provided by the company's product.

#### Nature of data and its sources.

This study is based on two types of data:

1. Primary data
2. Secondary data

**1. Primary data:** The primary data are those which are collected afresh and for the first time, (1) interview method: The interview method of collecting data involves presentation of oral verbal stimuli and reply in term of oral-verbal responses.

(2) Questionnaires method: This method of data collection is quite popular, particularly in case of big enquires, In this method a questionnaire is sent to the persons concerned with a request to answer the questions and return threw questionnaire.

**2. Secondary data:** In this research this data is collected by reports made by shopkeepers in a particular market. In this research data will be calculated on the basis of income, area and living standards.

### **3. Product Profile**

**Product is the sum total of three things...**

(1) Material

- (2) Ability to perform
- (3) Prestige or brand image of company's product.

### **Mosquito's repellent products**

Mosquito's repellent products are those items which are made up of tangible material and usually offered by manufacturing units to repel mosquitoes. Different manufacturing units in India make these products. Product Items manufactured in different forms.

#### **Product differentiation with mosquito's repellent products**

Product differentiation is an attempt to bend the demand to the will supply. The market demand is adjusted to the supply conditions. That is the manufacture can exercise control over demand, prices and distribution through this technique. In the competitive market it is essential to produce competitive goods. If the firm succeeds in convincing that a given product is 'different' or 'better' than the one available in the market. Consumer will be more inclined to buy the firm's product than its competitors. In mosquitoes repellents every manufacturing units tries to produce different products in different forms.

These products are produced in to four main forms:

- (1) **Liquid:** This form of Mosquitoes repellents is as like water.
- (2) **Coils:** These are made up of some tangible hard material or mixture. The shapes of these coils may be squared or circular.
- (3) **Mats:** These are made up of as like a piece of cardboard.
- (4) **Cream:** Fourth form of product is cream or paste. These are also made up of soft tangible material and it is as like pulp.

Every product form has its own way to repel mosquitoes but items comes in one form has mostly Similar way to repel mosquitoes. "A Mosquitoes repellents product is a complex of tangible attribute, including packaging color, price, manufacturer's prestige and service which may accept as offering satisfaction of wants or needs."

## Domestic Players in the market

S.no	Product form	Product	Manufacturing units
A	Liquid form	1. All Out 2. Knight queen	Karamchand appliances Pvt.Ltd Knightqueen industries Pvt. Ltd
B	Coils	1. Good knight 2. Knight queen 3. All Out 4. Mortein 5. Maxo 6. Tortoise 7. Odomos	Sara lee Ltd Knightqueen industries Pvt. Ltd Karamchand appliances Pvt.Ltd Reckitt Benckiser (India) Ltd. Jyothy Laboratories Ltd. Bombay Chemical Pvt. Ltd. Balsara Extrusions Pvt. Ltd.
C	Mats	1. Good Knight 2. Knight queen 3. Odomos	Sara lee Ltd Knightqueen industries Pvt. Ltd Balsara Extrusions Pvt. Ltd.
D	Cream	1. Odomos	Balsara Extrusions Pvt. Ltd.

## Customer and Mosquito Repellent Products

### Types of customer in mosquito's repellent market

Special Precision				Knowledge also rich
General Purpose		People of middle class	Evolving type	
NO use	Ignorant			
	Unaware	Cost	Productivity	ROI

### 1. Knowledgeable rich

Knowledgeable rich persons are those who have not any care for money to buy a small product. Rather than they give their attention on special precision of the product. They are valuable assets of the market.

## **2. Evolving type people**

It includes those persons who are rich but less than knowledgeable rich. They purchase the product for general purpose and helps in increasing the productivity of the company in the market.

## **3. People of middle class**

It includes the persons who purchase the product for general purpose. At first they considered cost and benefit analysis. If cost is less than benefits then they purchase the product otherwise not. These peoples are the persons who develop new markets for the company.

## **4. Ignorant**

It includes the persons who have not any knowledge about product. They are daily wage earners and have not money to purchase the product. These peoples are become in extremely poor class. They have not enough money to purchase the basic product items.

## **Advertising and Mosquitoes Repellents**

Different companies producing repellents products are giving advertising on TV for promotion of sale and aware about their products and aware about the discounts and free schemes with the product. Mostly all the companies print all the information about product on the package or give a small leaflet inside the package. The information is about how to use the product, its features and limitations. Some companies give advertisement of all products on a product's package.

## **Buying Behaviour in Naraingarh (Distt. Ambala)**

### **1.They believe in value for money with compromise quality**

Buyers believe in value for money. They compare value of money with benefits of product. If benefits derived from product are more than cost then they purchase the product otherwise or not. At first they compare all. The alternatives in market. After this they purchase one of them. In case of mosquitoes repellents consumers purchase only that product which is beneficial for them according to their purchasing power.

### **2. They demand mostly low price products**

The customers are more concerned with the price and initial cost of the product because of middle class customers. They prefer any product item which becomes in one type of product and which is available at low prices. But with the passage of time the concept is changing day by day because of education factor.

### 3. Brand Consciousness

The customer are of both types educated or uneducated. Some who are educated they are more conscious about brand name but who they are not educated they are not so scared of brand, any brand new or old, established or unestablished is accepted in the market. In general the brand which is seen commonly in the market is accepted. As like in case of liquid mosquitoes repellents ALLOUT! is very much accepted brand in market

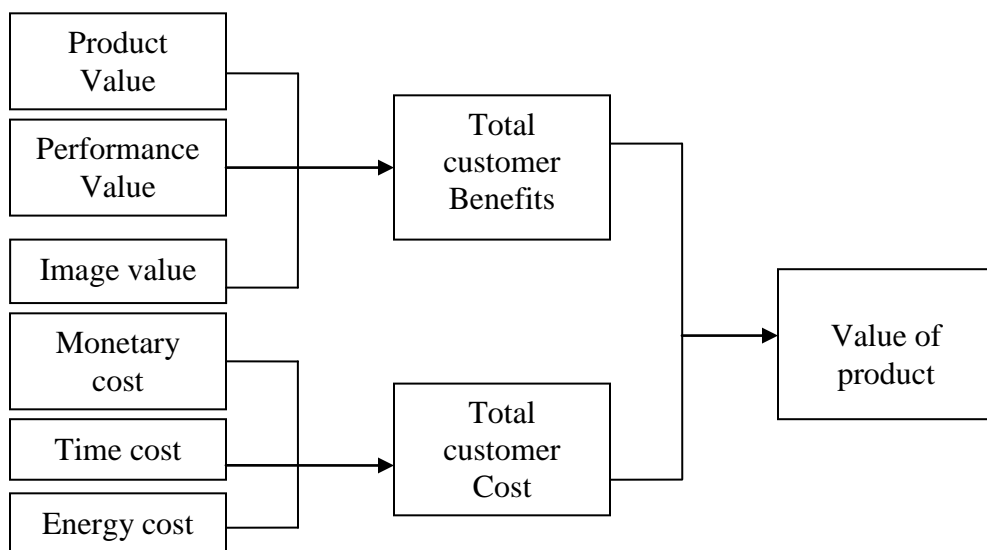
### 4. Reference Groups

The decision is based on the reference given by some experience person of the city or the opinion maker. The opinion maker is a person who motivates the person to purchase the product by proving his judgments through his experience with the referred product and its satisfaction or by his own knowledge of the product.

### 5. Schemes give by the company on the product

Most of the customers have scheming attitudes. They take least interest in getting the knowledge of the product but they want the product for satisfaction and to get schemes available on the products. They preferred the product on which they get larger benefit of schemes. Having less knowledge of the product they do not know about the precautions not taken on time created problems, which makes them dissatisfied. The customer is least concerned about the original product. They mostly purchase those products, which are made by using harmful material.

### Determination of value which is derived by customer from a product





## Evaluation and analysis

### Evaluation of Products

Key points for evaluation

#### (1) For satisfaction:

- a) Quality of the product
- b) Cheaper than others
- c) Low maintenance costs
- d) Pressure or accepting Views of neighbors
- e) Its performance
- f) Easy in use

#### (2) For dissatisfaction

- a) Costly product
- b) Based on electricity
- c) Product quality
- d) Smokey products
- e) Income level of consumers
- f) Trade off between substitutes of mosquitoes

## Analysis and Conclusions

Behavioral study on mosquitoes repellent is based on view of 150 peoples as general public and of 25 peoples as organizational buyers or retailers.

### Views of General Public

#### (A). Satisfaction analysis

(1). regarding liquid product

Customer response	Total	Percentage
Convenience	68	45
Effective	90	60
Not smoking	45	30
Less burden of change	23	15
Brand image	60	40

From the study of satisfaction it is clear that 45% peoples think that liquid products are convenient, 60% peoples thinks that liquid products are more effective than others, 15% persons are satisfy due to less burden of daily change. 40% peoples are satisfied due to brand image and 30% says that they are satisfy because these are free from smoke.

(2). regarding coils Products

<b>Customer Response</b>	<b>Total</b>	<b>Percentage</b>
Easy in use	98	65
Cheaper than others	112	75
Effective	60	40
Low maintenance cost	30	20
Brand image	60	40
Quality product	75	50
Free from electricity	45	30

65% people says that coils are easy in use.75% peoples are satisfied because these are cheaper than others, 40% peoples says that they are effective, 20% peoples say tat these take low maintenance cost, 40% peoples purchase due to brand image 50% peoples are satisfied by the quality of coils. 30% peoples say that they act free from electricity.

(3). regarding mats products

<b>Customer Response</b>	<b>Total</b>	<b>Percentage</b>
Convenience	45	30
Quality	75	50
Not Smokey	75	50
Effective	45	30
Brand Image	45	30

so 30% peoples says that these are more convenient than coils,50% peoples purchase mats due to better quality and free from smoke,30% peoples purchase mats due to its effective performance and brand image

(4). Regarding cream products

<b>Customer Response</b>	<b>Total</b>	<b>Percentage</b>
Free from Electricity	30	20
Cheaper	53	35
Use at any time	60	40
Safe for kids	75	50

20% peoples use it because it is free from electricity, 35% peoples says that it is cheaper, 40% says that it can be used at any time on any place.50% peoples says that it is safe for kids.

**(B). Dissatisfaction Analysis**

(1). regarding liquid products

<b>Customer Response</b>	<b>Total</b>	<b>Percentage</b>
Costly	83	55
Based on electricity	68	45

55% people says that liquid products are costly than others 45% peoples are dissatisfied because base of liquid product is electricity.

(2). Regarding Coils

<b>Customer Response</b>	<b>Total</b>	<b>Percentage</b>
Smokey	23	15
Creates anxiety	23	15
Less efficient	60	40
Burden of daily change	53	35

15% peoples are dissatisfied due to smoke from coils and they think that smoke from coils creates anxiety.40% peoples are dissatisfied due to less efficiency35% peoples says that there is burden of daily change in use of coils.

(3). regarding mats

<b>Customer Response</b>	<b>Total</b>	<b>Percentage</b>
Burden of daily change	23	15
Based on electricity	38	25
Costly than coils	60	40

15% people says that there is burden of daily change in use of mats as like coils 25% people says that base of mats are electricity 40% people says that these are costly than coils.

(4). regarding cream

<b>Customer Response</b>	<b>Total</b>	<b>Percentage</b>
Not effective	59	39
Burden of application body	38	25
Anxiety on body	89	59

39% peoples says that cream is less effective than other products, 25% people rejects it because of burden of application on body, 59% people rejects it because it creates anxiety on body.

**Views of customer about future scope of mosquitoes repellents**

Study shows that 95% Peoples think that the future scope of mosquitoes repellents is bright, 3% people think lightly about future scope, 2% people don't give any comments on these products scope.

<b>Customer Response</b>	<b>Total</b>	<b>Percentage</b>
Bright	143	95
Light	5	3
No comments	3	2

**Views of customers about repeat purchase**

It was observed that customer prefer to go to a product by which they get high satisfaction. It is clear from the conclusion drawn that the customer always purchase that product which is cheaper and gives better satisfaction than other.

The conclusions shows that if the customer is not satisfied then there is 0% tendency of customer to go for the same product again but if they are satisfied then 100% tendency of consumers to take same product. If they are not fully satisfied but they are semi satisfied then 50% tendency to repurchase the product. These are 47% persons who are not fully satisfied with all the products.

- Some may be due to income problem because they cannot purchase costly products which gives them better satisfaction as like all liquid items are costly than coils and mats.
- Some may be due to electricity problems as like all liquid items and mats machine works only when there is electricity. But shortage of electricity is the very big problem in the villages and backward areas.
- Some may be due to their disease because coils fuel is harmful for their breath and they are not able to purchase the costly better Products, which is fuel controllable. Poverty is the main Problem in backward areas.
- 20% people are not using the mosquito's repellents products because of their low living standard and because they cannot able to get their basic needy goods.
  1. Regarding liquid products 97% people says that they repeat purchase.
  2. Regarding mats 95% people says that the repeat purchase.
  3. Regarding coils 67% people says that the repeat purchase.
  4. Regarding cream only 20% people says that the repeat purchase.

This shows that performance of liquid products and mats are very high and coils performance is medium. Performance of cream is very low.

### **Views of customers about advertising**

Advertising is a managerial function of sending the information to the information to the members of the society. It is very paid form of non-personal presentation of ideas, goods and service by an identified sponsor. It is salesmanship in print. 65% peoples think that advertising plays an important role in decision making. Each producer claims that his own products are the best. In such situation, it is advertising that comes to the rescue of a consumer to select the best by providing him with comparative account of each in terms of features, prices, utility, quality and it is a great educator which gives education about product. It ensures better quality products at reasonable prices.25% peoples think that advertising made by companies is misleading. This creates instability. They think that advertising is main cause of increasing prices. It is made by

company to cope with competition. They think that money spent on advertising is waste 10% people don't want to give any views about its favorability or unfavorably. According to retailers, they think that advertising act as salesman between retailer and consumer. It mostly increases the sales of retailers.

### **According to customers what is important to take a decision of purchase mosquitoes repellent**

65% customers believe in value for money with compromise on quality. They compromise benefits of products with value of money. If benefits derived from product are more than cost then they purchase the product otherwise not. At first they compare all they alternatives in market after this they purchase one of them. 30% customers believe in only performance of product not in cost of product. If product gives good performance in comparison of others then they are to pay whichever demanded by retailer. 5% customers are not so scared of brand, any brand new or old, established or unestablished is accepted in the market, In general the brand which is seen commonly in the market is accepted.

### **Views of customers about payment for the product**

97% people buys product on cash basis and other 3% people buys the product on credit basis.

### **Effect of education on purchase of product**

Educational effect shows that out of 150 there are 9 peoples who are illiterate and 15 peoples are up to middle. They are not so scared about brand. Any brand new or old, established or unestablished is accepted by them. 74 persons are up to graduate. They mostly purchase brand product, which give them best performance.

### **Income effect on purchase of a product**

Income effect shows that 10% peoples are whose income is less than 25000. 26% peoples are whose income is between 25000 to 60000. These customers considers cost and benefits while they have to purchase the product and they purchase cheaper product. 55% persons are those whose income is between 60000 to 100000 and 10% persons are those income is between 100000 and 175000. They mostly purchase the product which give them better performance.

### **Is that it would be beneficial to purchase the product according to customer care**

97% persons think that it could be beneficial for us and as well as for company. But 3% persons think that it will not fully serve the purpose because starts exploit needy customers and increase prices for their own benefits.

### **(B) Views of Retailers**

#### **(1) About the Stock of Repellents**

basis	Liquid products	Mats product	Coils product	Creams
% of stock	No of retailers (out of 25)	No of retailers (out of 25)	No of retailers (out of 25)	No of retailers (out of 25)
Less than 25%	15	12	7	25
25% - 50%	10	13	18	0
50% - 75%	0	0	0	0
Above 75%	0	0	0	0

Out of 25 , 15 customers says that they are holding less than 25% of liquid, 10 customers says that they are holding between 25% to 50% of liquids. 12 customers says that they are holding less than 25% of mats, 13customers says that they are holding between 25% to 50% of mats. 7 customers says that they are holding less than 25% of coils and 18 customers says that they are holding between 25% to 50%. 25 customers says that they are holding cream less than 25% of their stock.

### **Views of Retailers about scope of Mosquitoes Repellents**

92% Retailers says that scope of these products in future is bright. 8% customers says that scope of these products is light .

### **Views of Retailers about Repeat Purchase**

53% Retailers believes that the customer repeat purchase. 47% Retailers believes that the customer not repeat purchase.

### **Retailers Attitude About Sale of these Products**

20 Retailers says that it is beneficial for them to sell these products. 5 Retailers says that it is not beneficial for them to sell these products. Because income from these products does not affect their annual yield.

### **Views of Retailers about customer's decision making**

23 Retailers says that it is customers own decision to purchase the product and two retailers says that customer purchase the product under their guidance.

### **Views of Retailers about the aproduct which is most purchased from them customer**

6 Retailers says that liquid product is mostly purchased by customer. 10 Retailers says that mats. We mostly purchased by customer and other 9 says about coils.

### **View of Retailer about Advertising made by company**

86% Retailers believes that advertising made by company is effective. 10% Retailers believes that it is not effective. 4% gives no comments about this.

## **Findings and Recommendations**

### **Findings**

#### **Findings about general public**

(1) Findings about satisfaction: Customer satisfied with liquid product and mats because of their effectiveness. They give good performance than others. And customer satisfied with coils and cream due to its cheaper rate than others did and there are not any needs of electricity for these products.

(2) Findings about dissatisfaction: Customer says that liquid product and mats are costly than others and they need electricity to perform so that they are satisfied because living standard of customers is low and there is problem of electricity and about coils and cream they think that coils and cream are not as effective as liquid and mats.

(3) Future scope of product:- Most of the customers thinks that future scope of these products is bright. Only 3% people say unfavorably about these.



(4) Views about repeated purchase:- Most of the customers say that they repeat purchase of liquid, mats and coils but now a day's cream gives very low performance. Regarding cream only 20 people say that they repeat purchase.

(5) Findings about Advertising: -Most of people think advertising helps them to take decision and helps a customer to select a best product. Only 25% peoples think that advertising is misleading and creates instability.

(6) What is important to take a decision for purchasing mosquitoes repellent: - Most of customers think benefits are most important than its cost.

(7) Effect of education: - Educational effect shows that educated persons purchase only branded products and illiterate purchase every.

(8) Income effect on purchase: - Whose income is high they purchase product according to their living standard. But whose income is less they purchase product according to their income level

## **Findings about retailers**

### **(1). About the Stock of Repellent**

Out of 25 , 15 customers says that they are holding less than 25% of liquid and mats, 10 customers says that they are holding between 25% to 50% of liquids and mats. 7 customers says that they are holding less than 25% of coils and 18 customers says that they are holding between 25% to 50%. 25 customers says that they are holding cream less than 25% of their stock.

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**Suggestions and Improvements**

Since the market is very competitive, and all companies are offering to their best to the customers. The quality of the product is more or less going to is the same because of the modernization of plants and adopting latest manufacturing facilities. All the companies will be offering the quality product. The deciding factor on that stage will be the quality of product. Although all the companies has been taken some good steps to lead the business market. The time has come when they have to keep their commitments with their dealers as well as to customers. Since dealers are also customer of the company. If Company does not take necessary steps to fulfill the commitments with retailers then it will be difficult to satisfy the consumers and customers. At first, companies have to satisfy the retailers because they are most important intermediates for company to sell their product to consumers. If they are unsatisfied then they may create a problem after a period of more than a year time. The companies will have to take immediate on the satisfaction of retailers so as to make them feel the importance of customer's satisfaction.

**The issues raised by the retailers are**

- (1) Availability of product on their destination
- (2) Coordination with area office
- (3) Delivery channel problems
- (4) Decision of promotional issues

All-Out, Mortein, Good Knight, Maxo etc. companies have a good image in the market. These companies have all the resources of effective organization as money, material, machine and

manpower. The only thing they need to steam line is the system flow of information and produces the products according to the customer care or satisfaction.

### **Customer's views on improvement in the products**

Only 10% customers want improvement in these products regarding quality, price and promotion of products. In this age Of change quality Standards effect changing These are falling in most case s and rising in few cases. In this Situation customer wants better quality products. Customers want such a quality, product that has good quality material at reasonable price because in these areas earning of customers is very low. Consumers want more and more information regarding product, it is possible only through advertising. 70% customers are not affected by improvement or not improvement and remaining 20% wants not improvements in the products.

### **Conclusion**

The project research was completed in the area of Naraingarh Distt. Ambala so the facts discussed in this project may not hold true for whole of India operations since the market changes according to time and location depending on the customer behavior. So the facts discussed and conclusions made are for only Naraingarh area Distt. Ambala. The idea concluded are based on random sampling although care has been taken to maintain a desirable degree of accuracy but the results cannot be accepted as 100% true. Some of data is taken from secondary sources and so the accuracy of same lies with the previous survey reports by retailers. The conclusions made from the customers and dealers views on satisfaction customer care are based on personal judgment and simple quantitative techniques are used to research conclusions. The project work was carried out in a short span of time. Maximum efforts were made to get the true information about the company but it may be possible that some of the areas and facts remain unopened or unnoticed.

The project conclusions may hold true for all companies of mosquito's repellent products in India. The customers and retailers were selected considering their ability to provide the best possible response and feedback.