



# SUSTAINABILITY OF THE FOGG PERFUME OVER A DECADE – A COMPREHENSIVE STUDY (WITH REFERENCE TO CONSUMERS IN CHENNAI CITY)

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## ABSTRACT

*This study delves into the sustainability aspects of Fogg Perfume's longevity and consumer preferences over a decade in Chennai city. Through a combination of primary and secondary data sources, including structured questionnaires and targeted sampling techniques, the study investigates the preferences, perceptions, and demographic profile of 200 individuals who have been consistent users of Fogg perfume. By employing statistical analyses such as factor analysis, cluster analysis, weighted average method, one-sample T-test, independent sample t-test, ANOVA, chi-square, correlation analysis, and multiple-choice responses, the study uncovers significant insights into consumer segmentation, preference drivers, gender influence, mode of purchase, and correlations between variables. This research enhances our understanding of consumer behavior dynamics in the fragrance industry, providing valuable insights for businesses to adapt to changing consumer expectations, promote sustainable consumption patterns, and remain competitive in a rapidly evolving market.*

**KEYWORDS:** *Fogg perfume, sustainability, consumer preference, consumer behavior*