

## **COMPARATIVE STUDY ON CONSUMER SATISFACTION AND PREFERENCE IN USING NORMAL CIGARETTE AND ELECTRONIC CIGARETTE**

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### **ABSTRACT**

Customer Satisfaction is a business term used to measure products and services supplied due to customer expectations. Preference measures the power or ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction, greater capability or improved performance. The main objective of the study is to compare consumer satisfaction and preference in using normal cigarettes and electronic cigarettes. The study covers a sample of 210 in Chennai, Vellore and Bangalore. Random sampling and Convenient sampling method is applied. Statistical tools such as Factor analysis and Regression are used. The researcher suggests that an improved awareness about the Electronic Cigarette and Electronic Liquid must be initiated and the seller should retain their consumer by providing them with attractive advertisements. The researcher concludes that the Electronic cigarette will help and be the best alternative to the people who wish to stop or quit smoking.

**KEYWORDS:** Awareness, Customer Satisfaction, Preference