



Consumer's Satisfaction Towards Hamam Soap in Mayiladuthurai Town

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ABSTRACT

Customers are the king in the market. Customer's satisfaction plays a significant role in modern marketing era. Soap is a important consumption of the customers. Nowadays competition is going on with a flame of advertisement war. A lot of varieties of soap are being introduced by several producers. The present study makes an attempt to know the satisfaction of the consumers towards the Hamam soap. The methodology of the study is based on the primary as well as secondary data. The sample size was determined as 75 respondents from Mayiladuthurai town and Random sampling method is adopted. Majority of the customers are satisfied with the Hamam soap. As a quality is the first influencing factor of the company has to focus on quality and improve it for better sales.

KEYWORDS : Customer's Satisfaction, Soap, Customers, Advertisement

INTRODUCTION

Marketing is the process of communicating the value of a product or service to consumers, for the purpose of selling the product or service. It is a critical business function for attracting customers. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. It is the process of communicating the value of a product or service through positioning to customers. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behavior and providing superior customer value.

There are five competing concepts under which organizations can choose to operate their business; the production concept, the product concept, the selling concept, the marketing concept, and the holistic concept. The four components of holistic marketing are relationship marketing, internal marketing, integrated marketing and socially responsive marketing. The set of engagements necessary for successful marketing management includes, capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies and plans.

MEANING OF MARKETING:

The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing.

- Identification, selection and development of a product.
- Determination of its price.
- Selection of a distribution channel to reach the customer's place, and
- Development and implementation of a promotional strategy.
- The essence of marketing is an exchange or a transaction, intended to satisfy human needs or wants. That is marketing is a human activity directed at satisfying needs and wants, through an exchange of process. A demand is a want for which the consumer is prepared to pay a price.

A want is anything or a service the consumer desires or seeks. Wants become demands when backed by purchasing power. A need is anything the consumer feels to keep himself alive and healthy. A transaction differs from the transfer. A transfer may receive nothing in return. The main aim of marketing is to make sales in order to earn reasonable profit for the producer.

CUSTOMER SATISFACTION:

*Customer satisfaction is a term frequently used in [marketing](#). It is

a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified [satisfaction](#) goals." It varies from person to person and service to service.

OBJECTIVES OF THE STUDY:

The following are the objectives of the study:

- To study the socio economic profile of the consumers of the Hamam soap.
- To study the satisfaction of the consumers towards the Hamam soap based on the various products.
- To offer suitable suggestions and conclusion.

METHODOLOGY:

The methodology of the study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through well-framed and structured questionnaire to elicit the well-considered opinions of the respondents. In this survey the sample size was determined as 75 arbitrarily. The secondary data were collected from magazines, journals, books and project reports.

REVIEW OF LITERATURE:

The following is a brief summary of review of literature – 'Consume Behaviour'

Andrew K. & Lawrence V. (1984) found out that the consumer was very much sensitive in the context of frequent hike in price of commodities.

William J. Stanton (1990) concluded that the consumer behavior would be determined by various psychological attributes rather than explicit factors such as change in quality, design of the commodity, packing etc.

V.R. Choudri (1999) explained that the consumer would be willing to buy again and again when they were satisfied with their sentimental feelings and they usually evaluate their buying decisions in terms of expectations and satisfactions.

Table 1: The Demographic Profile of the Respondents

Details	No. of Respondents	Percentage (%)
Gender		
Male	30	40%
Female	45	60%
Age		
Below 20	7	9%
20-30	28	37%
30-40	21	28%
40-50	11	15%
Above 50	8	11%

Monthly Income		
Below 5000	26	35%
5000-10000	31	41%
10000-15000	13	17%
Above 15000	5	7%
Total	75	100

Source: Primary Data

From the above table it was inferred that 60% of the respondents are female and followed by 40% are male. And it also indicates 37% of the respondents belong to the age group of 20-30, followed by the 28% are under the age group of 30-40, followed by 15% are under the age group of 40-50 and followed by 11% and 9% are under the age group of above 50 and below 20 respectively. Also shows 41% of the respondents belongs to the income group of 5000-10000 followed by 7% of the respondents belong to income group of above 15000.

Table 2: Reason for buying Hamam soap

Reason	No. of Respondents	Percentage (%)
Price	9	12%
Quality	45	60%
Quantity	10	13%
Brand Name	8	11%
Availability	3	4%

Source: Primary Data

From the above table it was inferred that 60% of the respondents select quality, 13% of them select for quantity, 12% of them select for price, 11% of them select for brand name and 4% of them select for availability of the soap.

Table 3: Satisfaction about Hamam Soap

	No. of Respondents	Percentage (%)
Highly satisfied	15	20%
Satisfied	32	43%
Neutral	16	21%
Dissatisfied	7	9%
Highly dissatisfied	5	7%

Source: Primary Data

From the above table it is inferred that 43% of the respondents satisfied by using hamam soap, followed by 21% of them satisfaction is neutral, followed by 20% of them highly satisfied and 9% and 7% of them dissatisfied and highly dissatisfied respectively.

Table 4 consumer's suggestions to improve the sales of Hamam soap

Suggestions	No. of Respondents	Percentage (%)
Improve Quality	13	17%
Advertisement	9	12%
Brand awareness	19	25%
Price	6	8%
Fragrance	28	38%

From the above table, 38% of respondent suggest to add some fragrance, 25% of respondent to create brand awareness, 17% of the respondent suggest to improve quality and 12% of the respondent suggest to improve advertisement, 8% of the respondent suggest to improve the price.

SUMMARY OF FINDINGS

- 60% of the respondents are female.
- 37% of the respondents belong to the age group of 20-30.
- 41% of the respondents belong to the income group of 5000-10000.
- 60% of the respondents prefer quality to buy Hamam soap.
- 43% of the respondents satisfied by using of Hamam soap.
- 38% of the respondents suggest to add some fragrance.

SUGGESTIONS

- Most of the respondents are under the age group of 20-30 years so company should take efforts to attract other age group people in order to increase their sales.
- Most of the respondents are under the income group of 5000 to 10000 per month. So the company should take efforts to position their products in this group in order increase their sales.
- As a quality is the first influencing factor of the company has to focus on quality and improve it for better sales.
- The company may give more offer and discount to improve the sales.

CONCLUSION

Customers are the king of the market, superiors in an organization and Goose laying Eggs. Customer's satisfaction plays a significant role in modern marketing era. Soap is a important consumption of the customers. Nowadays competition is going on with a flame of advertisement war. A lot of varieties of soap are being introduced by several producers.

In these competition situations, some soap because evil effects due to a mixture of chemical compounds. People need quality of soap for which they are ready to have brand loyalty or switch over from one brand to another. In order to capture the needs of all the segments of people, the products are introduced in different quantity fore perfect quality of users if it so, the soap will definitely bring more market potential for soap.

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