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A Study on Customer Satisfaction towards Mysore Sandal Soap with Special Reference to Tiruvannamalai Town

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Abstract

Marketing is the process of communicating the value of a product or service to customers, 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. Marketing is the science of Choosing target markets through market analysis and market segmentation, as well as understanding superior customer value.

Key words: Customers, Mysore Sandal soap and Satisfaction.

I. INTRODUCTION

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. Customer satisfaction, a business term, is a measure of how and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a balanced scorecard. In a competitive marketplace where business compete for customers satisfaction is seen as a key

differentiator and increasingly has become a key element of business strategy. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the service being measured.

Statement of the Problem

The study on customer satisfaction towards the Mysore Sandal soap is aimed to know how the customer are, what they want, how they use and react to the Product. This study also helps to know how various marketing variables such as price, product features, advertising messages and corporate image affect the buyer. The study on customer satisfaction reveals to the management about the taste, preference and choice of different people and so on. This study will help to gain knowledge about the factors influencing customer satisfaction on Mysore Sandal soap product and problems faced by the customers on using the Mysore Sandal soap. In this context, the researcher felt that it is suitable to study the market condition of Mysore Sandal soap from the view of customer. This study will help to gain knowledge on issues such as the primary factors influencing customer satisfaction, purchase opinion and ideas of customers.

Scope of the Study

This study aims in assessing the customer's satisfaction of the Mysore Sandal soap. This study also covers the customer's opinion about the Mysore Sandal soap in Tiruvannamalai Town.

Objective of the Study

- To analysis the socio economic study of the respondents.
- To identification the respondents level of satisfaction towards the Mysore Sandal soap .
- To find out the problems faced by the respondents which using the Mysore Sandal soap

Limitation of the Study

- The research has a number of limitations which must be acknowledged.
- The sample size is very limited due to time constraints.

Review of Literature

1. **Bhatt and Jaiswal (1986)** conducted a study to analyze the consumers' reaction towards washing powder advertising and the purchase behavior of consumers in Baroda city. This paper concluded that a maximum number of consumers watch television advertisements and are unintentionally affected by them. Nirma was found to be the most popular brand in the market.
2. **Escalas and Bettman (2003)** stated that the set of associations, consumers have about a brand is an important component of brand equity. The study focused on reference groups as a source of brand associations, which can be linked to one's mental representation of self to meet self-verification or self-enhancements.

3. Devi Prasad Mahapatra (2006) claims that once the marketer creates a positive attitude for the brand/ service, then it is very difficult to deviate the rural consumers. They not only seek comfort in their brand but also from the person who is selling them the brand. The study also describes that the growing literacy rate and the high penetration of conventional media has changed the perception of rural consumers. The television has been found the biggest source of information followed by radio and their friend circle also plays a vital role in this regard.

4. Jagwinder Singh and B B Goyal (2008) tried to understanding of the comparative attitudes of rural and urban Indian consumers towards the foreign against domestic

. However, rural consumers are more impressed than urban consumers with foreign in context of maintenance service, technical advancement, honor, prestige, durability, quality, loyalty, adequacy, and wide range of size and model.

5. Surinder Singh Kundu (2013) concluded that rural buyers perceived that TV commercials followed by print advertisements and word of mouth plays a significant role for taking the decision to purchase FMCG . Further, they consider their own experience, display at shops; incentive schemes for the purchase of those FMCGs, whereas they did not fully agree towards advice of beautician which influences their decision towards the purchasing of these FMCGs., He also revealed out through his study that rural buyers perceived social factors are no so strong that those may influence their decision to purchase these FMCG

6. Liping A. Cai (2002) proposed a conceptual model of destination branding. The proposal was founded on Anderson's (1983) psychological theory of adaptive

control of thoughts, drawn on marketing and branding literature, and extended from Gartner's framework of destination image formation process. The model is recursive, centering on building destination identity through spreading activation, which results from dynamic linkages among brand element mix, image building, brand associations (3As), and marketing activities (3Ms). The model also specifies that spreading activation take place under the four conditions of existing organic image, existing induced image, destination size and composition, and positioning and target markets (4Cs). The model was illustrated through the case of Old West Country, a marketing consortium consisting of seven rural counties in the state of New Mexico, USA. It was posited that cooperative branding across multiple rural communities builds a stronger destination identity than an individual community. It was posited that cooperative branding across multiple rural communities builds a stronger destination identity than an individual community.

Research Methodology

The formidable problem that follows the task of defining research problem is the preparation of project, popularly known as the "Research Design". Decision regarding what, where, when, how much and by what means concerning an inquiring or research studies constitute a research design.

Data Collection

- Primary data
- Secondary data.

Sample Size

It refers to the number of items to be selected from the universe to constitute a sample here the sample size is 100 respondents

Area of the Study

The area of the study refers to Tiruvannamalai Town.

Tools Used

- Percentage Analysis and Chi Square

Data Analysis and Interpretation

Simple Percentage

Table 1

S.No	Gender	Percentage	S.No	Age Group	Percentage
1	Male	48	1	11-25	68
2	Female	52	2	26-40	18
100	3	Above 40	14		
			100		
S.No	Type of Family	Percentage	S.No	Family Size	Percentage
1	Joint	24	1	Four	84
2	Nuclear	76	2	Six	14
	Total	100	3	Above Six	2
				Total	100
S.No	Educational Level	Percentage	S.No	Occupation	Percentage
1	School Level	18	1	Salaried	12
2	Degree Level	46	2	Business	16
3	Post Graduate	20	3	Worker	20
4	Professional	16	4	Other	52
	Total	100		Total	100
S.No	Family Monthly Income	Percentage	S.No	Purchase of Bath Soap	Percentage
1	Upto-10000	34	1	Lux	22
2	10000-15000	26	2	Hamam	34
3	15000-20000	26	3	Mysore sandal	28
4	Above 20000	14	4	pears	16

Table 2

	Total	100		Total	100
S.No	Area of Purchase	Percentage	S.No	Mode of Payment	Percentage
1	Local market	32	1	Cash	88
2	Direct market	20	2	Credit	12
3	Whole seller	32		Total	100
4	Retailer	16			
	Total	100			
S.No	Mode of Delivery	Percentage	S.No	Purchase of Your Product	Percentage
1	Home Delivery	72	1	Weakly	18
2	Spot Delivery	28	2	Daily	6
	Total	100	3	Fort night	28
			4	Monthly	48
				Total	100
S.No	Price of the Product	Percentage	S.No	Problem of the Product	Percentage
1	YES	52	1	YES	26
2	NO	48	2	NO	74
	TOTAL	100		TOTAL	100
S.No	Health Casuse in the Product	Percentage	S.No	Duplication of Your Product	Percentage
1	YES	44	1	YES	38
2	NO	56	2	NO	62
	TOTAL	100		TOTAL	100

Chi-Squire Test

The following table shows the chi-square test for Satisfied using this Mysore Sandal soap

Table 3

Variables	Highly Satisfied	Satisfied	Neutral	Dis satisfied	Highly dis Satisfied	
Price	4 (3.78)	6 (3.42)	3 (3.60)	2 (4.14)	3 (3.06)	18
Design	6 (4.20)	4 (3.80)	5 (4.00)	3 (4.60)	2 (3.40)	20
Smell	7 (4.83)	4 (4.37)	5 (4.60)	4 (5.29)	3 (3.91)	23
Quality	3 (6.30)	4 (5.70)	6 (6.00)	11 (6.90)	6 (5.10)	30
Quantity	1 (1.89)	1 (1.71)	1 (1.80)	3 (2.07)	3 (1.53)	9
Total	21	19	20	23	17	100

Hypothesis: The chi-square statistic is 14.6291. The p-value is 0.551952. The result is not significant at $p < .05$

Findings

Simple Percentage Analysis

- Majority 52% of the respondents were female.
- 68% of the respondents belong to the age group of 11-25 years
- Majority 76% of the respondents were nuclear family.
- Majority 84% of the respondents were four family members.
- Majority 84% of the respondents were four family members.
- Majority 52% of the respondents were others.
- Majority 52% of the respondents were others
- Majority 34% of the respondents were having monthly income between Rs. Up to 10000
- Majority of 34% of the respondents were Hamam Mysore Sandal soap of the product.
- Majority 32% of the respondents were local market & whole seller market.
- Majority level is cash payment with respondents peoples in 88%.
- Majority 72% of the respondents.
- Majority 48% of them respondents were having purchasing in monthly product
- Majority 52% of the respondents in price of your product
- Majority 74% of the respondents in problem of the product.
- Majority 56% of the respondents in the health causes of the product.
- Majority 62% of the respondents in duplication of your product.

Suggestion

- Bath Mysore Sandal soap Payment should be able to free the bank customers from the need to go to branch to avail banking services and enable anytime, anywhere financial transactions literally at his finger tips, at negligible cost.
- Bath Mysore Sandal soap owners, who are customers of a bank that is presently not offering Bath Mysore Sandal soap Payment should still be able to avail basic Bath Mysore Sandal soap payment services including direct credits to their bank account of income Bath Mysore Sandal soap Payments.
- Unlike current credit/debit cards there should be no interchange fee-transactions are either free or attract only fixed truncation fee.
- Mysore Sandal soap pay account number is fixed even when the associated bank account or bath Mysore Sandal soap number is changed. Two way movement of funds from pay account to bank account.
- Bath Mysore Sandal soap owner should be able to receive credit with a bath Mysore Sandal soap number.
- Access to such funds would only be available when a bank account is associated with the bath Mysore Sandal soap number and formalities of pay account opening are complete.
- There will be a centralized agency administering pay supporting and real time bath soap payments.
- Mysore Sandal soap pay services should be accessible in all bank branches whether they are on Core banking or not for this purpose banks may provide non-core banking branches with bath Mysore Sandal soap phone

II. CONCLUSION

The research concludes that the perception of a rural consumer is as equal as the perception of an urban consumer. They are able to realize the need of the product, extensive awareness of the product, and suitable information sources of the product. They are able to collect information of the product through Television advertisements. Consumer prefers the product, making the purchasing decision and expressing the satisfaction level. The consumers have the tendencies brand shift if not satisfied with the utilization of the product as well as availability in the market. In the post-purchase satisfaction in consumers of predominant brand image and quality of the product is important. The loyalty of consumer purpose is very high, so their strength and their expectation are also maximized. Consumers now look to their Mysore Sandal soap to deliver not only skin cleansing, but also moisturizing, deodorizing, and exfoliating attributes to name a few. However, though this market has performed well and will continue to grow, consumers are very cost conscious due to current economic circumstances and private label offerings are competing with branded offerings, promoting similar benefits for a lower cost.

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