

Consumers' Satisfaction towards Dove Soap in Mayiladuthurai Town

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Abstract

In FMCG industry sector there has been severe competition among the Multi-National Companies, national and local players. Brand loyalty is determined by several distinct psychological processes of the consumers and entails multivariate measurements. Product features is one of the most important factors that affect brand loyalty. The relationship between the availability of the toilet soap and the extent of brand loyalty was also found to be significant. The toilet soaps can be divided into four price segments: Premium, popular, economy and carbolic soaps. At the same time, penetration level of toilet soaps in urban areas is very high, but per-capita consumption levels remain low. In this scenario, it is very important for marketers to know the consumer behavior with respect to toilet soaps, which will be very useful in adopting suitable strategies. This research paper attempts to analyze the brand loyalty, satisfaction, awareness regarding Dove soap in Mayiladuthurai town, Tamilnadu.

Keywords: Brand Awareness, Consumer satisfaction, Brand Loyalty, Dove soap, MNC'S.

Introduction

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. 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 marketing 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 Market and Marketing

- The word 'Market' is derived from the Latin word 'Marcatu' meaning merchandise, wares, traffic, trade or a place where business is conducted. The common usage of market means a place where goods are bought or sold.
- The management process through which goods and services move from concept to the customer.

Scope of the Study

There is a wider scope for consumer research. Because, the consumers, taste, likes, preferences etc., change often because of financial, psychological, sociological and some other factors. Academic community as well as business firms has undertaken a lot of researches in the field of consumer behavior, in different ways. The consumer differs in many respects. They form different segments in market. All the firms are interested in studying each segment separately. As for as the bath soaps are concerned, the consumers may change their brand loyalty frequently because various new brands are coming every day. So, there are a lot of opportunities to probe into various aspects of consumer preference. The present study would help the dealer to know the satisfaction of the respondents towards Dove soap and various soap brands. This would help the company to determine the promotional measures based on the findings. The company can adopt the promotional measures in and around Mayiladuthurai town as this study was conducted there.

Statement of the Problem

Indian soap industry now has so many challenges, arising from globalization, increased competition, technological changes, and so on. It is more sensitive sector in one sense that the consumers shift their brand preference at least once in two or three years. They want new products so that the existing firms have to modify their product lines and various items in the lines. In most of the cases, the same product is supplied to the market with product differentiation. Very large number of consumers is strength to this industry. The total number of consumer is almost equal to the total population of our country. So, Numerous companies engage in manufacturing of soaps. Role of small-scale industries and local industries are significant in this regard. All the firms want to study the minds of consumers. But, it is a very difficult process, which includes various psychological issues. Consumer research takes a very important role in determining company's future plans. The consumers are influenced by many sociological, psychological, and economic, climate and some other factors very strongly. These factors

have been identified properly through various researches. When the firms understand those drives, product and promotional policies are given a final shape. Consumer preference is a difficult area to be studied. Its coverage is comprehensive. The consumers are large in number and they are in different groups, their motives differ in many respects. So, the present study has taken up these issues.

Objectives of the Study

Following are the objectives of the present study:

- To know the socio-economic profile of the consumers of the Dove soap.
- To determine the most influencing factor in the purchase of the Dove soap.
- To know the source of influence in the purchase of Dove soap.
- To know the pattern of usages of the Dove soap.
- To study the satisfaction of the consumers towards the Dove soap based on the various products.
- To give suggestions based on the study for the improvement of the product.

Research Design

A research design work is a specified framework for controlling the data collection. It is the basic plan, which guides the data collection & analysis phases of the research project. To achieve the objectives of this study, the researcher collected the data from the customers and then analysis was done. In social science there are two outstanding research methods: a) Primary data b) Secondary data.

This study is based on both primary and secondary data.

Sampling unit

Users of Dove soap in Mayiladuthurai town constitute population of the present study.

Sampling size

In this survey the sample size was determined as 125 arbitrarily.

Sampling technique

The researcher has adopted convenient sampling for the researches. Before selecting the samples, the town was divided into six divisions for the purpose of selecting samples from various parts of the town. The following list shows the details. Koranad area, bus stand area, Periya kovil area, Vallalar temple area, Srinivasapuram. From each area 25 samples were selected by convenience sampling technique. As these areas have a heavy population and the people from all walks of life in these areas, the sample frame of the present study has contained all varieties of the consumers.

Profile of Dove

Dove is a personal care brand owned by Unilever originating in the United Kingdom. Dove products are manufactured in Argentina, Australia, Brazil, Canada, China, Germany, India, Indonesia, Israel, Ireland, Mexico, Netherlands, Pakistan, Philippines, South Africa, Thailand, Turkey and United States. The products are sold in more than 80 countries and are offered for both women and men. The Dove trademark and brand name is currently owned by Unilever. Dove's logo is a silhouette profile of the brand's namesake bird.



Symbols of Dove

About the brand

- Assurance of being a soap which is “safe on skin”
- Manufactured in modern soap plants
- Contains polyols-Good moisturizers
- Made from a blend of vegetable oils
- Palm oil and coconut oil mixed in the right proportion
- Gives lather which is stable and can effectively remove oil, dirt from the surface of Skin.

Table 1: Socio economic profile the researcher has interviewed the different age group of People and the table shows the different age group of the respondents.

Age Groups	No. of Respondents	Percentage of Respondents
Below 20	15	12
20 - 30 Age	40	32
30 - 40 Age	35	28
40 - 50 Age	25	20
Above 50 Age	10	8
Total	125	100

Source: Primary Data

Inference: From the above table it was inferred that 32% of the respondents belong to the age group of 20-30, followed by 28% are under the age group of 30-40, followed by 20% are under the age group of 40-50, followed by 8 % are under the age group of above 50 and followed by 12 % are under the age group of below 20.

Table 2: Gender classification of the respondents the researcher has interviewed the different gender group of people and the table shows the classification of the respondents.

Gender	No. of Respondents	Percentage of Respondents
Male	55	44
Female	70	66
Tota	125	100

Source: Primary data

Inference: From the above table it was inferred that 66% of the respondents are female and followed by 44% of the respondents.

Table 3: Monthly income is the revenue that a person earns and the income is an influencing factor on purchase behavior. The below table shows the income level of the respondents.

Monthly Income	No. of Respondents	Percentage of Respondetns
Below 5,000	15	12
5,000 – 10,000	25	20
10,000 -15,000	40	32
Above 15,000	45	36
Total	125	100

Source: Primary data

Inference: From the above table it was inferred that 25% of the respondents belong to the income group of 5000–10000 followed by 12% of the respondents belong to the income group of below 5000, followed by 32% of the respondents belong to the income group of 10000 – 15000 and followed by 36% of the respondents belong to income group of above 15000.

Table 4: Comparison of Dove soap with other brand soaps usually people use some soap products to bath according to their preference and they will be changing the brand if not satisfied with that brand the following table shows the purchase of Dove soap by the respondents comparing with other brand soap.

Brand	No. of Respondents	Percentage of Percentage
Dove	30	24
Hamam	28	22
Lux	19	15
Lifebuoy	20	16
Pears	28	23
TOTAL	125	100

Source: Primary data

Inference: From the above table it was inferred that 24% of the respondents purchase Dove soap followed by 22% of the respondents purchase Hamam soap, followed by 15% of the respondents purchase of lux and followed by 16% of the respondents purchase of lifebuoy soap and followed by 23% of the respondents purchase of pears soap.

Summary of Findings

- 32% of the respondents belong to the age group of 20-30.
- 66% of the respondents are female.
- 36% of the respondents belong to the above income of 15,000.
- 24% of the respondents use Dove soap.

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 above 15,000 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. As, 38 grams pack moves slowly the manufacturer has to give some discounts or free gift with that pack to increase the movement of 38gms pack. The company has to give effective and attractive advertisements because only 13% are influenced by advertisements.

Conclusion

Customers are the king of the market, superiors in an organization and Goose laying Eggs. Customers’ satisfaction plays a significant role in modern marketing era. Soap is a important product for the day to day 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 for perfect quality of users if it so, the soap will definitely bring more market potential for soap.

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