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A STUDY ON CUSTOMER SATISFACTION OF DETTOL SOAP WITH SPECIAL REFERENCE TO MANNARGUDI TOWN

Dr.J.ANITHA

Assistant Professor of Commerce
 STET Women's College, (Autonomous)
 Mannargudi.

&

R.RATHIPRIYA

II- Mcom
 STET Women's College, (Autonomous)
 Mannargudi.

Abstract

The function of marketing is eyes and ears of the business, because it is directly concerned with demand, its recognition, anticipation, creation, stimulation and finally satisfaction. It is otherwise known as category extension. Here brand name is constant whereas product category is a variable. The new product category needs to be different from the category presently served by brand. Extending the brand beyond the parent product category is profitable because the products that are already known and recognized in the market need little introductory expenses. But the success rate of such extensions are very less. Therefore the potential determinants of success like core value of parent brand, similarity fit, quality of extended products and brand reputation become very important focus of study. This paper aims to bring out the factors responsible for the success of Dettol brand extensions.

Keywords: customer, Products, Success, Quality, Determinants, Marketing, satisfaction.

1. INTRODUCTION

Marketing is described as everyone's business. The function of marketing is eyes and ears of the business, because it is directly concerned with demand, its recognition, anticipation, creation, stimulation and finally satisfaction.

Marketing is the process of planning and execution of the conception,

pricing, promotion and distribution of ideas, goods and to create exchange that satisfy individual and organization objectives.

DEFINITION:

“Marketing is the process of discovering and translating consumer's needs and wants into products and services, specification, creating demand for their

products and services and then in turn expanding their demand. H.L.Hansen

OBJECTIVES:

- ❖ To study the socio-demographic characters of the respondents.
- ❖ To know the customer opinion about price.
- ❖ To know the factors affecting the respondents to buy the product.
- ❖ To identify the levels of satisfaction of the respondents.

CUSTOMER SATISFICTION

Every customer has certain wants and needs and a strong desire to satisfy them. To satisfy his wants, the consumer purchases, and certain goods under the impression that goods would satisfy his wants, it is products satisfied his wants; the consumer shall become the customer of the firm and also tell about the product to his friends and others.

Moreover consumers can be satisfied. Infact one might argue that today's consumer's desire more "satisfaction" from their satisfaction, that current levels of consumer satisfaction. The consumer advertising improves the effectiveness of the manufacture advertising and other sales efforts.

SCOPE OF THE STUDY

The present study is basically a consumer survey to know about the Dettol soap at Mannargudi Town.

The consumer are the backbone of the organization. They are decision makers and they directly to affect the sales of each product.

RESERCH METHODOLOGY

All research needs adequate and accurate data or information. So the collection of data is the first step in any statistical investigation. There are two types of statistical data namely primary data, and secondary data. In this study, data collected from primary Sources.

PRIMARY DATA

The primary data are those data which are collected for the first time. In other words primary data are original in character .the important primary sources of

collecting the data are through, interview, use telephone ,observation and questionnaire.

SECONDARY DATA

The secondary data are those data or information collected from the secondary sources. There secondary sources may be both internal as well as external in character. The internal sources refers to information that already exists within the company or unit studied. The external source may consist of both private and public document. It may be published or unpublished in nature.

RESEARCH DESIGN

The research design is the arrangement to conditions for collecting and analysis of data in a manner that aims to combine and relevance to research to research purpose with economy in procedure. The study is carried out by exploratory and descriptive research design.

SAMBLING

Sampling is the process of selecting a sufficient number of elements from the population so that a study of sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties characteristics to the population elements.

LIMITATIONS OF THE STUDY

- ❖ The study was conducted only Mannargudi Town.
- ❖ The study has been limited to only a sample of 80 respondents.
- ❖ The data are collected by the questionnaire method. So the collected data by the respondents.

DATA ANALYSIS AND INTERPRETATION

CLASSIFICATION ON THE BASIS OF SEX

S.N O	SEX	NO.OF RESPONDENTS	PERCENTAGE[%]
1	Male	50	67%
2	Female	25	33 %
3	Total	75	100

Sources: Primary Data

INFERENCE:

The above table shows that sex wise classification of the respondents ,67%of the respondents are under the category of male and 33%of the respondents are under the category of female

AGE WISE CLASSIFICATION

S.N O	AGE	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Below 15 years	10	13
2	15-25 years	35	46
3	25-50 years	20	26
4	Above 50years	15	20
	Total	75	100

Sources: Primary Data

INFERENCE:

The above table shows that 46% of the respondents belong to 15-25 years age group. The 26% of the respondents belongs to 25-50 years age group The only 20% of the respondents belong to above 50 years age group.

CLASSIFICATION ON THE BASIS OF MARITAL STATUS

S.N O	MARITAL STATUS	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Married	25	33
2	Unmarried	50	67
	Total	75	100

Sources: Primary Data

INFERENCE:

The above table shows that 33% of the respondents are married . The66% of respondents are unmarried.

CLASSIFICATION ON THE BASIS OF OCCUPATION

S. N O	OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Employee	23	30
2	Business man	10	13
3	Agriculturist	5	6
4	Students	25	33
5	Other	12	18
	Total	75	100

Sources: Primary Data

INFERENCE:

The above table shows that the 33% of the respondents belong to the students. The30% of respondents are employees. The 13% of respondents are businessman. The 18% of respondents are belong to other category and only 6% of the respondents belong to agriculturist.

FINDINGS

- ❖ Most of the respondent are male.
- ❖ Majority of the respondent (46%)belong to the age group between 15-25 years.
- ❖ Majority of the respondent are unmarried.
- ❖ Majority of the respondent are under the income group of Rs.2000-5000.
- ❖ Majority of the respondent are belong to unclear family.

SUGGESTIONS

- ❖ Consumers are king of market, scarification of consumers must be preserved with care.
- ❖ Locality based advertisement like TV media to be enforced.
- ❖ Packaging can be improved.
- ❖ The company can improve its brand and quality to attract more consumers.
- ❖ The company should develop the brand image among the consumers.
- ❖ Provide special offer and gift to increase the sales.
- ❖ Improve the size of the Dettol soap.
- ❖ Attractive color can be made available in the shop to increase the sales.

CONCLUSION

The objectives of the research were fulfilled. It has been concluded that Dettol soap hold better position in the market share. Dettol has a good edge over the other companies.

Dettol soap, being the market leader it should take necessary steps to retain its positions its profit. The consumer are willing to pay for Dettol soap with good quality. So Dettol soap should maintain in position successfully.

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