



A Study on Evaluating Consumer Satisfaction and Preference Towards Hamam Soap in Chennai

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ABSTRACT:

There has been a lot of competition in the FMCG market between multinational companies, national companies, and local businesses. It is important to remember that the customer is the most important part of any organisation. Any marketer's first and most crucial job is to learn what their customers want and need. It is up to the consumer to determine whether or not they are satisfied. It is only for the consumer's benefit that the goods are made. In this way, the study of consumer behaviour helps is a basis for future marketing. So I went to Chennai, the capital of the state of Tamil Nadu. Several internal and external factors influenced consumer decision when it comes to toilet soap. Several separate consumer psychology processes were used to determine brand loyalty. Features like aroma, colour, and skin care are hugely influential when it comes to customer loyalty. Women and children can benefit from this neem hamam soap, which is made with all-natural ingredients. The goal of the study was to determine whether or not the newly released soap satisfied or dissatisfied clients. The data was gathered from hamam customers who were asked about their thoughts on this toilet soap. I used SPSS to collect and analyse the data I collected throughout the survey. According to the findings of this research, women are more likely than men to use hamam soap. This soap is well-liked by many people. Consumers are more likely to purchase this soap after seeing an advertisement for it. Manufacturers of hamams are able to keep customers by promoting their brand identity and cultivating customer loyalty. Many of them are enamoured with the scent and quality of this soap. Finally, this soap is well-liked by hamam customers.

Keywords: Brand name, Consumer satisfaction, Brand loyalty

INTRODUCTION

It's conceivable that the client makes this judgement about their own level of pleasure with the service they received. Pre-purchase expectations are compared to post-purchase analysis of the product. If the product value is in need of expectation. It's a recipe for dissatisfaction. Satisfaction occurs when the perceived performance is in line with expectations. Buyers will be delighted if the claimed performance lives up to expectations. (Hameed, S. S., Madhavan, S., and Arumugam, T. 2020) Problems with quality or problems unrelated to quality might have a positive impact on customer satisfaction (E.g., needs, equity, and perceptions). Furthermore, the level of dissatisfaction. How much of a difference there is between what people expect and what they get is up to them. Customer dissatisfaction has been found to have a greater psychological impact and a longer lifespan than customer loyalty (Mathai, R., & Arumugam, T. 2016).

This dissatisfaction could lead to the customer terminating their work, and if a similar need arises in the future, they could look for another suitable alternative. Because of this, it is critical for marketers to understand customer satisfaction and its related concepts in order to identify the elements that influence shopper behaviour. In the FMCG sector, especially in the bath soap industry, where clients have a wide variety of products to choose from, it is quite important. For more information, please see the article (Kiran K. U; Arumugam T). Firms are also competing fiercely for the attention of customers. This article aims to examine urban consumers' preferences, shopping habits, and total loyalty to bathroom soaps in this setting.

REVIEW OF LITERATURE

A thorough understanding of the Indian buyer and an investigation into the aspects that influence his purchasing decisions requires research into his environment, demographics, culture, & amount of engagement (Mathai, R., & Arumugam, T. 2016). To summarise the findings of some important research on Indian consumers' shopping habits and attitudes toward FMCG and non-consumer durables, we've compiled a list of our favourites. Customers that have a good attitude toward advertising a specific product are found to be incredibly beneficial in promoting that product (Dr. Dharam Sukh Dahiya, 1996). Customers believed that information acquired from word-of-mouth was trustworthy and helpful in making purchase decisions (Prashant Mishra et al., 1996). According to D. P. S. Verma et al, 2003, and Dr.Sarwade W. K. 2002, the most important variables in establishing a buying deal call in the FMCG sector were quality, value, and convenience of the product, followed by their quantity and packaging design (Kuldeep Singh et al, 2003). Consumers' ability to make more informed decisions about their preferred fast-moving consumer goods (FMCG) due to rising household incomes opens up new possibilities (Prof. S. A. Telang et al, 2003). However, the patron's behaviour and psychological characteristics are influenced by their age and other demographic factors (D. P. S. Verma et al, 2003). The most popular branded product for urban customers (P. full general patron saint, 2007). Complete comprehension and full utilisation are closely linked (Dr. A. Vinayaga Moorthy, 2007).

OBJECTIVE OF STUDY

The main objective of the paper is to study the consumer satisfaction of Hamam soap in Chennai.

- To study the consumer satisfaction of Hamam soap in Chennai
- To obtain the information regarding consumer preference towards Hamam
- To find out the factors that Influence the purchase of Hamam soap.

RESEARCH METHODOLOGY

A research methodology is a set of strategies that are used to acquire, compile, and evaluate data during the research process. It identifies the methods employed to obtain relevant data for a particular research project. Most researchers use surveys, interview and questionnaire to gather information.

There is a lot of descriptive study done here. Research that explains the features of the demographic characteristic being investigated is known as descriptive study, and it falls under this broad category of research. In this approach, researchers focus on the "what" rather than the "why" of their research. Instead of trying to figure out "why" an event occurs, descriptive research seeks to describe the characteristics of a particular demographic group. As a result, it "describes" the research topic but does not explain why it occurs.

Convenience Sample is the sampling technique employed in this study. Non-Random sampling methods include convenience sampling. It is known as 'convenience sampling' when researchers choose their sampling units based on their convenience and accessibility. The term "accidental samples" refers to samples that also are selected by accident. It's referred to as a "sample of the person in the street" because of the screening process. For example, a new product can be tested by adding it to an existing product. This is done by keeping track of the product's sales and purchases.

Primary data is the type of information gathered in this study. Researcher-collected, problem-solving data, known as primary data, is a term for this type of data. Because it was just gathered, this data has a high degree of originality.

To conduct a survey, a well-structured questionnaires was employed in this study. There were three sections to the questionnaire. The first section of the questionnaire asked for demographic information about the respondent. True and false questions were included in the second section of the questionnaire. In the third section of the survey, respondents were asked to rate statements on a scale of 1 to 5 using a Likert-style scale (with 1 being strongly disagree, 2 being disagree, 3 being neutral, 4 being agree, and 5 being strongly agree). A total of 20 questions were included in the survey. Respondents' views and thoughts were reflected in the questions' wording. Google forms were used to create the questionnaire.

SPSS was fed data from a sample of 100 completed surveys. Data analysis using SPSS is a statistical software package used for the field of statistics. This study's methods of analysis include: frequency analysis, chi-square testing, ANOVA testing, correlation testing, and regression testing.

DISCUSSION

A wide range of demographics and socioeconomic statuses are represented in this study's participants. All of these variables were taken into account when conducting the survey in order to see if they had any bearing on the significance of the independent variable.

- Men made up 43% of the respondents, while women made up 56%.
- Compared to the general population, individuals in the 20-30 year old range are the most likely to utilise the product.

In terms of affordability, the product's cost is within the range of everyone's budget.

In terms of quality, there is no substantial difference between Area and Hamam soaps that are readily accessible on the market. • There really is no substantial variation in product satisfaction based on gender.

- The amount paid on a monthly basis has no bearing on the consumer's view of the product.

CONCLUSION

The success of a product is largely dependent on the satisfaction of its customers. It's particularly popular in Hamam soap, where it's doing well. Customers' happiness with and choice for Hamam soap from Chennai is the primary topic of this research. The information gathered from the participants is analysed. Customers' happiness with Hamam soap in the city of Chennai was examined in this study, and it was found to be beneficial. Soaps made by Hamam have a sizable share of the market. A new product or service could be introduced as a means of attracting new clients, allowing the company to profit from its production.

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