

CONSUMER SATISFACTION TOWARDS SUSTAINABLE LAUNDRY CARE PRODUCTS IN TIRUPATI DISTRICT

Dr.D. Venkatesh

Assistant Professor, School of Commerce and Management, Mohan Babu University, Tirupati

Dr.L. Kuladeep Kumar

Associate Professor, School of Commerce and Management, Mohan Babu University, Tirupati.

Dr. Gowthami.K

Scholar, SPMVV, Tirupati

Abstract

Consumer Satisfaction is commonly used in marketing and refers to how well a business's product or service meets or exceeds customer expectations. Companies must focus on retaining current customers while also attracting new ones. A study is being conducted to analyze consumer satisfaction with sustainable laundry care products in Tirupati district. The study will analyze the custom of various brands of detergent powder and their impact on consumers' purchasing decisions. This paper explores how knowledge of a multi-brand company and its existing products can influence consumer purchase intention to select its new brand.

Key Words: Consumer Satisfaction, Laundry Products, Detergent Products, Sustainable.

Introduction

Demographics are crucial in research as they are linked to customers' buying behavior. Influences such as age, gender, monthly income, educational qualification, and occupation significantly influence buying behavior. However, the impact of demographic factors on brand preference varies depending on the product and its use. Studies in this field suggest that the effect of demographic factors is less noticeable in the case of products that we use frequently in our daily lives. This is because these products are usually priced lower. For instance, detergent powder and cake are common FMCG products that most people use daily. When it comes to purchasing these products, the income factor has little importance in the buying decision.

Similarly, age and gender factors also have little impact on the buying decision. Rather, the buying behavior of consumers is influenced by psychological inputs such as their preferences, tastes, and experiences, followed by those of their family and neighbours.

Above all, customers' purchasing decisions are greatly influenced by the product's usefulness and ease of accessibility. Among the most significant FMCG products on the market are detergent powder and cake, and since the early 1980s, branding has taken on a greater significance for these goods.

Review of Literature

The literature review will focus on previous studies conducted on sustainable laundry care products and their impact on consumer behavior.

R. Shanthaseela and Dr. V. Saravanan in 2015, Hindustan Unilever Limited holds the largest market share in the detergent powder industry. The study's findings and conclusions could benefit dealers of different detergent brands as it provides insight into consumer preferences. Additionally, the study's suggestions could result in the introduction of new products to the detergent powder market.

As per Rakesh Kumar's (2014) research, customer behavior varies along with changes in demographic characteristics. Consumer purchasing behavior is significantly influenced by demographic factors such as age, income, gender, educational attainment, marital status, and family background.

Kumar Manish and Payasi Prakash (2014) in their study found that consumers are greatly influenced by a company's brand image when selecting detergent powder and cake.

Objective of the study

The main objective of the current study is as follows:

- To determine the product's brand image and how it influences the consumer's buying decision.
- To analyse the usage of different brands of washing powder among consumers.

Scope of the study

The current study will be limited to the Tirupati district and will include consumers from various socio-economic backgrounds.

Methodology

A questionnaire is used to gather primary data for the current research project. For this research project, satisfied random sampling was the method of sampling that was employed. The study's focus is the Tirupati district alone, and it takes into account 89 respondents who use detergent powder as a sample. Using a questionnaire, primary data are gathered from the sample of customers. The study products have only included household goods, where multi-branding is typically seen in use. There are six Indian companies on the list. The selection of different companies' brands is observed in the following table.

Table. 1 Showing Companies with Brand Names

S. No	Company Name	Brand Name
1	Surf Excel	Global Unilever
2	Ariel	Procter & Gamble
3	Rin	Hindustan Unilever Ltd
4	Tide	Procter & Gamble.
5	Wheel	Hindustan Unilever Ltd
6	Ghadi	RSPL Ltd.

Data Collection Procedure

The researcher distributed a total of 105 questionnaires to households in Tirupati district. Before distributing the questionnaire, the research purpose was explained, and respondents were encouraged to ask for clarification as needed. Most households were able to complete the survey within fifteen to thirty minutes. 102 completed questionnaires were received, and after preliminary checking, 13 were found to be incomplete or carelessly filled out and were removed from further processing. As a result, the valid sample size is 89, which represents an 84.8% response rate in the selected study area.

Analysis results of Multiple Regression Analysis

Section - 1

R	R square	Adjusted R Square	Std. Error of the Estimate
.77917	.59782	.59653	.90256

Section - 2

	Sum of squares	df	Mean square	F value	Sig.
Regression	675.59326	3	215.19506	269.85968	.000
Residual	436.69355	530	.81367		
Total	1,112.28681	533			

Section - 3

	Unstandardized Coefficient	Standardized Coefficient	t value	Sig.	Collinearity Statistics
					Tolerance
Constant	.469220	.469220	.321	.7135	
Awareness	.008534	.010019	0.321	.7135	.725
Expertise belief in the category	.664354	.678422	17.245	.000	.627
Existing brands reputation	.079248	.129462	3.846	.000	.819

Based on the table presented above, it can be inferred that there is a positive correlation between the awareness rate and the purchase intention of the newly introduced brand by the company. In the regression analysis, the standardized partial regression coefficient for corporate awareness is .010019, and the t-test value is 0.321 ($p > .05$), indicating that the coefficient is not statistically significant. Table 2 contains detailed information regarding this analysis. As part of the current research, we categorized them into seven groups based on their perceived awareness.

Conclusion

The study conducted an in-depth analysis of the impact of three distinct facets of consumer knowledge on their intention to purchase the new brand launched by multi-branding companies. The findings indicate that two of the most important factors that affect consumers' purchase decisions are their belief in category expertise and their perception of the existing brand's reputation. The results of multiple regression analysis suggest that these two factors have a significant impact on consumer behavior

According to the standard model, the significance of category belief is greater than that of existing brand reputation. This means that category belief is a crucial factor that explains most of the variation in the dependent variable. However, for companies that offer multiple products, consumer perception towards their expertise and technology may differ for each product. A positive perception of a specific product category is often associated with a high probability of buying a new brand. Therefore, the company needs to identify the factors that influence consumers' perception of its production expertise. The company can then use these findings to design effective marketing communications that can reduce consumers' perceived risk and assure them of the quality of the new brand.

References:

1. **P.Indira Gandhi and Dr. S. Adaikala Charles,**” A Study on Consumer Satisfaction on Laundry care products with special reference to Thanjavur District”, International Journal for Research in Engineering Application & Management (IJREAM), vol-04, Issue-07, Oct 2018, ISSN: 2454-9150, pp.184-86.
2. **R. Shanthaseela and Dr. V. Saravanan (2015)),** A Study on Consumer Preference towards Detergent Powders in Tiruchirappalli District International Journal of Advanced Scientific Research & Development Vol. 02, Spl. Issue. 02, Ver. I, Aug 2015, pp. 200 – 204, p-ISSN: 2394-8906
3. **Rakesh Kumar (2014),** Impact of Demographic Factors on Consumer Behavior – A Consumer Behavior Survey in Himachal Pradesh, Global Journal of Enterprise Information System, pp 35-45.
4. **Kumar Manish and Payasi Prakash (2014)-** Impact of sales promotion strategies on consumer behavior with special reference to soap and detergent industry, International Journal of Business and General Management (IJBGM) Vol. 3, Issue 2, Mar 2014, pp 1-10.
5. **Arun Kant Painoli and Dr.Y.P. Singh (2017),** “Impact of Demographic Factors on the Buying Behavior of the Consumers Living in the Rural Areas of Uttarakhand State: An Empirical Study of Detergent Powder and Cake”, International Journal of Informative & Futuristic Research (IJIFR), Volume - 4, Issue -8, ISSN: 2347-1697.