

A Study on Consumer Satisfaction on Laundry Care Products With Special Reference to Thanjavur District

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ABSTRACT - The paper is aid to apprehend the consumer satisfaction with washing powder. The survey was once primarily based on formal interview with the consumer immediately and the responses are ensuing through questionnaire. The sample size for this lookup is only 242 respondents and the district chosen to do the survey is Thanjavur. Here convince sampling approach was once adopted to conduct the survey. The most important intention of this find out about is to locate out of the stage of consumer delight and suggests them the capability to enhance the pride level, which will help them to extend their sales. The agencies pay attention on enhancing on to apprehend buying behavior, demonstration provision, delivery of product, observe up of calls and service camps.

Key words: Customer Satisfaction, Washing powder, buying behavior, demonstration

I. INTRODUCTION

Laundry detergent, or washing powder, is a type of detergent (cleaning agent) that is added for cleaning laundry. While detergent is still sold in powdered form, liquid detergents have been taking major market shares in many countries since their introduction in the 1950s. Enzymes in washing powders. ... Because stains are made of different types of molecules, a range of enzymes are needed to break them down. Proteases break down proteins, so are good for blood, egg, gravy, and other protein stains. Amylases break down starches, and lipases break down fats and grease. In an emergency, when you must do a wash and you don't have any laundry detergent (or baking soda), use shampoo...that is, if you have shampoo. About one-third cup will do a full load. In case you were wondering, dishwashing liquid is not a good substitute for laundry detergent.

Top 10 best washing powder companies in India:

Henko. Henko is one of the most reputed detergent brands in India because it gives clean and fresh wash, without color loss and also keeps the hand as well as clothes soft and beautiful. ...

- Fena. ...
- Ghari. ...
- Sunlight. ...
- Rin. ...
- Tide. ...
- Ariel. ...
- Wheel.

II. REVIEW OF THE LITERATURE

R. SHANTHASEELA AND Dr. V. SARAVANAN (2015) A study on consumer preference towards detergent powder reveals that major share of detergent powder is being occupied by Hindustan Unilever Limited. It is sincerely believed that is the findings and conclusion of the study, if taken into consideration, it would be helpful for the dealers of different brands of detergent powders in promoting their business. The suggestions of the study would also bring more products to the detergent powders market.

ALAKA SAMANTARAY (2015) They desire quality merchandise, very good companies, quick option of merchandise and much better efficiency because of the merchandise. Currently simply no involving consumer purchasing from department stores has been elevated. Furthermore this regularity to travel to this department store has been elevated substantially. So when consumer services are good enough to make consumer think likely crucial that the organization along with the group cares about them, subsequently just about all it'd produce positive image towards a brand name and ultimately customer satisfaction can be boosted.

Jha (2013) suggested that for rural consumers size and structure and all the selected brands were acceptable to the rural consumer. The sellers product trials to attract more consumers in rural area. **Kulkarni (2011)** found that the rural consumer them and not because of persuasive promotional offers. In the rural markets, the detergents were more than just a fabric wash. Detergents were used for the various purposes by the rural respondent's cleaners' and preferred low price brands. **Katiyar and Katiyar (2014)**

reported that rural market had performed well and would continue to grow, consumers were very cost conscious due to current economic circumstances and private label offerings were competing with branded offerings, promoting.

OBJECTIVE OF THE STUDY

- To find the gap between customer expectation and performance of product attributes.
- To Study the knowledge about the market conditions.
- To find out the brand image of the product and how it influences buying decision of the consumer.
- To understand the utilization sample of consumers on different brands of washing powders in Thanjavur District.

SCOPE OF THE STUDY

This study is an challenge to learn about consumer favorites towards detergent powders in Thanjavur district.

III. RESEARCH METHODS

For this research study, the primary data is collected through questionnaire and personal comments from the respondents. The sampling procedure use for this study is stratified random sampling. The stratification is done on the basis of geographic locations. The instrument which is used for the collection of primary data is a questionnaire, which is coded in order to be analyzed. The software package SPSS was used to carry out the analysis based on Paired T-test

IV. METHODOLOGY

The world for the purpose of the study is the Thanjavur district only and a sample of 242 respondents having on washing powder is consider for the study primary data are collected from the sample consumer with use of interview schedule- secondary data are collected from various published record of washing powder companies and Libraries, journals and magazines.

V. ANALYSIS AND INTERPRETATION

- Source of information for brand selection
- Source of information for brand selection
- Source of information for brand selection
- Source of information for brand selection
- Source of information for brand selection
- Source of information for brand selection

FRIEDMAN TEST FOR FEATURES OF WASHING POWDER.

HYPOTHESES

Null Hypothesis H_0 : There is no significant difference in the ranking of features of washing powder.

Alternative Hypothesis H_1 : There is a significant difference in the ranking of features of washing powder.

Ranks	Mean Rank	Chi square value	Significance value
Source of information for brand selection	2.64	168.484	0.000**
Which brand of washing powder do you use	3.37		
quantity do you buy washing powder	3.36		
washing machine to wash cloths	2.09		
Washing liquid Offers excellent washing result	3.55		

Since the p value 0.002 is less than 0.05 ($p < 0.01$), there is a significant difference in the ranking of features of newly launched product.

It is concluded that the customers of washing powder. Have ranked the features of a newly launched washing product in a significantly different manner. Out of the ten features considered for analysis, washing machine to wash cloths has the lowest mean rank. Hence, it could be concluded that the washing machine to wash cloths of the washing powder has been the most attractive feature of the newly launched washing powder.

VI. CONCLUSION

There are different brands present in the rural markets indicates the oligopoly. Various washing powder was introduced in the rural markets. The brand wise consumption shows the No.1 position of Nirma, Ariel, Henko, Surf excel and etc,... Particulat image was designed as economy class detergent which is in the similar category as washing powder and priced keeping washing powder in front. There are premium category detergents present in rural markets like Surf, Rin, Ariel etc. The small pack size brought up the revolution in the rural markets. The sachet gives the chance to the rural consumers who are willing to purchase the premium product and unable to produce the bulk. The sachet gives the chance to the rural consumers to experiment and experience. In the rural markets the detergents are more than just a fabric wash. Detergents are even used for the various purposes by the rural respondents like Utensil clearers, Toilet cleaners, and Floor cleaners. The brand selection of the rural consumers depends on the needs in case of the detergent as consumers use different

brands for different types of cloths the school uniforms and office wares need to clean and are needed to be taken care of. For day today clothes and home decors they use the economy type of the detergents. The marketers need to develop detergents as a multi utility product. All in one is the need of rural consumer.

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