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IMPACT OF BATH SOAP' ATTRIBUTES ON CUSTOMER SATISFACTION-AWAY TO ENHANCE OF BRAND LOYALTY

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Abstract

Customer satisfaction has been widely accepted as an important issue for many marketing managers especially for FMCG like bath soaps. It is commonly used as a marketing standard of a company's performance. It is generally believed that a satisfied customer is more likely to display loyalty behavior, i.e. repeat purchase and willingness to give positive opinion. This paper aims to examine the relationships between product attributes of bath soap and customer satisfaction, loyalty intention in the context of bath soap products.

Introduction

Irrespective of financial gain level and standing individuals use soap. The frequency of soap would possibly vary as a result of the individual hygiene follow. Several brands of bathtub soaps area unit offered within the market of the many completely different costs [1]. Individuals purchase soap consistent with their own capabilities. Within the same worth vary there are several brands. So, all the time individuals got to build purchase call among several brands. At the time of creating buying call, individuals would possibly think about varied factors. Individuals would possibly purchase same whole repeatedly. They will switch among few brands or they will switch in various brands. Brand Loyalty once customers become committed and glad with a specific whole and that they build repeat purchases whenever. Whole loyalty is associate degree outcome activity of client and is plagued by a person's preferences. Loyal customers will systematically purchase merchandise from their most well-liked brands, no matter convenience or worth. Firms can usually use completely different promoting ways to make and convert loyal customers, be it is through loyalty programs or trials and incentives (i.e. samples and free gifts). The extent of the quality of customers to a specific whole, expressed

through their repeat purchases, regardless of the promoting pressure generated by the competitor brands. The success of a firm depends on its capability to draw in customers towards its brands. Above all, it is essential for the survival of a corporation to retain its current customers, and to form them loyal to the whole [2]. To an oversized extent, the success of most businesses depends on their ability to make and maintain client loyalty. Within the initial place, merchandising to whole loyal customers is way less expensive than changing new customers. Additionally, whole loyalty provides companies with tremendous competitive weapons. Brand loyal consumers are less price-sensitive and loyalty reduces the sensitivity of consumers to marketplace offerings, which provides the firm time to reply to competitive moves. In general, whole loyalty could be a reflection of name equity, that for several businesses is that the largest single plus. Whole equity reflects the worth more to a product that results from whole data. whole Loyalty is that the consumer's acutely aware or unconscious call, expressed through intention or behavior, to repurchase a whole repeatedly. It happens as a result of the buyer perceives that the whole offers the correct product options, image, or level of quality at the correct worth. so as to make whole loyalty, advertisers should break client habits, facilitate them acquire new habits and add force to those habits by reminding customers of the worth of their purchase and encourage them to continue buying those merchandise within the future. whole loyalty, in promoting, consists of a consumer's commitment to repurchase or different wise regular victimization the whole and might be tested by recurrent shopping for of a product or other positive behaviors like satisfaction and whole trust. whole loyalty is quite straightforward repurchasing; but customers might repurchase a whole due store setting and a scarcity of viable alternatives, or out of convenience (Jones et al., 2002).Bath soap is would like for all families and day to day basic demand of any client. It is thought of as flushing out and beautifying merchandise that is sometimes used for cleansing one's body. The bathtub soaps market is dominated by many, leading national, international and native brands. the popular brands area unit Hamam, Lux, Power, Dove, Rexona, Medimix, Cinthol, Pears, Mysore shoe and Lifebuoy. The existence of various wholes created the customers troublesome to differentiate every brand from each other. It is, therefore, necessary to search out out the impact of name loyalty among soap customers [3].

Review of Literature

Customers may also be loyal because they are satisfied and thus want to continue the relationship. History has proven that most barriers to exit are limited with regard to durability; companies tend to consider customer satisfaction the only

viable strategy in order to keep existing customers. Several authors have found a positive correlation between customer satisfaction and loyalty (Bearden, Teel et al. 1980; Bolton and Drew 1991; Fornell 1992; Anderson and Sullivan 1993).

Customer loyalty is a buyer's overall attachment or deep commitment to a product, service, brand, or organization (Oliver, 1999). He defines loyalty as a deeply held commitment to re-buy product/service consistently in the future, thereby causing repetitive same brand or same-brand set purchasing. From all previous studies about customer loyalty and the factors that affecting on it such as service quality, switching barriers, and brand image, all researchers gave several definitions of customer loyalty, each definition expect type of product or service, but there are some things are similarity between their definitions as, repeatedly purchase a goods or service over time; and hold favourable attitudes towards a goods or service, or towards the company supplying the goods or service. But the deference between their definitions are the factors that affecting on customer loyalty for example the factors that affecting on loyalty to cars are different the factors that affecting on loyalty on mobile phone or any product that consume it daily, monthly or yearly, as mentioned by (Jun and Bin, 2005). The customer loyalty is characterized by repurchasing and not transferring by the fluctuation of the market. There are many factors that affect the customer loyalty. In the telecommunication industry, according to opinions of the experts and literatures previous studies, the effects of customer loyalty can be assessed in these aspects: service quality, switching barriers, and brand image "the customers' switching cost requirement, quality requirement and service requirement for the telecommunication business" (LI Li, 2005). Oliver (1999) proposes that eventual customer loyalty is a role of perceived product superiority, personal fortitude, social bonding, and their synergistic effects.

Further analysis of Oliver's discussion tend to suggest not that loyalty is commitment, but that loyalty is an aspect of commitment called attitudinal or emotional component of commitment (Meyer and Allen, 1991, 1997; Meyer et al., 1993; Ogba, 2008) A brand's image often influences a customer's expectations and consequently satisfaction with a product or service.Objectives of the StudyTo find out the product attributes that are related to baths soaps caninfluencing the purchase of the customers.

Sample Size and Techniques: Sample Size: The sample sizes of 430 respondents were selected from the respondents of Megapair area in Chennai. The study has been undertaken by survey method, the data is collected with the help of convenient sampling method from the household in Chennai [4].

Analysis: Regression Analysis for Customer Satisfaction towards the attributes of Bath Soap Model Summary.

R	R Square	Adjusted R Square	Std. Error of the Estimate
.416 (a)	.173	.133	5.35612

Anova (b)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	2445.410	20	122.270	4.262	.000(a)
Residual	11676.011	407	28.688		
Total	14121.421	427			

a Predictors: (Constant): Fit for all members in the family, Colour of the soap, Brand trust, Quality of the soap, TFM content, Availability of brand, Product familiarity , Attractive flavours, Price of the soap, Durability of product, Lather / Spume / Bubbles, International Impact, Promotional offers, Performance of the bath soap brand, Health conscious aspects, Product design and style, Innovativeness of product, Brand name of the bath soap, Advertising in various media, Packing material and methodb Dependent Variable: Customer satisfactionThe above table summarizes the results of the analysis of variance. Sum of squares, degrees of freedom, mean square are displayed for two sources of variations, regression and residual. The above output for regression displays information about the variations accounted for by the model [5]. The output for a total (14121.421) is the sum of information for regression (2445.410) and residual (11676.011). A model with the large regression sum of squares in comparison with residual sum of squares indicates that the model accounts for the most of the variation in the dependent variable. F statistics (4.262) are the regression mean square divided residual mean squared. Regression degree of freedom is the numerated degree of freedom and the residual degree of freedom is the denominator degree of freedom for the 'F' statistics. The total number degree of freedom is the number of cases minus 1 [6].

Coefficients (a)

Sl. No.	Product Attributes of Bath Soap	Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
	(Constant)	30.892	2.634		11.727	.000
1	Quality of the soap	.008	.249	.002	.034	.973
2	Product design and style	-.128	.273	-.026	-.468	.640
3	Attractive flavours	-.557	.267	-.118	-2.083	.038*
4	Brand name of the bath soap	.375	.268	.084	1.399	.163
5	Price of the soap	-.281	.265	-.058	-1.062	.289
6	Colour of the soap	.940	.272	.190	3.460	.001**
7	Packing material and method	.319	.306	.066	1.043	.297
8	Innovativeness of product	.562	.289	.120	1.942	.053
9	Product familiarity	-.173	.339	-.033	-.511	.610
10	Health conscious aspects	.187	.276	.038	.679	.498
11	Promotional offers	-.702	.282	-.139	-2.487	.013*
12	Brand trust	.351	.315	.068	1.117	.265
13	Advertising in various media	-.188	.282	-.040	-.667	.505
14	Performance of the bath soap brand	1.255	.278	.255	4.514	.000**
15	Availability of brand	-.954	.263	-.192	-3.628	.000**
16	Durability of product	-.367	.282	-.067	-1.305	.193
17	Lather / Spume / Bubbles	-.440	.282	-.084	-1.561	.119
18	TFM content	.662	.288	.123	2.296	.022*
19	International Impact	-.061	.257	-.013	-.237	.813
20	Fit for all members in the family	.716	.235	.147	3.048	.002**

a Dependent Variable: Customer satisfaction * Significant at 5 % level ** Significant at 1% level

$$\hat{Y}=5.209+(.002)x1 + (-0.026)x2 + (-0.118)x3+ (0.084)x4+ (-0.058)x5+ (0.190)x6+ (0.066)x7 + (0.120)x8+ (-0.033)x9+ (0.038)x10+ (-0.139)x11+ (0.068)x12+ (-0.040)x13+ (0.255)x14 + (-0.192)x15+ (-0.067)x16+ (-0.084)x17+ (0.123)x18+ (-0.013)x19+ (0.147)x20$$

Where, \hat{y} is the estimated the customer satisfaction toward the product attributes of Bath Soaps.

The above equation shows the overall customer satisfaction predicted by the product attributes (bath soap). The above equation also states that, on an average, if the variable (quality of the soap) changes by one unit, there will be .002 unit increases in the customer satisfaction. The result of the t test reveals that the calculated significance of the partial regression co-efficient valid at 1 and 5 percent level. The multiple R found to be 0.416 which reveals that there exists a relationship of 41.6 percent between the product's attributes variables and overall satisfaction of customers towards bath soap [7, 8]. The R square value of 0.173 confirms that the product's attributes variables explain only 17.3 percent of variation in the customers' satisfaction. The f-test shows that the explained variation was highly significant at 1 percent level. The above equation shows the estimated the customer overall satisfaction towards attributes of bath soap such as

fit for all members in the family, colour of the soap, brand trust, quality of the soap, TFM content, availability of brand, product familiarity , attractive flavours, price of the soap, durability of product, Lather / Spume / Bubbles, international impact, promotional offers, performance of the bath soap brand, health conscious aspects, product design and style, innovativeness of product, brand name of the bath soap, advertising in various media, and packing material and method[9,10]. The result of the t- testreveals that the calculated significance of the partial regression co-efficient valid at 5 and 1 percent levels. From the above co-efficient table, it has been concluded that attractive flavours(0.118), colour of the bath soap(0.190), promotional offers (0.139), performance of the bath soap brand (0.255), availability of the brand (0.192), TFM content (0.123) and it has to be fit for all members in the family (0.147) were highly dominated attributes of bath soap.

Conclusion:

The success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyalty the brand [11].

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