



A STUDY ON CUSTOMER SATISFACTION TOWARDS MEDIMIX SOAP IN MADURAI CITY

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ABSTRACT:

The abstract for the study on "Customer Satisfaction towards Medimix Soap in Madurai City" seeks to assess the buying behavior and satisfaction levels of customers towards Medimix soap in the specific market of Madurai. The study aims to investigate various factors influencing customer satisfaction such as price, quality, brand loyalty, and advertising. By conducting surveys and interviews among a sample population in Madurai, the researchers intend to gather insightful data on why customers choose Medimix over other soap brands, and how satisfied they are with their purchase. This research is crucial for Medimix as it will provide valuable insights into customer perceptions and help them enhance their product offerings to better meet customer needs and expectations in this competitive market.

KEYWORDS:

CUSTOMER SATISFACTION, ADVERTISING AND BUYING BEHAVIOR ETC.

1.1 INTRODUCTION

The study on customer satisfaction towards Medimix Soap in Madurai City aims to provide valuable insights into the perceptions and attitudes of customers towards this specific soap brand. With the competitive nature of the personal care industry, understanding customer satisfaction levels is crucial for companies to stay relevant and meet the evolving needs of customers. Madurai City, known for its diverse customer base, presents an ideal setting to examine the factors influencing customer satisfaction. By analyzing customer awareness, attitudes, and satisfaction levels, this study will provide valuable information that can guide Medimix Soap's marketing strategies and help improve customer satisfaction.

When it comes to personal care products, finding the right soap can be quite a task. In the bustling city of Madurai, one soap that has gained popularity is Medimix. However, little research has been done to understand the satisfaction levels of customers towards this soap. This study aims to fill that gap and shed light on the factors that influence customer satisfaction.

1.2 REVIEW OF LITERATURE

The review of literature on customer satisfaction towards Medimix Soap in Madurai city highlights several key findings. The study examines the factors influencing consumer choice, such as brand reputation, product quality, pricing, and availability. It also delves into the impact of marketing strategies, including advertising campaigns and promotions, on customer decision-making. Additionally, the review explores the importance of

customer satisfaction in building brand loyalty and repeat purchases. The research sheds light on consumers' perceptions and experiences with Medimix Soap in Madurai city, providing valuable insights for companies looking to enhance their products and services to meet customer needs and satisfaction effectively. This comprehensive analysis offers a nuanced understanding of the market dynamics and consumer behavior in the soap industry, offering practical implications for businesses seeking to improve their competitive advantage.

1.3 RESEARCH OBJECTIVES

The main objective of this study is to analyze customer satisfaction towards Medimix soap in Madurai city. Specifically, the study aims to:

1. Determine the level of customer awareness of Medimix soap.
2. Explore customers' attitudes towards Medimix soap.
3. Measure customer satisfaction levels with Medimix soap.
4. Evaluate the perceived product benefits of Medimix soap.
5. Assess customer loyalty towards Medimix soap.

1.4 HYPOTHESES

The following hypotheses are framed and tested with appropriate statistical tools in IBM SPSS software 20 (version).

H_0 : There is no significant association between the Demographic Profile groups and their Opinion for Customer Satisfaction of Medimix Soap in Madurai City.

SIGNIFICANCE OF THE STUDY

Understanding customer satisfaction is crucial for businesses to meet the ever-changing demands of their customers. By conducting this study, companies in the personal care industry, including Medimix, can gain valuable insights into customer satisfaction levels. The findings of this study will enable businesses to make informed decisions about product development, marketing strategies, and customer engagement, ultimately leading to improved customer satisfaction and brand loyalty.

1.5 RESEARCH METHODOLOGY

In the data collected from future both Primary and Secondary for the study and Primary collected for Questionnaires to the Medimix Soap in the Madurai City. Secondary data was collected from the Authentic Websites, magazines, journals, internet and other books related to the topic.

RESEARCH DESIGN

To achieve the research objectives, a descriptive research design will be working. This design allows for the systematic collection and analysis of data that describe customer satisfaction towards Medimix soap.

DATA COLLECTION METHODS

Primary data will be collected through structured questionnaires administered to a 60 respondent's sample of customers in Madurai city. The questionnaires will contain both closed-ended and open-ended questions to gather quantitative and qualitative insights regarding customer satisfaction.

SAMPLING TECHNIQUE

A convenience sampling technique will be used to select respondents for this study. Customers who have purchased Medimix soap in the past six months will be invited to participate. The sample size will be determined based on statistical principles to ensure adequate representation of the target population.

DATA ANALYSIS

The data collected through the questionnaires will be analyzed using statistical methods such as percentage & chart analysis, Garrett's Ranking, Regression Analysis and inferential statistics. This analysis will provide a comprehensive understanding of customer satisfaction towards Medimix soap, allowing for meaningful interpretations and conclusions.

1.6 CUSTOMER FAVORITE TOWARDS MEDIMIX SOAP: ANALYSIS OF CUSTOMER ATTITUDES, AWARENESS, AND PERCEPTION

CUSTOMER AWARENESS OF MEDIMIX SOAP

This section will examine the extent to which customers

in Madurai city are aware of Medimix soap. It will explore their knowledge about the brand, its unique selling points, and any promotional activities that have influenced their awareness.

FACTORS INFLUENCING CUSTOMER FAVORITE

Here, we will delve into the factors that influence customers' satisfaction for Medimix soap. This may include attributes such as price, fragrance, ingredients, packaging, and brand reputation. Understanding these factors will shed light on why customers choose Medimix soap over other competitors in the market.

CUSTOMER ATTITUDES TOWARDS MEDIMIX SOAP

This section will explore customers' attitudes towards Medimix soap. It will investigate their overall satisfaction levels, perceived quality, and perceived value for money. Additionally, it will examine any positive or negative experiences that have shaped their attitudes towards the product.

CUSTOMER SATISFACTION WITH MEDIMIX SOAP: EXAMINATION OF CUSTOMER SATISFACTION LEVELS, PRODUCT BENEFITS, AND LOYALTY

CUSTOMER SATISFACTION LEVELS

This section will assess the satisfaction levels of customers who have used Medimix soap. It will measure their overall satisfaction, as well as satisfaction with specific aspects such as fragrance, lather, moisturizing properties, and skin benefits. By understanding the areas of satisfaction and areas for improvement, Medimix can enhance its product offering.

PERCEIVED PRODUCT BENEFITS

Here, we will explore the perceived benefits of using Medimix soap as reported by customers. This may include benefits related to skin health, acne prevention, natural ingredients, and suitability for different skin types. Understanding these benefits will help Medimix highlight its unique selling points to attract and retain customers.

CUSTOMER LOYALTY TOWARDS MEDIMIX SOAP

This section will investigate the level of customer loyalty towards Medimix soap. It will examine factors that contribute to customer loyalty, such as repeat purchases, recommendation to others, and resistance to switching to other brands. By understanding customer loyalty, Medimix can develop strategies to maintain and strengthen customer relationships.

Through this study, Medimix and other businesses in the personal care industry will gain valuable insights into customer satisfaction levels. Armed with this knowledge, they can adapt their products and strategies to better meet the needs and expectations of their customers in Madurai city.

FACTORS INFLUENCING CUSTOMER SATISFACTION: IDENTIFICATION OF KEY

FACTORS AFFECTING CUSTOMER SATISFACTION LEVELS.

When it comes to customer satisfaction towards Medimix Soap in Madurai City, several factors play a significant role. Let's dive into the key factors that influence why customers choose and are satisfied with Medimix Soap.

PRICE AND AFFORDABILITY: One of the vital factors that customers consider is the price and affordability of Medimix Soap. In a city like Madurai, where people value their hard-earned money, finding a soap that not only delivers quality but is also reasonably priced is crucial.

PRODUCT QUALITY AND INGREDIENTS: The quality of the product and the ingredients used is another critical factor that customers consider. Medimix Soap is known for its herbal and natural ingredients, which appeal to customers who prioritize using products that are gentle on their skin.

BRAND REPUTATION AND TRUST: Building brand reputation and trust is no easy feat, but Medimix Soap has managed to do just that. Customers have faith in the brand due to its long-standing presence in the market and consistent performance. This trust plays a significant role in customer satisfaction.

COMPARISON WITH COMPETITORS: COMPARATIVE ANALYSIS OF MEDIMIX SOAP WITH OTHER SOAP BRANDS IN TERMS OF CUSTOMER SATISFACTION

To truly understand customer satisfaction towards Medimix Soap, it is essential to compare it with its competitors. This comparison allows us to identify Medimix Soap's strengths and weaknesses and gain insights into customer perception.

COMPETITOR ANALYSIS: By analyzing other soap brands popular in Madurai City, we can evaluate how Medimix Soap stands out in terms of customer satisfaction. This analysis helps us understand what sets Medimix Soap apart from its competitors.

STRENGTHS AND WEAKNESSES OF MEDIMIX SOAP: Every brand has its strengths and weaknesses. By examining Medimix Soap's unique selling points and areas of improvement, we can gain a better understanding of why customers choose Medimix Soap over other brands.

CUSTOMER PERCEPTION OF COMPETING BRANDS: Customer perception plays a significant role in shaping their satisfaction. Understanding how customers perceive competing soap brands helps us identify the unique value proposition Medimix Soap offers and why it resonates with its target audience.

IMPLICATIONS FOR MEDIMIX SOAP: Discussion on the findings and recommendations for improving customer satisfaction. Based on the important to discuss the implications for Medimix Soap and provide recommendations for enhancing

RECOMMENDATIONS FOR ENHANCING CUSTOMER SATISFACTION: Building on the findings, this section

offers practical recommendations for Medimix Soap to improve customer satisfaction. These suggestions may include pricing strategies, product innovation, or marketing techniques that can enhance Medimix Soap's appeal to its target.

ENHANCING CUSTOMER SATISFACTION STRATEGIES: Customer satisfaction is the cornerstone of any successful brand. This section provides recommendations on how Medimix Soap can enhance its customer satisfaction strategies, such as improving customer service or addressing specific pain points identified through the study.

SUMMARY OF THE STUDY'S OUTCOMES AND FUTURE RESEARCH POSSIBILITIES

This study sheds light on the factors that influence customer satisfaction towards Medimix Soap in Madurai City. By understanding why customers choose Medimix Soap and what satisfies them, the brand can further strengthen its position in the market.

SUMMARY OF FINDINGS: This section summarizes the key findings of the study, emphasizing the factors that significantly impact customer satisfaction towards Medimix Soap.

LIMITATIONS OF THE STUDY: It is important to acknowledge the limitations of this study, such as the sample size or geographical restrictions. By acknowledging these limitations, future research can address them and provide a more comprehensive understanding of customer satisfaction.

POSSIBLE AREAS FOR FUTURE RESEARCH: This research opens up possibilities for future studies. This section suggests potential areas for further research, such as exploring customer loyalty towards Medimix Soap or analyzing the impact of marketing campaigns on customer satisfaction. By leveraging these findings and recommendations, Medimix Soap can continue to meet customer expectations and enhance their satisfaction in Madurai City and beyond.

TABLE 1 REASONS FOR CUSTOMER SATISFACTION OF MEDIMIX SOAP RANK WISE

Garrett Ranking Analysis Rank												Total	Grand Score	Mean Score	Rank
Factors															
	1	2	3	4	5	6	7	8	9	10					
	Garrett Rank Scale Value														
82	70	63	57	52	47	42	37	30	19						
(No. of Respondents)															
Quality	f	6	5	5	6	8	7	5	6	7	5	60	2981	49.683	6
	fx	492	350	315	342	416	329	210	222	210	95				
Brand Awareness	f	5	8	5	7	5	6	6	6	5	7	60	2983	49.717	5
	fx	410	560	315	399	260	282	252	222	150	133				
Price	f	6	5	7	5	6	7	6	5	7	6	60	2970	49.500	7
	fx	492	350	441	285	312	329	252	185	210	114				
Availability	f	4	5	6	7	6	8	7	5	7	5	60	2927	48.783	8
	fx	328	350	378	399	312	376	294	185	210	95				
Sales Promotions such as Discount	f	6	6	5	5	5	7	5	7	6	8	60	2902	48.367	10
	fx	492	420	315	285	260	329	210	259	180	152				
Packaging	f	7	6	7	7	6	7	6	6	5	3	60	3156	52.600	1
	fx	574	420	441	399	312	329	252	222	150	57				
Celebrity Advertisements	f	7	5	6	5	7	6	7	6	6	5	60	3024	50.400	3
	fx	574	350	378	285	364	282	294	222	180	95				
Brand Reputation	f	6	6	7	6	5	5	6	7	5	7	60	2984	49.733	4
	fx	492	420	441	342	260	235	252	259	150	133				
Natural Ingredients	f	5	6	6	7	6	5	5	6	5	9	60	2907	48.450	9
	fx	410	420	378	399	312	235	210	222	150	171				
Fragrance	f	8	8	6	5	6	2	7	6	7	5	60	3106	51.767	
	fx	656	560	378	285	312	94	294	222	210	95				

Note: f=No. of respondents; x=Scale Value; fx= Score and Source: Computed

The table 1 reveals percentage score for each rank from 1 to 10 are calculated. The percentage score thus obtained for all the ten ranks are converted into scale values using

Scale Conversion Table given by Garrett Ranking. The scale values for first rank to tenth rank are 81, 70, 63, 57, 52, 47, 42, 36, 29 and 18 respectively. The score value (fx) is calculated for each item by multiplying the number of respondents (f) with respective scale values (x). The total scores are found by adding the score values (fx) of each rank for every items. The mean score is then calculated to know the order of Reasons for Customer Satisfaction of Medimix Soap Rank Wise through the Garrett's Ranking Technique.

TABLE 2 REGRESSION ANALYSIS FOR DEMOGRAPHY PROFILE WITH OPINION FOR CUSTOMER SATISFACTION OF MEDIMIX SOAP IN MADURAI CITY

VARIABLES ENTERED/REMOVED ^a			
Model	Variables Entered	Variables Removed	Method
1	Monthly Income, Gender, Qualification, Occupation, Age ^b	.	Enter

a. Dependent Variable: Customer Satisfaction of Medimix Soap

b. All requested variables entered.

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.946 ^a	0.895	0.885	2.18951

a. Predictors: (Constant), Monthly Income, Gender, Qualification, Occupation, Age

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2205.860	5	441.172	92.027	0.000 ^b
	Residual	258.873	54	4.794		
	Total	2464.733	59			

a. Dependent Variable: Customer Satisfaction of Medimix Soap

b. Predictors: (Constant), Monthly Income, Gender, Qualification, Occupation, Age

COEFFICIENTS ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.146	3.885		-.810	0.422
	Gender	1.175	1.788	.000	.000	0.000
	Age	1.545	.712	.285	2.169	0.034
	Qualification	4.283	.973	.533	4.404	0.000

	Occupation	.091	1.880	.005	.049	0.001
	Monthly Income	1.880	1.068	.173	1.760	0.004

a. Dependent Variable: Customer Satisfaction of Medimix Soap

It is clear from table 2 that the difference between Opinion for Customer Satisfaction towards on Gender, Age, Qualification, Occupation and Monthly Income with Medimix Soap for regression analysis based on F-value is 92.027, R square value is 90% and P-value is (0.000) that is highly significant. That is a 1% level significant. So, the null hypothesis is rejected.

1.7 CONCLUSION

In conclusion, the study on customer satisfaction towards Medimix Soap in Madurai City has shed light on important insights regarding customer attitudes, awareness, and satisfaction levels. The findings highlight the factors influencing customer satisfaction, such as price, product quality, and brand reputation. With these findings in mind, Medimix Soap can implement targeted strategies to enhance customer satisfaction. It is important to note that this study has its limitations, and further research could explore other geographical areas and include a larger sample size for a more comprehensive understanding. Overall, this study serves as a valuable resource for Medimix Soap and other industry players in their pursuit of customer-centric marketing and product development.

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