

Satisfaction derived by the users of Lux soap in east Godavari district of Andhra Pradesh

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ABSTRACT

Consumer research is an off shoot of 'marketing research'. Both follow the same steps and both are used for making better decisions. Consumer research is carried out to understand the behaviours of consumers. How they would react to promotional messages and how their attitudes change after being exposed to the media messages. These studies and understanding can help the marketer to frame appropriate strategies to the consumer, to face competition and to locate target markets.

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Key words : Lux soap, Satisfaction

Long as well as healthy skin has been the dream of many people. People have been using various products in order to have healthy and in good physical shape. Soaps are one among such products used by all classes of people since a long time back for the purpose of maintaining good healthy skin. Many companies have been producing different varieties and flavours of bathing soaps to suit the varied requirements of the different classes of consumers. Hindustan Lever Ltd. (HLL), a pioneer in the field, has been offering a variety of bathing soaps for the consumers. Lux is one of the leading and fast moving brands marketed by HLL.

HLL-A profile:

Hindustan Lever Limited (HLL) is India's largest fast moving consumer goods company, touching the lives of two, out of three Indians with over 20 distinct categories in home and personal care products and foods and beverages. They endow the company with scale if combined volumes of about 4 million tones and sales of Rs.10,000 crores. HLL is also one of the country's largest exporters. The company has been recognized as a golden super star trading house by the government of India. HLL meets everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life. HLL's brands – like Lifebuoy, Lux, Surf Excel, Rin, Wheel, Fair & Lovely, Ponds, Sunsilk,

Clinic plus, Pepsodent, Close-up, Lakme, Brooke bond, Kissan, Knorr, Annapurna, Kquality wall's – are household names across the country and span many categories – soaps, detergents, personal products, tea, coffee, branded staples, ice cream and culinary products. They are manufactured in close about 80 factories. The operation involves over 2,000 suppliers and associates. HLL's distribution network, comprising about 7,000 redistribution stockiest, directly covers the entire urban population, and about 250 million rural consumers.

Objective of the study :

The present study has been conducted by the researchers with the primary objective of measuring the extent of variation in the level of satisfaction derived by the users of Lux soap in East Godavari District (Andhra Pradesh) and the factors which influence the satisfaction derived by the respondents. The study also offers constructive suggestions for improving the satisfaction of the customers.

Hypothesis:

In tune with the objectives of the study, hypotheses were formulated that various personal factors relating to the sample respondents such as sex group, age group and period of usage of the responds and the opinion of the respondents on price, quality, lather, quantity of consumption, fragrance, packing, side effects, skin problems prevention and prevention of skin do not significantly influence the satisfaction derived by the respondents.

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