

# Customer satisfaction of personal hygienic products

Zahra Idrees<sup>1,\*</sup>, Xia Xinping<sup>1</sup>, Khuram Shafi<sup>1</sup>, Liu Hua<sup>1</sup>, Amna Nazeer<sup>2</sup>

<sup>1</sup>School of Management, HuaZhong University of Science and Technology, Wuhan, China

<sup>2</sup>Schools of Statistics and Mathematics, HuaZhong University of Science and Technology, Wuhan, China

## Email address

Zahra.idrees.butt@gmail.com (Z. Idrees)

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## Abstract

This paper examines that brand recognition, products and services create impact on customer satisfaction. Awareness of brand primarily attracts to new customers and retains the existing customers. Brand recognition directly affects the consumer's behavior and changes the consumer's preferences. When the awareness of brand and services increases then audience could become potential customers. Results are positively associated and have a strong relationship of brand recognition, product and services under occasional study of customer satisfaction of hygienic products.

## Keywords

Products, Services, Brand Awareness, Satisfaction

## 1. Introduction

Although there is much debate in the marketing text about how customer satisfaction affects by product, little is known about the effect of advertising on brand recognition. This research examines the relationship between services and its impact on customer satisfaction and how much it increases demand of hygienic product like Colgate, sparkle and close up etc. This study finds that customer satisfaction is most important because it tells about the purchasing behavior of the customer if customers are satisfied then repurchase the product. Before purchasing any product customer must see their benefits, services and awareness in the market regarding the other brands. When the product is introduced firms want to create more awareness to increase the level of advertising for sales increases and the product moves through its life cycle. As well as brand awareness increases then customers collect the information then move to purchase decision about the product and match their expectation. So in short-term brand awareness play supporting role. Iacobucci *et al.*, (1995) in their study examined that service quality and customer satisfaction is important concepts to academic researchers studying consumer evaluations and to practitioners as a means of creating competitive advantages and customer loyalty.

Study focus on consumers' understanding and use of the words quality and satisfaction. Balasubramanian *et al.*, (2003) investigated how different product presentation format visual and verbal influence consumer attitude towards product and purchase intention while shopping. It shows that only verbal information had a significant effect on purchase intention. According to Mohr and Henson (1996) in service encounters, in which interactions between the employee and customer often become part of the service itself in the customer's mind, customer perceptions of the employee can have a strong impact on perceived service quality and satisfaction. Meuter *et al.*, (2000) explained that today's fast-paced world is becoming increasingly characterized by technology-facilitated transactions. Growing numbers of customers interact with technology to create service outcomes instead of interacting with a service firm and services impact on the customer satisfaction when they buy on line. Conclusion was that variable (product and services) have great influence on customer satisfaction. According to Elliott and Raynor-Smithe (1999) one key goal of all business is to achieve continuous and high level of customer satisfaction is on the base of delivery of the services and product. Such satisfaction is believed to be the basis of long term profitability and business growth. The level of customer satisfaction through improved customer developer process

design with an emphasize on requirement and their understanding. Patterson *et al.*, (1996) their research empirically examined for the first time determinants of customer satisfaction or dis-satisfaction in the context of business professional services. The simultaneous effect on customer satisfaction or dis-satisfaction construct (expectation, performance and disconfirmation) and several variable fairness (equity), purchase situation and individual level variable (decision un-certainty) are examined in the causal path of framework. Homburg and Stock (2005) explored that the relationship between product and customer satisfaction had been widely studied in literature. Their article provide more information about the relationship of product and customer satisfaction and author focused on sales person characteristic such as empathy and customer characteristic such as price conscious. Mohr and Henson (1996) argued that the nature of the consumer relationship between product and satisfaction gave some signal of the type of competition in an industry, this paper examines whether there is long-term stable relationship between product and customer satisfaction. Fielding *et al.*, (2004), according to their Hong Kong study awareness of brand by advertisement have more effect on consumer preferences and demand. The advertisement characteristics included size, color, and logo attracts to new consumers and develops the interest of brand in their mind. Brand recognition created by different media such as magazines, radio, direct mail, newspapers, television, and outside formats (billboards and banners). Many industries are paying greater attention to service quality and customer satisfaction, for reasons such as increased competition and deregulation. Lerman and Garbarino (2002) despite the common recommendation that brand names should be memorable, little is known about the effect of brand name type on various form of memory processing such as recall and recognition. The importance of brand name is well established. Aaker (1991) points out e.g. that consumer understanding of brand's image derived, at least initially, from the brand name and the association it elicit. Beyond this initial impression brand names serve as a point of differentiation. In FMCG's where consumer have more choice and brand switching is common TV ads creates a strong influence on the mind of consumer so they prefer their brand. Indeed companies recognize that to succeed in the market place they must serve their customer with improved quality and reduced cost. Strong brand awareness can be achieved by advertisement. According to Anderson *et al.*, (1994) many firms that are frustrated in their efforts to improve quality and customer satisfaction are beginning to question the link between customer satisfaction and economic returns. The authors investigated the nature and strength of this link. They discussed how expectations, quality, and price should affect customer satisfaction and why customer satisfaction, in turn, should affect profitability; this results in a set of hypotheses that are tested using a national customer satisfaction index and traditional accounting measures of economic returns, such as return on investment. Wu *et al.*, (2006) studied customer satisfaction as a fundamental construct in marketing practice

given its importance and established relationship with customer retention, customer repurchase behavior, and firm profitability. Both theoretical and empirical research demonstrate that higher customer satisfaction leads to higher customer retention rate, increases customer repurchase behavior, and ultimately drives higher firm profitability. Du *et al.*, (2006) in response to this trend, manufacturers tend to proliferate their products and generate a huge amount of variety. Nevertheless, the explosion of product variety inherently leads to high costs in design, production, inventory, and logistics. Goodman *et al.*, (1995) studied that relationship between customers and firms can also affect customers' evaluations of their satisfaction. The aspect of relationship examined was the level of involvement between customer and firm. In this context, involvement is an organizational construct embracing the number and types of activities in which the two organizations engage, over and above their regular economic transactions. For example, a customer could help a supplier firm redesign a product or create a new service. As the customer engages in more such activities and develops more relationships with its supplier, the level of involvement will increase. Leathers (2006), during the same three consecutive years CHEP has improved customer satisfaction and loyalty between two and three percentage points. As measured with the TNS TRIM methodology this translates to approximately two index points per annum. Although all variables cannot be isolated; this indicates that if you improve customer satisfaction and loyalty by at least two percentage points, per year revenue is likely to increase by 10%.

## 2. Methodology

### 2.1. Theoretical Framework

Relationship among customer satisfaction and its determinants (Brand recognition, Product, services).

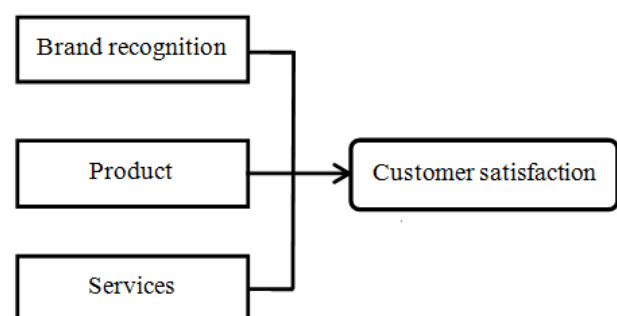


Figure 1. Model: Customer satisfaction of personal Hygienic food

### 2.2. Variables Explanation

Variables are elaborated in detail below in the context of model.

Brand recognition: Brand is a name, term, sign, symbol or design which shows the goods and services of sellers and creates customer awareness. Mostly brand awareness created by advertising and print media. Even though the common recommendation that brand names be memorable little is

known about the effect of brand name type on various forms of memory processing such as recall and recognition. Brands are not building by advertising alone. Customer comes to know a brand through a range of contact and touch points: personal observation and use, words of mouth, interaction with company personnel on line and telephone experiences and payment transaction. A brand contacts any information bearing experiences whether positive or a negative a customer or prospect has with the brand the product category are the market that relate to the marketers product and services. Brand recognition has strongly impact on customer satisfaction. The company must put as much effort into managing these experiences as into producing its ads (Kotler, (2009)). Marketers are creating brand contacts and building brand equity through many avenues such as clubs and consumer communities' trade shows, event marketing, sponsorship factory visits, public relation, press releases and social cost marketing.

**Product:** Product is anything that can be offered to market satisfied a want or need including Product is a set of benefit and attributes which consume by customers. In broader term product are physical goods, services, experiences, events, persons, places, properties, organizations and ideas.

(a) **Product Form:** Many products can be differentiated in form such as size, shapes, or a physical structure of a product. Consider the many possible forms taken by products such as aspirin. Although aspirin is essentially a commodity, it can be differentiated by dosage size, shape, colors, coating or action time.

(b) **Product Features:** Most products can be offered with various features that supplement their basic function. A company can identify and select appropriate new features by surveying recent buyers and then calculating customer value versus company cost for each potential features (Kotler *et al.*, (2013)).

**Services:** A service is any act and performance one party can offer to another that are essentially intangible and does no result in the ownership of anything. Increasingly, however manufacturers, distributors, and retailer are providing value added services or simply excellent customer services, to differentiate themselves. Many services through include no physical product, and many pure services firm are now using the internet to reach customers.

The government sectors with its courts, employment services, hospitals, loan agency, military services, police and fire department, postal services, regularity agencies, and school is in the service business. Private non-profit sectors with it museum, charities, churches, banks, colleges, foundations, and hospitals is in services business.

**Customer satisfaction:** Satisfaction is state of mind or state of feeling. It is a person's feeling of pleasure disappointment that result from comparing products perceived performance to their expectation. If the performance matches the expectation, the customer is satisfied. If the performance exceeds information the customer is highly satisfied or delighted. If the company increases customer satisfactions by lowering its price are increasing its services, the result may be lower profit.

The company might be able to increase its profitably by means other than increase satisfaction. Also the company has many stakeholders including employees, dealers, suppliers, and stockholders. Spending more to increase customer satisfaction might divert funds from increasing the satisfaction of others partners.

### 2.3. Hypothesis

H<sub>0</sub>: There is positive relationship b/w Brand recognition, product, services and customer satisfaction.

H<sub>1</sub>: There is negative relationship b/w Brand recognition and, product, services and customer satisfaction.

### 2.4. Data Collection Method

The research questions were examined from the individuals who provide information when administered questionnaire are used as a primary source of data collection. Questionnaires have the advantage of obtaining data more efficiently in terms of researcher time and costs. In this paper questionnaire are administered personally and distributed among the general public who are using Colgate, close up and etc. The survey is confined to local area and responses completed within a short period of time.

**Sampling size:** Sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population element. So the number of members surveyed are n=169.

**Sampling procedure:** In our research, area sampled is Rawalpindi and Islamabad where we administered our questionnaires to make our sample size more appropriate. Our research focus is on young customers of hygienic product. Simple random sampling technique is used in this paper. Correctness and confidence are important issue in sampling because when we use sample data to draw inferences about the population, we hope to be fairly "on target", and have some idea of the extent of possible error.

## 3. Data Analysis and Results

The variables are testified with regression analysis by using SPSS student Version 12.0. General profile of the distribution of sampling units is given in table 1.

*Table 1. General profile of the data*

Gender	Age		Sampling Area		
Males	132	15yrs-30yrs	132	Islamabad	69
Females	37	15yrs-30yrs	37	Rawalpindi	100
Total	169	Total	169	Total	169

*Table 2. Reliability statistics*

Cronbach's Alpha	N of Items
.821	17

### 3.1. Reliability Measurement

After results exposed the uni-dimensionality of scales, internal stability has been estimated using a reliability coefficient such as Cronbach's  $\alpha$  on the given set of customer satisfaction constructs using the "reliability analysis" procedure of SPSS (see table 2). The "alpha" model for determining internal stability is derived for all the three individual constructs. The Cronbach's  $\alpha$  value for these three

constructs is 0.821. All the values are above the entrance value of 0.75 and express that the scales are consistent and reliable.

### 3.2. Correlations

Descriptive statistics (table 3) shows us that independent variables that are brand recognition, product and services, are positively or directly correlated with and having a positive impact on dependent variable that is customer satisfaction.

Table 3. Correlation Summary

		Customer satisfaction	Brand recognition	product	services
Pearson Correlation	Customer satisfaction	1.00	.583	.500	.441
	Brand recognition	.583	1.00	.321	.464
	product	.500	.321	1.00	.459
	services	.441	.464	.459	1.00
Sig. (1-tailed)	Customer satisfaction	.	.000	.000	.000
	Brand recognition	.000	.	.000	.000
	product	.000	.000	.	.000
	services	.000	.000	.000	.

### 3.3. Regression Summary and ANOVA

Value of adjusted R square (table 4) shows that dependent variable (customer satisfaction) is 0.445 or 44.50% explained by the independent variables; brand recognition, product and services.

Table 4. Regression Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.674	0.454	0.445	0.521

Table 5 shows that due to  $F=45.819$  and significance = .000, ( $H_0$ ) is significant which means that independents variables have a significant effect on dependent variable, so we do not reject the ( $H_0$ ).

Table 5. Results of ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.30	3	12.43	45.82	0.000
Residual	44.78	165	0.271		
Total	82.08	168			

Table 6. Regression coefficients

	Unstandardized		Standard-ized	t	Sig.
	Beta	Std. Error	Beta		
Constant	0.864	0.285		3.03	0.003
Brand recognition	0.470	0.070	0.439	6.69	0.000
Product	0.307	0.063	0.317	4.85	0.000
Services	0.097	0.074	0.092	1.32	0.190

Table 6 shows the relationship of "t" value with adjusted "R square". Because less the value of "t" less its influence level on "R square". As from the table services have smaller value of "t" i.e. 1.315 so it has smallest affects on the adjusted R square. Both brand recognition and products have highly significant effect on customer satisfaction as their significance level is 0.000 and hence also affect the value of adjusted R square.

## 4. Conclusion

In this paper we examine the topic of customer satisfaction with brand recognition, product and services quality. We survey in two universities of Rawalpindi and Islamabad, collect data from young generation or customers who uses the personal hygienic product. Our data collection pattern is on base of questionnaires which give us valid and reliable information for our research paper. This research shows that the independent variables vise brand recognition, product and services have great impact on customer satisfaction. If products have more awareness and upgrade services in competitive environment, a firm can make strong relationship with customer and meet their satisfaction level.

The brand recognition and services increases then audience could become potential customers. Brands are not building by advertising alone. Customer comes to know a brand through a range of contact and touch points: personal observation and use, words of mouth, interaction with company personnel on line and telephone experiences and payment transaction. Services have more impact on consumer purchasing behavior there is some services which is provided by government sector and private sector such as in government sectors with its courts, employment services, hospitals, loan agency, military services, police and fire department.

Private non-profit sectors with it museum, charities, churches, banks, colleges, foundations, and hospitals is in services business.

ANOVA table shows that due to  $F=45.819$  and significance = .000, ( $H_0$ ) is significant which means that independent variables have a strong effect on dependent variable that cannot be neglected, so we do not reject the ( $H_0$ ).

Results are positively associated and have a strong relationship of brand recognition, product and services with customer satisfaction of s hygienic products.

This study finds that customer satisfaction is most important because it tells about the purchasing behavior of the

customer if customers are satisfied then repurchase the product. Before purchasing any product customer must see their benefits, services and awareness in the market regarding the other brands. When the product is introduced firms want to create more awareness to increase the level of advertising for sales increases and the product moves through its life cycle. As well as brand awareness increases then customers collect the information then move to purchase decision about the product and match their expectation. When the awareness of brand and services increases then audience could become potential customers. Results are positively associated and have a strong relationship of brand recognition, product and services under occasional study of customer satisfaction of hygienic products.

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