A Study About The Retailer Satisfaction Of Dr.Wash Washing Soap With Special Reference To Rajakumari Grama Panchayathu

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INTRODUCTION

Retailing refers to the activities involved in selling directly to the consumer. The retailer is distinguished from other middlemen by the nature of his sales rather than by the way he obtains goods for sale. The term retailer is to be differentiated from retailing. A wholesaler engages himself in retailing when he sells the goods to ultimate consumer. Similarly a manufacturer who sells goods to ultimate consumer is said to be engaged in retailing. So also a retailer who sells to the ultimate consumer is involved in retailing. On the other hand a retailer is a middlemen in the chain of distribution of goods. He buys goods either from the manufacturer or wholesaler and sells them to the consumer. The retailer may be an individual or an organisation.

The first concrete evidence we have of soap like substance is dated around 2800 BC., the first soap makers where Babylonians, Mesopotamians, Egyptians, as well as the ancient Greeks and Romans. All of them made soap by mixing fat,oils and salt. Soap wants made and used for bathing and personal hygiene but was other produced for cleaning cooking utensils or goods or was used for medicine purposes.

The soap was history going back as far as 600 years. The earliest known soap recipe is credited to the ancient Babylonians around 2800BC. Through out history,soap was medically used for treatment of skin diseases. Common soap has were invented in the 19th century. Almost 5000 years ago, it was discovered in ancient Babylonia that mixing animal fats with wood ash and water created a cleaning substance.

The soaps were used in the textile industry and for skin diseases. One of the most famous soaps of all times originates from the famous silk rod city of Aleppo, one of the oldest continuously inhabited cities in the world.

Importance of this soap on the creation of modern soap industry cannot be overstated,and here you can get all details.

This may seem like such an obvious thing that it is hardly worthy of a posting unto itself. In our present world of liquid pump soap and

OBJECTIVES OF THE STUDY

Primary Objective
✓ The primary objective of this study on the retailers satisfaction with special reference to RAJAKUMARI GRAMA PANCHAYATH.

Secondary Objectives
✓ To analyze the demand of Dr. Wash among various brands available in the market
✓ To identify the factors which influence(positively and negatively)Dr. Wash
✓ Retailer perception about the Ashique Exports products
✓ To find out the way of creating brand image

RESEARCH METHODOLOGY

Primary data
Primary data were obtained through the questionnaire for the study.

Secondary data
Secondary data were obtained from the newspaper, internet,and other reference text.

LIMITATIONS OF THE STUDY
Due to the constraints of time, the study was confined to Rajakumary Grama Panchayath. The sample was taken randomly, therefore the shortcomings of the convenience may also be present in this study. The study is about perceptions of retailers. The findings are valid for the present time. These are not universally valid and are likely to change due to developments in the FMCG industry. It was difficult to see the retailers as they were busy in their business hours.

THEORECTIAL FRAMEWORK

RETAILERS

A retailer is a seller of goods in small quantities to consumers. *A retailer is a merchant or occasionally an agent whose main business is ~* selling directly to ultimate consumers.*

IMPORTANCE OF RETAILORS

Retailer is an important link in the chain of distribution of goods.

1. **Matches the product with the market:** His knowledge of the consumer and condition of the market enables him to match the product with the market.

2. **Maintains close contact with customers, takes decisions quickly:** Independent retailers develop a close contact and relationship with the customers. This helps them to take quick decisions in response to market desires.

   Retailers choose products which move fast with the result that generally they keep merchandise needed by the customers. Some retailers hold products of limeted lines or similar lines such as hardwares and drugs. Such retailers offer expertise in their product line. Production and marketing activities are kept active.

3. **Sells goods according to needs of customers, matches rapid stock turnover, creates possibility for more production:** A retailer specialized in selling some special goods keeps wide assortment of goods and select items that may be demanded by his customers. He passes on quantity discounts to his buyers. All these enable the retailer to have rapid stock turnover and create opportunities for more productions.

4. **Raises the consumption level of people and sale of goods:** Retailers of like chain enjoy the advantage of large scale operations. Indirectly they are the forerest to liaise. At times the association of retailers poses competition to chain stores. Departmental stores offer retailing of various goods under one roof. Discount houses offer credit facilities to their customers. Some retail houses combine discount operation and self service operations. Door to door selling is also carried to some people who cannot leave their home. The standard of living of people is raised by offering varieties of goods produced at different areas and thus increase consumption and sale.

5. **Offer special service and facilities to customers:** All these cannot be performed by one organisation or individual producer. A retailer is generally the unbroken link between the producer and consumer.

6. **Helps customers to select products:** Retailers are helpful to the customers in the selection of a product. They inform potential customers an customers of a new product or service. The customers are informed of the uses of an existing product. Some technical information of the product is also passed on to the customers. They offer credit services, home delivery and supply of quality products according to the customers behaviour and wants. Customers are offered a wide choice of brands in the selection of products.

7. **Retailers are the sources for wider distribution of goods:** Similarly, retailers help producers in the wider distribution of goods. They furnish information regarding tastes, habits, consumer price, competition and consumer preference to the producer and participate in the sales promotion programmers of producers and wholesalers. The heavy marketing cost to be incurred by the producer to reach the customer gets reduced on account of the existence of retailers.
will be difficult for the producer to cater to customers the products having thin and scattered market. The warehousing problems will be greater.

The producer manufacturers goods mostly in anticipation of demand. His forecasts may prove correct, only if he could reach the customer according to his anticipation. Much depends on the role of the retailer and his role in the promotion of the sale of the product, the role of the retailer is limited as he deals with assorted goods and different producers. A retailer will be more interested in goods which fetches him more margin of profit.

### 2.4 CLASSIFICATION OF RETAILERS

Retailers may be classified on the basis of –

1. **Shopping efforts**
   - Shopping stores
   - Convenience stores
   - Speciality outlets

2. **Ownership status**
   - Independent retailer
   - Corporate chain stores
   - Association of independent retailers

3. **Product lines**
   - General merchandise stores
   - Limited lines stores
   - Speciality shops

4. **Function of performer or department stores**
   - Supermarkets
   - Convenient performer of stores
   - No n-store retailers
   - Mail order methods of operation
   - Business

5. **Geographical location size of stores**
   - Door-to-door sales

6. **Size of stores**
   - Small scale retailers
   - Large scale retailers

Convenience stores keep assorted goods and are located nearer to the place of target customers and offer facilities for easy movements within the store, car parking and of customer services.

**Shopping stores** keep only one type of product and they are for shopping or for certain type of product, for example, cloth stores, wine stores, then carry sales promotion programmers.

**Speciality outlets** are for retail sale of special types of products, they offer services after sales. They also demonstrate to the customers the product operation and use. Most of the outlets attract customers by their products, service and reputation.

### COMPANY PROFILE

#### 3.1 THAI GROUP OF COMPANIES

Thai group is a leading company in Kerala with wide Business interest in the areas ranging from manufacturing of soaps, detergents, shampoos and garments to building materials, mining, and processing, logistics and plantation. In today’s relentless technological progress and economic advancement the impetus of quality comes from research and constant upgrading of products and services.

Mr. P C Thahir is the founder of Thai groups in 1984 with interests in cement Marketing. Very rapidly, our portfolio broadened with FMCG. The marketing experience gained over these years stood us in good stead. As a logical extension of our initial success, We also grew into the manufacturing of consumer non-durables. Consequently, the first half of the 90’s saw the launch of our laundry soap unit at Sultan Bathery in Wayanad, Kerala now renowned as a tourist destination. Over an eventful two decades, the Thai Group has become leading conglomerate in Kerala. We are now poised for extending the THAI value chain to more products and services as well as encompasses the whole south India.

Thai Group engaged in various activities such as Manufacturing of Soaps, Detergents, cleaning solutions and fabrics, Mining and pulverizing of limestone, marketing, logistics, internal trade, Information technology. Various entities are there under Thai Group to carryout these activities.

**Various entities by their group of companies**

1. **Ashique Enterprises**

   Ashique Enterprises is a partnership firm. Mr. PC Thahir is the managing partner and Mrs. Sakkeena Thahir is the working partner. It has a pervasive functional area. In association with India Cements
Limited it distributes Cement in entire five districts of north Kerala, for more than last 15 years proving our capacity to bear any business risks in this field and gain considerable return. Distribution of the products manufactured by its sister concerns also performing by the firm thoughtout Kerala, Tamilnadu and Karnataka. Its registered office located at Thalassery.

2. Ashique Exports
Ashique exports is a private limited company formed and registered under companies act 1956. It started it’s functioning during the year 1993. Mr. P C Thahir, the MD and Mrs. Sakkeena Thahir is the director. This company engaged in manufacturing Toilet soaps & washing soaps and distribution of imported and indigenous building materials. The factory is situated at 1/432 Poothicaud Roapoomala, P.O Sultan Bathery. It also engaged in software development and exporting to various countries in the Middle East. It is an example of the right vision of the management towards future.

3. Thai Impex (Pvt Ltd)
Thai Impex is a Private Limited Company. Mr. P C Thahir is the Managing Director and Mrs. Sakkeena Thahir and Ashique Thahir are directors. This is dealing with whole distribution of imported and Indigenous tiles.

4. Ashique Chemicals & Cosmetics
Ashique chemicals & cosmetics is a partnership firm established during the end of financial year 2003-2004. This is engaged in manufacturing of toilet soaps & washing soaps, distribution of imported and indigenous building materials. Mr. Ashique Thahir is the managing partner and Mr. Aghin Thahir is a working partner. The factory is situated at 1/432B Poothicaud road Poomala, P.O, Sulthan Bathery.

5. Aysha Plantations
Aysha Plantations is a division of Ashique Enterprises (Thai Group). This is spread over 800 Acres in Waynad district with own tea manufacturing plant; here we produce tea, coffee, cardamom, pepper, ginger etc...

6. Tran’s World Mining Industries
Tran’s world mining industries is a private limited company. Mr. P C Thahir is the MD, Mrs. Sakkeena Thahir and Mr. Ashique Thahir are the directors. The operating area of which is production of Cem powder. The company owns huge deposit of limestone in Tirunelvely District of Tamilnadu. It mines the lime stone and pulverizing it to produce Cem powder. The factory is situated at Tirunelveli district of Tamilnadu.

7. Aghin Agro Food Industries
Aghin Agro Food Industries is a private Limited Company. Mr. P.C Thahir is the MD and Mrs. Sakkeena Thahir is the working partner. This company is engaged in manufacturing of Tea.

8. Aghin Roadways
Aghin Roadways is logistics division of Ashique Enterprises. The main office is situated at Coimbatore, Tamilnadu which providing transportation facility to India Cements Ltd throughout Kerala.

3.3 CORE PURPOSE OF THAI GROUP
✓ To provide value products and services that satisfies our customers now and in the future

3.4 CORE VALUES OF THAI GROUPS
✓ Work with a long-term view and treat the organization as our own.
✓ Take personal accountability for meeting business commitments.
✓ Strengthen the trust amongst suppliers, customers and ourselves.
✓ Constantly apply the most beneficial ideas and methods.

3.5 PRODUCTS BY THAI GROUP OF COMPANIES
3.5.1 Soaps
- Lexus
- Oliva
- Primebody
- Iva
- Gladys
3.5.2 Washing Soaps and Detergents
- Sun plus
- Dr. Wash
- Gold 916
- Miss Gold

3.5.3 Building products
- Nako tiles
- Cem powder

3.6 ABOUT THE INDUSTRY

3.6.1 FMCG Industry
This industry is alternatively called as CPG(Consumer Paked Goods) industry primarily deals with the production, distribution and marketing of consumer packed goods.

The fast moving consumer goods (FMCG) is those consumables which are normally consumed by the consumers at regular interval. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry also engaged in operations, supply chain, production and general management.

3.6.2 FMCG industry economy
FMCG industry provides a wide range of consumable and accordingly the amount of money circulated against FMCG products is also very high. The competition among MCG manufacturers is also growing and as a result of this, investment in FMCG industry is also increasing, specifically in India, where FMCG industry is regarded as fourth largest sector with total market size of US$ 13.1 billion. FMCG Sector in India is estimated to grow 60% by 2016. FMCG industry is regarded as the largest sector in New Zealand which accounts for 5% of Gross Domestic Product (GDP).

3.6.3 Market potentiality of FMCG industry
Some of the merits of FMCG industry, which made this industry as a potential one are low operational cost, strong distribution networks, presence of renowned FMCG companies. Population growth is another factor which is responsible behind the success of this industry.

3.6.4 Leading FMCG companies
Some of the well-known FMCG companies are
- Sara lee
- Nestle
- Reckitt benckiser
- Unilever
- Procter & gamble
- Coca-cola
- Carlsberg
- General mills
- Pepsi
- Mars etc.

3.6.5 Job opportunities in FMCG industry
FMCG industry creates a wide range of job opportunities. This industry is a stable, diverse, challenging and high profile industry providing a wide range of job categories like sales, supply chain, finance, marketing operations, purchasing, human resources, product development and general management.

3.6.6 Scope of FMCG
The term FMCG refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months and within one year. FMCG have a short shelf life, either as result of high consumer demand or because the product deteriorates rapidly. Some FMCG—Such as meat, fruits and vegetables, dairy products and baked good—are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates.
3.6.7 SWOT of FMCG Sector

Strengths:
- Low operational costs
- Presence of established distribution networks in both urban and rural areas
- Presence of well-known brands in FMCG Sector

Opportunities:
- Untapped rural market
- Rising income levels, i.e., increase in purchasing power of consumers
- Large domestic market – a population of over one billion
- Export potential
- High consumer goods spending

Weaknesses:
- Lower scope of investing in technology and achieving economies of scale, especially in small sectors.
- Low exports levels
- “Me-too” products, which illegally mimic the labels of established brands. These products narrow the scope of FMCG products in rural and semi-urban market

Threats:
- Removal of import restrictions resulting in replacing of domestic brands.
- Slowdown in rural demand. Tax and regulatory structure

3.6.8 FMCG Marketing

Marketing is the planning and execution of the production, pricing, promotion and distribution of goods and services to create exchanges that achieve individual and business objectives. Put simply, marketing is about matching every part of business with your customers so that;
- You meet their needs
- They are aware that you meet their needs
- They are motivated to buy from you.
- They are motivated to keep buying from you.

If you don’t achieve these outcomes, customer’s won’t buy from you and you will go out of business. It won’t matter if you make the best product in the world or if you are very good at book keeping and administration – poor marketers go out of business.

3.6.9 Sell the Benefits

Customers won’t buy from you if they can’t receive benefits from doing so. Customers always ask: “what’s in it for me?” when deciding whether to buy. For example, when a customer buys an 8 mm drill bit, they are not really interested in buying just a drill bit. More importantly, they are interested in buying the ability to drill 8 mm holes. Customers are also interested in buying different levels of quality, capability, and price.

10 Items to consider in FMCG marketing
- Advertising
- Product range and mix of product
- Price points
- How products and service are sourced
- Website
- Brochure
- Promotions
- Events

11 The marketing process of FMCG
1. Research your market environment
2. Develop and implement your marketing plan
3. Review and improve
1. Research your Market Environment
Research your industry and your competitors and establish who your target customers are for goods or services. Only once you know:

- Who your customers are, what their needs are and how much they are prepared to pay
- Who your competitors are, what they sell and at what price...can you decide how to position your goods or services in your target market(s) and develop a marketing plan to achieve your goals?

2. Develop and implement your marketing plan
Marketing covers much more than just advertising goods or services. When developing your marketing plan, consider how you will use the elements of your marketing mix to attract customers, meet their needs and keep them coming back for more. The elements of the marketing mix are the four Ps: Product, price, promotion, place (distribution).

3. Review and improve
After you have implemented your marketing plan, determine how well it has increased your sales and profits (review) and make any necessary improvements. If your marketing plan is written down, it will be easier for you to see how your plan has performed and where improvements can be made. Where possible, establish goals and benchmarks so that you can identify more clearly how well your plan has worked and where improvements are necessary.

3.6.12 Overview of FMCG sector in India
- Rs.72000 cores industry
- One of the largest sectors in Indian economy
- Huge untapped potential growth continues despite the global slowdown
- A high profile industry
- Job security – sustain robust growth – no slowdown in consumer spending
- Numerous opportunities, both urban and rural
- Quick experience
- Accelerating urban disposable income
- Strong educational qualifications acts an advantage

3.6.13 FMCG industry as a career
A career in FMCG encompasses a large number of job roles. These are:
- Market research
- Pricing
- Product development
- Purchasing
- Advertising
- Brand awareness

FMCG is a sector where freshers can excellent rewards if they work hard. FMCG products are those that move off the shelves in retail outlets very quickly.

DATA ANALYSIS & INTERPRETATION
Table no: 1
Experience of retailers

<table>
<thead>
<tr>
<th>Responses</th>
<th>No of responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 5 years</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>5-10 years</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>10-20 years</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>20 and above</td>
<td>27</td>
<td>27</td>
</tr>
</tbody>
</table>

Interpretation
Table 4.1 shows that 32% of the respondents are come under 5 to 10 years category and 27% fall under category 20 and above.
## Experience of the retailers

### Figure no: 1

Table no 2

<table>
<thead>
<tr>
<th>Responses</th>
<th>No of responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>89</td>
<td>89</td>
</tr>
<tr>
<td>No</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

Source: primary data

**Interpretation**

The above table is clear that 89% of the respondents are dealing with the product.

### Figure no 2

Dealing with the product
Table no 3

Dealing with other product of the same company

<table>
<thead>
<tr>
<th>responses</th>
<th>Number of responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>97</td>
<td>97</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: primary data

**Interpretation**
The above table is clear that, 97% of the respondents are dealing with other product of the same company.

![Dealing with other products of the same company](image)

Table no 4

Sale of washing soaps per day

<table>
<thead>
<tr>
<th>responses</th>
<th>Number of responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>20-30</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>30-40</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>40-50</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>50- above</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Not responding</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: primary data

**Interpretation**
The above table shows that 36% of the respondents sell below 20 numbers. Washing soaps per day and 31% of fall under the category 20-30 numbers.
Table no 5
Consumer awareness on the availability in our locality

<table>
<thead>
<tr>
<th>Responses</th>
<th>Number of responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hugely aware</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Large</td>
<td>63</td>
<td>63</td>
</tr>
<tr>
<td>Enough</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>To some extend</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Not aware</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: primary data

**Interpretation**

The table 4.9 shows that 63% people are largely aware and 22% people are enough aware and only 14% are hugely aware about the product.
Findings

- The study reveals that Dr. Wash is providing good awareness about the product.
- The study shows that majority of the retailers are satisfied with stock availability.
- The study found that company is providing lesser credit policies to the retailers of Rajakumary Grama Panchayath.
- The study reveals that majority of the retailers are not satisfied with discount percentage offered by the company.
- The study says that retailers are satisfied with the quality of the product Dr. Wash.

Suggestion

- The company can perform a detail demand survey at regular intervals to know about the unique needs and requirements of the retailer.
- It is suggested that the company can develop a proper feedback mechanism process in terms of indentifying and implementing the retailer suggestions.
- The company may focus of lunching more sachet packets and 10 rupees products.
- It is recomended that the company may improve promotional activities in terms developing the brand awareness among the retailers.
- It is better to the company to develop an effective advertisement campaigns so that retailers & customers may get good awareness of the company brands.
- The company can increase the advertisements in television and newspapers.

Conclusion

We must profitably achieve our business objectives by retaining current Dealers, Consumers and gaining new one by continually meeting and exceeding their needs and expectation. So, continus Dealer’s and consumer’s satisfaction measurement is essential. This study aimed to measure retailer’s satisfaction towards Dr. Wash washing soap and the study orovides a lot of suggestion and implements the suggestions, then, there is no doubt that it would always remain satisfying the Consumers as well as Dealers. It would be able to attract some more loyal Dealers and consumers of the competitors.

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