

A STUDY ON ASSESSMENT OF CUSTOMER PRIORITY TOWARDS MAMA EARTH CARE PRODUCTS

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ABSTRACT

This project report provides an in-depth analysis of mama earth care products. The report examines the customer preferences used by manufacturers, wholesalers, retailers, and online platforms to bring mama earth care products to consumers. The study explores the advantages and disadvantages of each preferences and analyzes how it affects the availability, pricing, And quality of mama earth care products.

KEYWORDS: *Customer, Manufacturers, Wholesalers, Retailers*

Article History

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INTRODUCTION

The critical role in ensuring that products reach their end consumers efficiently and effectively. The same is true for baby care products, which include a wide range of items such as diapers, baby wipes, baby formula, baby clothes, and baby toys, among others. The products includes a complex system of intermediaries, including manufacturers, wholesalers, retailers, and online platforms. Each intermediary plays a unique role in the distribution process and contributes to the overall success of the product in the market.

In recent years, the market for baby care products has been expanding rapidly, with consumers increasingly demanding high quality products at affordable prices. This has created a competitive environment, with manufacturers and retailers seeking innovative ways to reach their customers through efficient and effective planning.

Customer priority can be defined as “the marketing channel that performs the work of moving goods from producers to consumers. It overcomes the time, place and possession gaps that separate goods and services from those who need or want them. “A customer system is a key external resource, normally it takes years to build, and it cannot be changed easily. It ranks in importance with key internal resources such as manufacturing, research, engineering and field sales personnel and facilities.

OBJECTIVES OF THE STUDY

- J To know the customer priority towards mama earth care products in Hyderabad city.
- J To examine the features that influencing the customers to prioritize the mama earth care products.
- J To examine the role of promotional activities in prioritizing the mama earth care product.

- J To find out the impact of quality and price on customer priority of mama earth care products.

LIMITATIONS

- J Personal bias
- J Establishing and maintaining customer preferences can be expensive.
- J Companies often rely on intermediaries such as wholesalers, retailers or distributors to reach their target market .
- J Customer Priorities may have geographic limitations

Methodology

The study was conclusive and empirical in nature. The data collected was basically primary and secondary data. The primary data was collected by survey that is conducted by the use of Questionnaire.

Secondary data was collected by the secondary sources like the various company records, magazines, internet and newspapers.

Research Design

Marketing research design is a systematic plan to study a scientific problem and it specifies the procedure for controlling and concluding the research project.

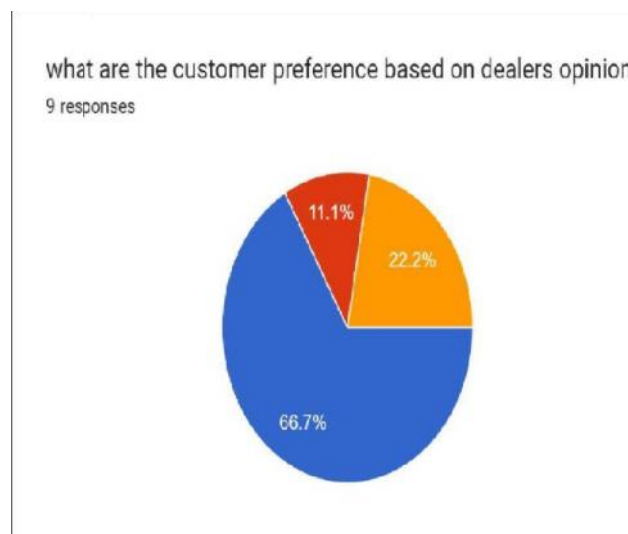


Figure 1.

- J **INTERPRETATION:** The above graph states that 66.7% excellency in customer preference based on dealers opinion.
- J **ANALYSIS:** This analysis gives the overall experience of purchasing products from preferences.

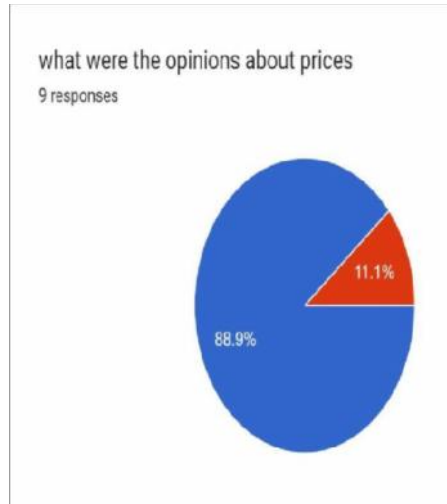


Figure 2.

Data Analysis and Interpretation



Figure 3.

-) **INTERPRETATION:** The above graph states that the order quantity per month wise is 77.8%.
-) **ANALYSIS:** This analysis gives the overall structure of quantity as per month wise.
-) **INTERPRETATION:** The above graph states that 88.9% people are satisfied.
-) **ANALYSIS:** This analysis gives the overall experience of pricing.
-) **INTERPRETATION:** The above graph shows that sales turnover per month wise is 66.7%.
-) **ANALYSIS:** The overall structure is showing of sales turnover.

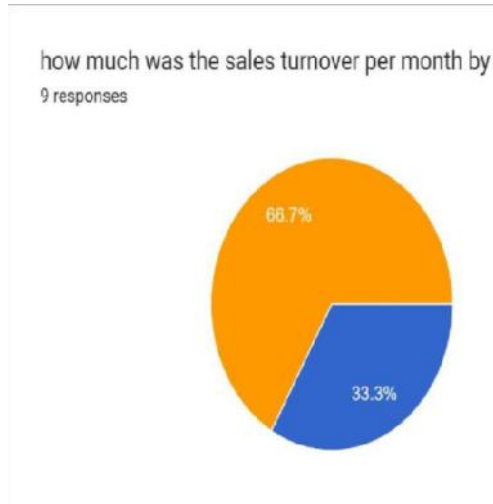


Figure 4.

) **INTERPRETATION:** This above graph with the quality of mama earth care products and the value is 55.6%.

) **ANALYSIS:** This shows the overall structure of quality of products.

FINDINGS

There is 66.7% excellency in customer preference based on dealers opinion and 11.1% are good (which is moderate).

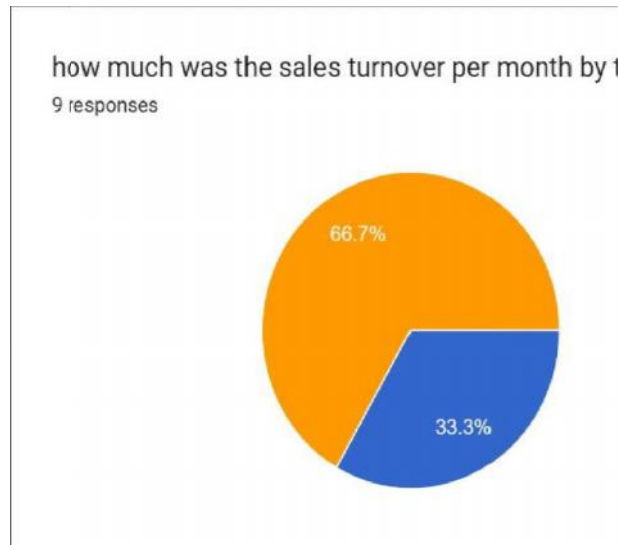


Figure 5.

) There is a estimated amount of 88.9% people who are satisfied regarding prices.

) 71.4% has positive mutual opinion on credit policy of manufactures but there are 14.3% of unsatisfied result.

) Order quantity per time by dealer for month wise is 77.8% and by year wise is 22.2%.

) Sales turnover per month is 66.7%

) Sales promotion activity is 62.5%

) Level of satisfaction of delivery process is 77.8%

) Quality rating of products is 55.6% but also there are 11.1% are slightly dissatisfied.

QUESTIONNAIRE

) What are the customer preference based on dealers opinion

- a. Excellent
- b. Good
- c. Very good
- d. Moderate

) What was the customer response for various new products

They are so ready to try the new products because of the brand awareness

) What were the opinions about prices

- a. Satisfied
- b. Dissatisfied

) Opinions about credit policy of manufactures

They was good opinions

) How much the order quantity per time by the dealer was required

- a. Year wise
- b. Month wise
- c. Week wise

SUGGESTIONS

When it comes to determining customer priority, it's important to consider various factors such as customer value, loyalty, urgency, and potential impact on business growth. Here are some suggestions for prioritizing customers:

Segment Your Customers: Divide your customer base into different segments based on criteria like purchase history, frequency of interaction, or demographics. This allows you to focus on high-value customers who contribute significantly to your business.

Customer Lifetime Value (CLV): Calculate the CLV for each customer by considering their past purchases, average order value, and retention rate. Prioritize customers with a higher CLV as they have a greater long-term impact on your business.

Feedback and Satisfaction: Pay attention to customer feedback, surveys, and reviews. Identify customers who provide constructive feedback, as addressing their concerns can lead to improved satisfaction and loyalty. Prioritize customers who have experienced recent issues and address their needs promptly.

VIP and loyal customers: Recognize and reward loyal customers who consistently choose your brand. Create special programs, exclusive offers, or personalized experiences for these customers. Prioritize their requests and ensure they feel valued and appreciated.

Critical problem Urgency and impact: Consider the urgency and potential impact of each customer's request or issue. For example, if a customer is experiencing a that affects their ability to use your product or service, prioritize their support ticket to provide. a quick resolution.

Referral potential: Identify customers who are active advocates for your brand and refer new customers. These individuals can significantly contribute to business growth. Prioritize their needs and engage with them to strengthen your relationship.

Future growth potential: Assess customers based on their growth potential and alignment with your long-term business objectives. Prioritize customers who are likely to expand their engagement or purchase additional products and services from your company.

Personalization and relationship building: Invest time and effort in building strong relationships with your customers. Understand their unique preferences and needs to deliver personalized experiences. Prioritize customers who have shown interest in personalized offerings or have engaged with your brand on multiple channels.

Remember, customer priority may vary based on your specific industry, business model, and company goals. It's crucial to regularly review and adjust your customer prioritization strategy to align with changing market dynamics and customer expectations.

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