



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

INTERNATIONAL JOURNAL
OF CURRENT RESEARCH

International Journal of Current Research
Vol. 10, Issue, 12, pp.76295-76304, December, 2018
DOI: <https://doi.org/10.24941/ijcr.33112.12.2018>

RESEARCH ARTICLE

IMPACT OF MARKETING MIX ON CUSTOMER SATISFACTIONS – A CASE STUDY ON OFFICINA (BD) LTD

¹*Nurun Nabi, ²Rimon Sarkar, ³Marium Akter ⁴Hasan Sheikh and ⁵Asma Ansary Asha

¹Textile Engineering Management Department, Bangladesh University of Textiles, Tejgaon, I/A, Dhaka-1208, Bangladesh

²Human Resource Management Department, Jatiya Kabi Kazi Nazrul Islam Univeristy, Trisal Mymensingh, Bangladesh

³Business Administration Department, Sonargaon University, Green Road, Farmgate, Dhaka

ARTICLE INFO

Article History:

Received 20th September, 2018
Received in revised form
25th October, 2018
Accepted 19th November, 2018
Published online 31st December, 2018

Key Words:

Marketing Mix, Price,
Product, Place, Promotion,
Consumer Loyalty.

ABSTRACT

The main objective of this study is to review the present marketing mix applies particularly to the marketing. This study provides an idea to the marketers and can be used as tools to assist them in pursuing their marketing objectives. The survey research design method was used in this study which involves using a self-design questionnaire in collecting data from sixty 30 respondents. All respondents are using products form OFFICINA for several months. The instrument used in this study is a close-ended questionnaire that was designed by the researchers. The result showed satisfaction level of customers with different marketing mix elements of OFFICINA. Subsequently, recommendations were made to the management of OFFICINA (BD) LTD that they should continue produce superior products; charge competitive prices, position appropriately, promote widely, and provide other distinctive functional benefits to customers.

Copyright © 2018, Md. Nurun Nabi et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Nurun Nabi, Rimon Sarkar, Marium Akter Hasan Sheikh and Asma Ansary Asha, 2018. "Impact of marketing mix on customer satisfactions -'a case study on officina (bd) ltd'", *International Journal of Current Research*, 10, (12), 76295-76304.

INTRODUCTION

Palmer (2011) notes that marketing mix strategy is a major concept in marketing. Over the recent years, the major version of such concept which is associated to the 4P's (product, price, promotion and place), has been criticized from the fact that wide range of marketing mix strategies have been proposed for the different marketing contexts. It can be noted that services differ from the products due to the characteristic nature of the services, intangibility, inseparability, heterogeneity and also perishability. Gronroos (2010) improved on the early version of marketing mix for the services from the 4Ps to the 7Ps. The additional 3Ps are people, physical and processes. I have chosen this topic because customer satisfaction is the most vital for an organization. All other activities will be meaningless if the customers are not satisfied. Customers are happy means more selling, more good will, more profit. Customer satisfaction plays a decisive role in achieving long term goals of any company since it ensures true satisfaction put the company's name in the heart of the customer. I took an opportunity of in-depth analysis of existing customer service of renowned washing chemicals and dyes distributor like OFFICINA (BD) LTD.

*Corresponding author: Md. Nurun Nabi,
Assistant Professor, Textile Engineering Management Department,
Bangladesh University of Textiles, Tejgaon, I/A, Dhaka-1208.

In Bangladesh industry means textile industries. Because more than 80% of foreign currency are earned from this industries. Lots of industries operating in different districts of Bangladesh. Wet processing industries are in heavy industrial category. This industries are the main user of dyes and auxiliaries. As the product is industrial and business is B2B so it very crucial to determine the customer satisfaction variables and satisfaction level. Because some customers focus of product quality, some are focuses on low cost, some wants something different which will add value or increase cost of ownership. Businesses now focus more on how to create customers, retain and maintain customers through quality products and services, customer satisfaction and customer delight. No firm can survive in the long run without satisfying customer. Aiming for the customer satisfaction is the most challenging task in every organization. Keeping the trust of a customer is not an overnight miracle but with full of patience and plenty of effort. OFFICINA is doing business for years and so far they are able to satisfy their customers. But in the new era of business the dimension of customers' need have changed and their perception as well. In order to defend that situation researcher need to measure the customers' satisfaction from different perspective. So researcher would like to do the project on "Impact of Marketing Mix on Customer Satisfaction: A case study on OFFICINA (BD) LTD".

Objectives of the Study: The project was designed to accomplish two objectives. From my point of view, these issues are very important to find out the gap between expectation and perception of the customers and to eliminate dissatisfaction. Through the study, the report has the following objectives.

Broad Objective: The major objective of the study is to assess the impact of different marketing mix on customers satisfaction level found in case of OFFICINA (BD) LTD.

Specific Objectives: There are three specific objectives of the study as follows:

- To get the satisfaction level of customers regarding product mix, price mix, place mix and promotion mix of OFFICINA.
- To find out the areas of dissatisfaction of customers regarding marketing mix of OFFICINA.
- To provide some suggestions to improve the marketing mix of OFFICINA.

Limitations of the Study: While conducting the study, the researcher faced several critical issues that limited the scope of the research to some extent. Some of the limitations of this study are as follows:

- This research does not represent the whole market.
- All elements of marketing mix could not be taken in considerations.
- Customers are not always give the right answer.
- Unwilling to give personal information because of extra harassment.
- Lack of available information and documents to support this study.

Literature Review

This chapter attempts to review different literatures on customer satisfaction with reference to washing chemicals and dyes distributing company and presents various studies made regarding the issues related with company and customer satisfaction.

Definition of terms

Concept of marketing: Marketing is defined as a function of an organization with distinct process that create, communicate and also ensure that they deliver value for the customers and to manage the customer relationship in a way which is vital for the organization as well as the stakeholders (Walker, 2010). The concept of marketing today is associated to a number of developments in history of Past scholars have examined the concept of marketing, the findings indicated that this concept is not on finding of customers that are willing to buy the products or services but rather to provide products and services to customers based on their needs and wants (Kasper et al., 2012). marketing. The initial concepts is the production concept where managers in production placed more focus on increased efficiency in production, the low costs and also mass distribution (Palmer 2011). Then came the product concept, which states that the consumers often favor he product offering that is highly innovative (Lovelock, 2011). Then there was the selling concept period.

Due to entrance of competition, organization emphasized on selling their products to customers. Communications, advertising and also branding got more vital since firms required to sell more than competitors. Further the marketing concept came into place which is customer centered. Its aims at identifying customer needs and producing products which meet those needs, hence the market became customer oriented. IN the 21st century, a holistic marketing concept came into play, which is based on development, design, and implementation of marketing programs, processes and activities that recognize their breadth and interdependencies (Kotler, 2013).

Marketing Mix: According to Kotler (2005) marketing mix is the set of controllable tactical marketing tools-product, price, place and promotion-that the firm blends to produce the response it wants in the target market. The marketing mixes consist of everything the firm can do to influence the demand for its product. McCarthy (1964) saw market mix as the 4 Ps, as a means of translating marketing planning into practice: product, price, place and promotion. He noted that market mix is the pillar of business organizations. The marketing mix is a model of creating and implementing marketing strategies. It stresses the blending of various factors in such a way that both organizational and consumer objectives are attained. The elements are the marketing tactics, also known as the 'four Ps', the marketing mix elements are price, place, product, and promotion. When blending the mix elements, marketers must consider their target market. They must understand the wants and needs of the market customer then use these mix elements in constructing and formulating appropriate marketing strategies and plans that will satisfy these wants. These four P's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that center the four P's on the customers in the target market in order to create perceived value and generate a positive response.

Product: Kotler, 2005 defined Product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. According to Ferrell (2005), the product is the core of the marketing mix strategy in which retailers can offer consumers symbolic and experiential attributes to differentiate products from competitors. However, it is also concerned with what the product means to the consumer. Attributes of a company's products, including brand name, quality, newness, and complexity, can affect consumer behaviour. The physical appearance of the product, packaging, and labeling information can also influence whether consumers notice a product in-store, examine it, and purchase it.

Price: Kotler (2007) defined price as a cost of producing, delivering and promoting the product charged by the organization. Zeithaml (1988) is of the view that monetary cost is one of the factors that influence consumer's perception of a product's value. Price can be stated as the actual or rated value of a valuable product which is up for exchange; some define it as amount of money paid for product (Kotler et al, 2005). The price you set for your product or service plays a large role in its marketability. Pricing for products or services that are more commonly available in the market is more elastic, meaning that unit sales will go up or down more responsively in response to price changes (Jones, 2007). The price of the products (Star beer) produced by Nigerian Breweries is affordable for all the

consumers in the market because it is produced from local corn and sorghum which is cheap so they make their profit and satisfy the customers which are mostly the youth and since most of their sales are mostly made from youth, the price would always remain affordable so as not to lose customers and reduce sales.

Place: Kotler and Armstrong (2006), defined place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Jones, (2007) defined place as any way that the customer can obtain a product or receive a service. Bowersox and Closs (1996) gave “distribution” as another name for place. According to them, it is the third element of the marketing mix, and it encompasses all decisions and tools which relate to making products and services available to customers. They claimed that place could be categorized into open market, merchant houses, institutional houses and direct delivery.

Promotion: Promotion can be seen as a way of closing the information gap between would-be sellers and would-be buyers (Jones, 2007). Zeithaml et al. (1995) described promotion as part of specific effort to encourage customers to tell others about their services. Kotler, (2007) discovered that Promotions have become a critical factor in the product marketing mix which consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective. In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Promotion represents all of the communications that a marketer may insert into the marketplace. This can include TV, radio, and print advertising, as well as coupons, direct mail, billboards, and online advertising. One of the less well-defined areas in promotion is the role of a human sales force. On the other hand, consumers may rather purchase the product only when sold through the support of a known salesperson. In this case, the service, perceived or real can be defined as a feature of the product

Criticize on Marketing Mix: 4Ps delimits four distinct, well-defined and independent management processes. Despite the consistent effort by many physical businesses to deal with the 4P in an integrated manner, the drafting but mainly the implementation of the 4P policies remains largely the task of various departments and persons within the organization. Even more significant thought is the fact that the customer is typically experiencing the individual effects of each of the 4Ps in diverse occasions, times and places, even in case that some companies take great pains to fully integrate their marketing activities internally (Constantinides, 2002; Wang, Wang and Yao, 2005). Numerous modifications to the 4Ps framework have been proposed, the most concerted criticism has come from the services marketing area (Rafiq and Ahmed, 1995). The introductory marketing texts suggest that all parts of the marketing mix (4Ps) are equally important, since a deficiency in any one can mean failure (Kellerman, Gordon and Hekmat, 1995). Number of studies of industrial (Vol. 1, No. 1 *International Journal of Marketing Studies*) marketers and purchasers indicated that the marketing mix components differ significantly in importance (Jackson, Burdick and Keith, 1985).

Two surveys focused on determination of key marketing policies and procedures common to successful manufacturing firms (Jackson, Burdick and Keith, 1985). Udell (1964) determined that these key policies and procedures included those related to product efforts and sales efforts. This followed in order by promotion, price, and place. In a replication of this survey, Robicheaux (1976) found that key marketing policies had changed significantly. Pricing was considered the most important marketing activity in Robicheaux's (1976) survey, although it ranked only sixth in Udell's (1964) survey. Udell (1968) found that sales efforts were rated as most important, followed by product efforts, pricing, and distribution. LaLonde (1977) found product related criteria to be most important, followed by distribution, price, and promotion. Perreault and Russ (1976) found that product quality was considered most important, followed by distribution service and price. McDaniel and Hise, (1984) found that chief executive officers judge two of the 4 Ps, pricing and product to be somewhat more important than the other two – place (physical distribution) and promotion. Kurtz and Boone (1987) found that on the average, business persons ranked the 4 Ps to be of most importance in the following order: price, product, distribution, and promotion. Thus, it appears from these that business executives do not really view the 4 Ps as being equally important, but consider the price and product components to be the most important (Kellerman, Gordon and Hekmat, 1995). The concept of 4Ps has been criticised as being a production-oriented definition of marketing, and not a customer-oriented (Popovic, 2006). It's referred to as a marketing management perspective. Lauterborn (1990) claims that each of these variables should also be seen from a consumer's perspective. This transformation is accomplished by converting product into customer solution, price into cost to the customer, place into convenience, and promotion into communication, or the 4C's. Möller (2006) highlighted 3-4 key criticisms against the Marketing Mix framework:

Customer – Definitions: According to the oxford dictionary customer is “A person who buys goods or services from a shop or business” or “A person of a specified kind with whom one has to deal”. Paul S. Goldner (2006) defines, “...a customer is any organization or individual with which you have done business over the past twelve months”. Grigoroudis, E and Siskos, Y (2009) provide definition for ‘customer’ upon two approaches: With reference to loyalty, “A customer is the person that assesses the quality of the offered products and services” and on process oriented approach, “the customer is the person or group that receives the work output”. “Customer means the party to which the goods are to be supplied or service rendered by the supplier”.

Customer Satisfaction – Definitions

Customer Satisfaction: Customer satisfaction is a perception. It is also a question of degree. Providing quality products and services is all about meeting customer requirements. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The four key steps for successful marketing are identified as understanding the customer, making value for

customer, communicating the value to target market, and making it easy for the customer to buy. Satisfaction has been broadly defined by Vavra, T.G. (1997) as a satisfactory post-purchase experience with a product or service given an existing purchase expectation. The definition offered by Hunt (1977) is “an evaluation rendered that the (consumption) experience was at least as good as it was supposed to be”. Schiffman and Kanuk (2004) defines customer satisfaction as “The individual’s perception of the performance of the product or service in relation to his or her expectations”. Oliver (1977) defines “Satisfaction is the consumer’s fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment”. Some of the definitions available from web are compiled below: “Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation”. “Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service”. In general, satisfaction is a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance to expectations. If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied.

If it exceeds expectations, the customer is delighted. Customer assessments of product performance depend on many factors, especially the type of loyalty relationship the customer has with the brand. Consumers often form more favorable perceptions of a product with a brand they already feel positive about. Although the customer-centered firm seeks to create high customer satisfaction, that is not its ultimate goal. Increasing customer satisfaction by lowering price or increasing services may result in lower profits. The company might be able to increase its profitability by means other than increased satisfaction (for example by improving manufacturing processes or investing more in R and D). The company has many stakeholders including employees, dealers, suppliers and stockholders. Spending more to increase customer satisfaction might divert funds from increasing the customer satisfaction of other partners. Ultimately, the company must try to deliver a high level of customer satisfaction subject to also delivering acceptable levels of other stakeholders, given its total resources.

Customer Loyalty: Jacoby and Kyner, (1973) described loyalty as the biased behavioural response expressed over time, by some decision making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological processes. Dick and Basu (1994) argued that loyalty is determined by the strength of the relationship between relative attitude and repeat patronage, and that it has both attitudinal and behavioral elements. Oliver (1997) defines loyalty as “A deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior”. Mascarenhas et al. (2006) as cited in Shanka and Chin (2011) added a third dimension to total customer experience which is value besides the physical and emotional aspects. The contention is that by blending all three aspects of physical, emotional and value elements toward target customers and

achieving positive total customer experience will build lasting customer loyalty. “We submit that when marketers offer products and services that consistently have strong physical attributes-based satisfaction, provide high emotional experience and high perceived value summing to a high total customer experience they will automatically generate high and lasting customer loyalty” Mascarenhas et al. (2006). Based on the three major total customer experience variables of value differentiation, provider-interaction and engaging experiences, Mascarenhas et al. (2006) developed a multidimensional loyalty ladder and suggested this ladder of customer loyalty a function of customer experience. The link between customer satisfaction and customer loyalty is not proportional. Suppose, customer satisfaction is rated on a scale from one to five. At a very low level of satisfaction (level one), customers are likely to abandon the company and even bad-mouth it. At level five, the customer is very likely to repurchase and even spread good word of mouth about the company. High satisfaction or delight creates an emotional bond with the brand or company, not just a rational reference. The company needs to recognize, however, that customers vary in how they define good performance. Good delivery could mean early delivery, on-time delivery or order completeness and two customers can report being “highly satisfied” for different reasons. One may be easily satisfied most of time and the other might be hard to please but was pleased on this occasion.

Measurement Techniques: Measuring the level of satisfaction is difficult. Most of the cases customers does not say they are dissatisfied with the company. One day they just stop buying. In some cases they continue buying until they could not find a good alternative. For industrial products marketing it is too difficult to predict. Regular communication with customer, survey can help in this regard. Periodic survey can track customer satisfaction directly and ask additional questions to measure repurchase intention and the respondent’s likelihood or willingness to recommend the company and brand to others. Marketing insight: Net promoter and customer satisfaction describes why some companies believe just well-designed question is all that is necessary to assess customer satisfaction. Companies need to monitor their competitors’ performance too. They can monitor their customer loss rate and contact those who have stopped buying or who have switched to another supplier to find out why. Finally companies can hire mystery shoppers to pose as potential buyers and report on strong and weak points experienced in buying the company’s and competitor’s products. There are two methods for measuring customer satisfaction:

Single global rating method: It is very simple method and ask only a single question to the customer. For example, are you satisfied about our product?

Summation method – When we try to find out answers of different characteristics of a product and then make a summation of all answer ratings is known as summation method. The researcher conducts this method for his research.

METHODOLOGY

Methodology is a way to systematically solve the research problems. It explains the various steps that are generally adopted by a researcher in studying the research problem with logic behind them. The detailed methodology of the report is discussed as follows

Population Parameter: A population is the entire collection of people or things researchers are interested in and a population parameter is number that result from measuring all the units in the population. Parameters are descriptive measures of an entire population. However, their values are usually unknown because it is infeasible to measure an entire population. At present there are almost 50 customers are taking products from OFFICINA (BD) LTD all over the country.

Sampling Design

Sample Unit: Sampling unit refers to a single section or multiple sections of individuals selected to research and gather statistics of the whole. In this study the sample unit is 30 customers taking products from OFFICINA (BD) LTD.

Sample Size: Sample size refers to the number of entities (subjects etc.) in a subset of a population selected for analysis. The size of the sample and the way in which it has been drawn from the population are critical issues in any research study. Total number of population (customer) is 30. As 30 customers are reachable in this time. So the sample size considered for the study is 60% of population parameter.

Variables Covered

- Product quality
- Consistency of product quality
- Product verities and their utility
- Technical assistance
- After sales services
- Chemical certifications
- Brand image
- Cost of product
- Price competitiveness
- Price for special products
- Credit policy
- Logistic support
- Delivery lead time
- Inventory availability
- Emergency delivery support
- Participation in exhibition and fairs
- Communication of sales team
- Performance of design team
- Technical seminar

Method of data collection and data collection instruments used: Data collection is the collection of data by using many sources or by observing or by taking structured or non-structured interviews of the required object or event or individual for getting the related information which will help researcher to define the problem more specifically and evolve a theory and delineating possible variables that might exert an influence on it. Questionnaire and observation have been selected for the research as a data collection instrument.

Sources of data collection: In order to make the research more presentable, two sources of data and information have been used. They are:

Primary data

- Questionnaire survey to receive feedback.
- Face to face conversation with the customers

- By personal interviewing and interacting customers of OFFICINA (BD) LTD.

Secondary data

Different books and periodicals related to the Dyes and Chemicals Company

- Annual Report of OFFICINA
- Brochure of OFFICINA

Data Processing and Analysis

Questionnaire Development: Questionnaires were developed for customers. Customer's questionnaire was designed according to marketing mix product, price, place and promotion. For each of the marketing mix questions was made on the elements, which comprise the customer view. The questions were on the core elements that customer value. Respondents were required to mark the questions.

For marking the questions it generates a number which was defined as a 1-5 scale in questionnaire. On a survey or questionnaire, researcher used 05 (five) point Likert scale. Questions format was developed to collect the primary data to find out the respondent's choice using the following format: Very Poor – Carry 1 mark, Poor – Carry 2 marks, Average – Carry 3 marks, Good – Carry 4 marks, Very Good – Carry 5 marks

Data Analysis: For analysis collected data, a primary or rough analysis has been conducted to validate the questionnaire for gathering the adequate information. The data analysis has been conducted by using statistical tools and Microsoft Excel software. Several statistical analyses of the collected data have been done to prepare this report. Frequency, Percentage, Mean have been used for this research work. The analyzed data have been presented to both in graphical and tabulated format.

Data interpretation, results and findings

Collection of Information: The necessary information collected from only from customers by direct interviews with questionnaires as primary data and from the web site of the firm.

Types of analytical model

- Primary data analysis.
- Statistical analysis
- Graphical interpretation data
- Find outcome or result from the Statistical analysis
- Recommendation drawn from the overall project experience.

Scaling Technique: Answers have been collected from different organizational personnel which have been weighted by a 5 (Five) point scaling technique where (5) are best and (1) is worst details marking stated below

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	6	30	20
02	Good	18	72	60
03	Average	6	18	20
04	Poor	0	0	
05	Very poor	0	0	
Total		30	120	
Mean Score			4.0	

Satisfaction level on Product mix

Product quality

Interpretation: Here, the respondents were asked about the quality of the product of OFFICINA they are using. As they are using the product so they can judge better the quality of the product. They were asked to give mark on the questionnaire form. Among 30 respondents, 20% respondents said product quality is very good, 60% respondents said good and 20% respondents said average quality product. Surprisingly, no one found who said poor quality of very poor quality.

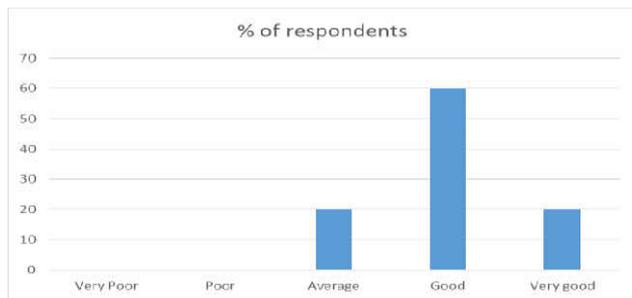


Figure: 4.4.1. Customer feedback on Product quality (Column Chart)

Findings: This survey proves that the some customers are delightedly satisfied with the product quality of OFFICINA and most of the customers are satisfied with the product quality.

Quality consistency

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	10	50	33.33
02	Good	12	48	40
03	Average	8	24	26.67
04	Poor	0	0	
05	Very poor	0	0	
Total Score		30	122	
Mean Score			4.07	

Interpretation: Here, the respondents were asked about the consistency of product quality they are getting from OFFICINA. Maintaining consistent quality of product is rare in washing chemical market in Bangladesh. So it's an important element to be reliable to customer. Among 30 respondents, 33.33% respondents said very good, 40% respondents said good and 26.67% respondents said average is the consistency of product quality they found in OFFICINA. Surprisingly, no one found who said poor quality of very poor quality.

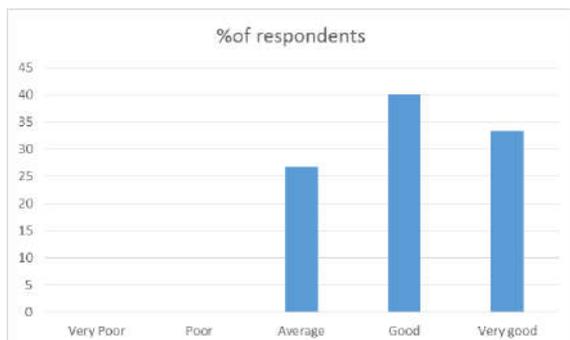


Figure 4.4.2. Customer feedback on Consistency of Product quality (Column Chart)

Findings: This survey proves that the most of the customers are happy with the consistency of product quality of OFFICINA. This is a very vital result for a chemical company in Bangladesh.

Product varieties and their utilities

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	2	10	6.67
02	Good	12	48	40
03	Average	13	39	43.33
04	Poor	3	6	10
05	Very poor	0	0	
Total Score		30	103	
Mean Score			3.43	

Interpretation: Here, the respondents were asked about the variety of product of OFFICINA and the utility of those to the customer. Are those helpful to the customer or not. Among 30 respondents, 6.67% respondents said very good, 40% respondents said good, 43.33% respondents said average and 10% said poor utility for them.

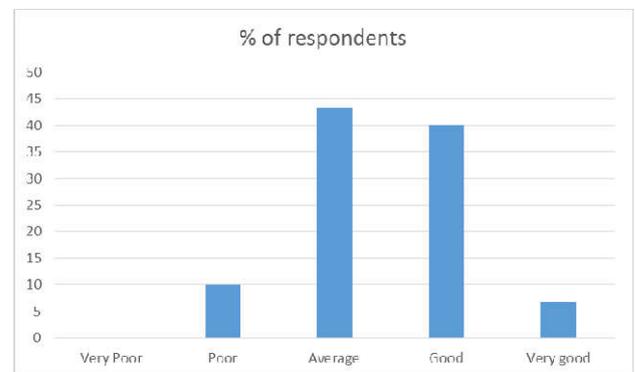


Figure: 4.4.3. Customer feedback Product variety and their utility (Column Chart)

Findings: This survey proves that the most the customers has a good response about the verity of the product and utility to them. Need to increase the product line to grab attention of more customers.

Brand Image

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	5	25	16.67
02	Good	14	56	46.66
03	Average	11	33	36.67
04	Poor	0	0	
05	Very poor	0	0	
Total Score		30	114	
Mean Score			3.8	

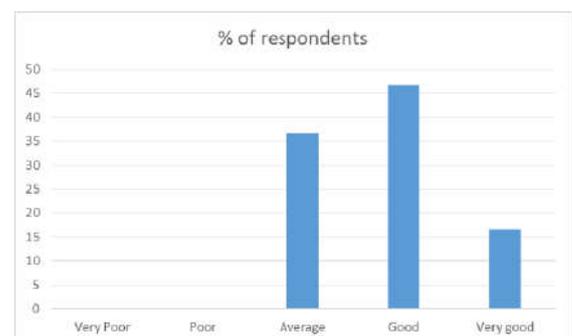


Figure 4.4.4. Customer feedback on brand image (Column Chart)

Interpretation: Here, the respondents were asked about the brand image in the market of OFFICINA. Is the brand image helping them to influence their customers or not. Among 30 respondents, 16.67% respondents said very good, 46.66% respondents said good and 36.67% respondents said average brand image of OFFICINA.

Findings: This survey proves that the OFFICINA already have a good brand image among most of the customers.

Satisfaction level on price mix

Similarity between cost of product and quality

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	4	20	6.67
02	Good	6	24	20
03	Average	14	42	46.66
04	Poor	5	10	16.67
05	Very poor	1	1	3.33
Total Score		30	120	100
Mean Score			4.0	

Interpretation: Here, the respondents were asked about the cost of product of OFFICINA and quality of the product they are getting have correlation or not. Among 30 respondents, 30% respondents said very good, 72% respondents said good, 18% respondents said average.

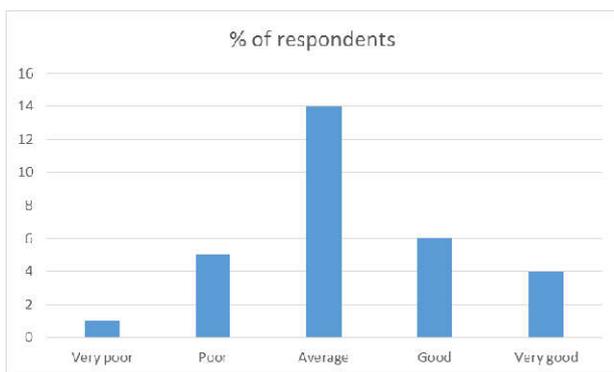


Figure 4.5.1. Customer feedback on cost vs utility of Officina products (Column Chart)

Findings: This survey proves that the most the customer think that price of OFFICINA product and the usefulness they are getting has good matches.

Price competitiveness with other suppliers

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	3	15	10
02	Good	6	24	20
03	Average	15	45	50
04	Poor	5	10	16.67
05	Very poor	1	1	3.33
Total Score		30	95	100
Mean Score			3.16	

Interpretation: Here, the respondents were asked about the quality of the product of OFFICINA they are using. As they are using the product so they better judge the quality of the product. They were asked to give mark on the questionnaire form. Among 30 respondents, 20% respondents said product quality is very good, 60% respondents said good and 20% respondents said average quality product. Surprisingly, no one found who said poor quality of very poor quality.

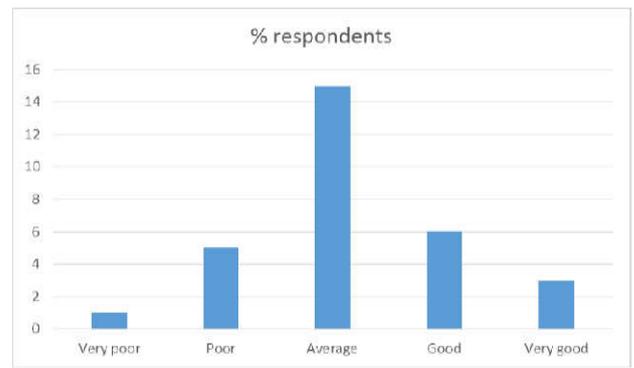


Figure 4.5.2. Customer feedback on price competitiveness (Column Chart)

Findings: This survey proves that most of the customers believe, OFFICINA offer competitive price compare to other competitors in the market.

Credit policy

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	3	15	10
02	Good	7	28	23.33
03	Average	11	33	36.67
04	Poor	5	10	16.67
05	Very poor	4	4	13.33
Total Score		30	90	100
Mean Score			3.0	

Interpretation: Here, the respondents were asked about credit policy of OFFICINA whether it is favorable or not. Among 30 respondents, 10% respondents said very good, 23.33% respondents said good, 36.67% said average, 16.67% said poor and 13.33% respondents said very poor.

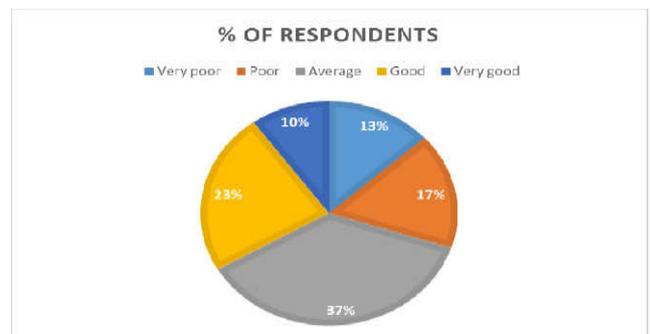


Figure 4.5.3. Customer feedback on credit policy (Column Chart)

Findings: This survey proves that customers has mixed behavior toward credit policy of OFFICINA. Most of the customer think their policy is average as in market practice, some customers think it's very favorable for them, few think it's worst for them.

Place mix

Logistic system

SL No	Score Level	Respondents	Cumulative score	Percentage (%)
01	Very good	6	30	20
02	Good	10	40	33.33
03	Average	12	36	40
04	Poor	2	4	6.67
05	Very poor	0	0	0
Total Score		30	110	100
Mean Score			3.67	

Interpretation: Here, the respondents were asked about the logistic system OFFICINA. Among 30 respondents, 20% respondents said is very good, 33.33% respondents said good, 40% said average and 6.67% said poor. That means most of the customers are pretty happy with the logistic system of OFFICINA.

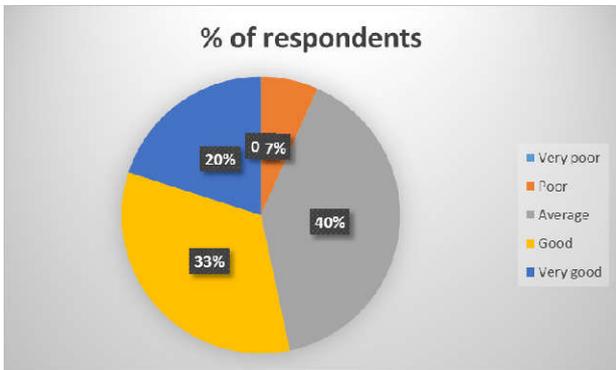


Figure 4.6.1 Customer feedback on logistic support (Column Chart)

Findings: This survey proves that most of the customers are pretty happy with logistical support of OFFICINA. Very few think it's not enough to be happy.

Delivery lead time

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	4	20	13.33
02	Good	8	32	26.67
03	Average	11	33	36.67
04	Poor	5	40	16.66
05	Very poor	2	42	6.67
Total Score		30	97	100
Mean Score			3.23	

Interpretation: Here, the respondents were asked about delivery lead time of OFFICINA. Among 30 respondents, 20% respondents said very good, 26.67% respondents said good, 36.67% respondents said average, 16.67% said poor and 6.67% said very poor. Need to focus on delivery system to improve the delivery lead-time.

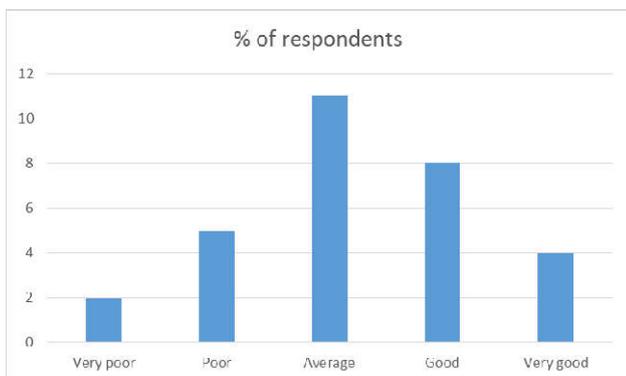


Figure 4.6.3 Customer feedback on delivery lead time (Column Chart)

Findings: This survey proves that a good portion of the customer are not happy with the delivery system of OFFICINA. Most of the customer think the service is average level. Need to pay more attention to improve the situation.

Emergency delivery support

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	4	20	13.33
02	Good	6	24	20
03	Average	12	36	40
04	Poor	6	42	20
05	Very poor	2	44	6.67
Total Score		30	94	100
Mean Score			3.13	

Interpretation: Here, the respondents were asked that how is the support given by OFFICINA in case of any emergency delivery? Among 30 respondents, 13.33% respondents said very good, 20% respondents said good and 40% respondents said average, 20% said poor and 6.67% said very poor.

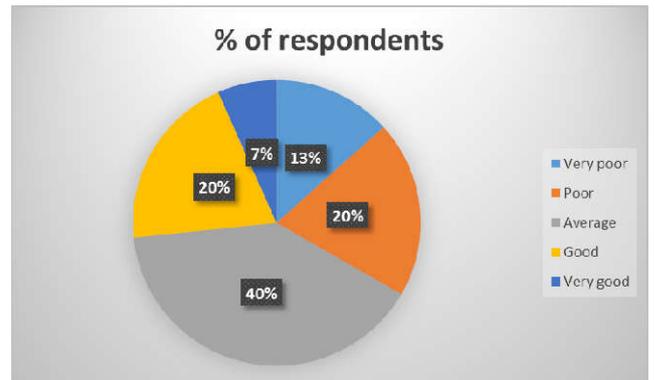


Figure 4.6.3 Customer feedback on emergency delivery support (Column Chart)

Findings: This survey proves very few customers are delightful with the emergency delivery system. A big percentage of the customers think OFFICINA provide worst services in emergency. Need to find a good solution to improve this.

Promotion mix

Participation in exhibition and fair

SL No	Score Level	No of Respondents	Cumulative score	Percentage (%)
01	Very good	8	40	26.67
02	Good	14	56	46.66
03	Average	8	64	26.67
04	Poor	0	64	0
05	Very poor	0	64	0
Total Score		30	120	100
Mean Score			4.0	

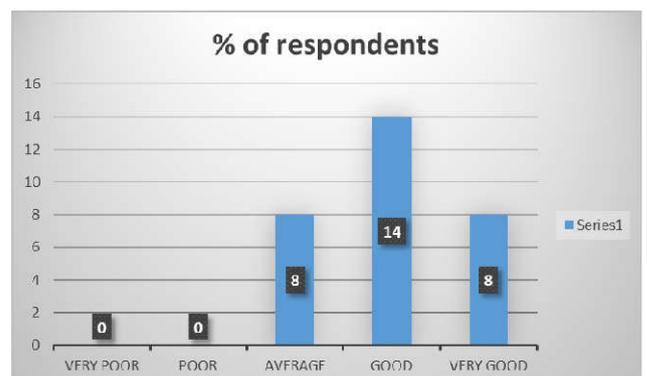


Figure 4.7.1 Customer feedback on participation in exhibition and fair (Column Chart)

Interpretation: Here, the respondents were asked about participation of OFFICINA in different denim fashion exhibition and fairs. People were asked to give mark for their presence, collection, attractiveness in the show. Among 30 respondents, 26.67% respondents said very good, 46.66% respondents said good and 26.67% respondents said average. That means participation in exhibition and fair increasing brand image of OFFICINA.

Findings: This survey proves that most of the customers are happy in participation in exhibition and fair of OFFICINA.

Table 5.4. Average mean satisfaction score

	Name of Table and Figures	
1.	Customer feedback on Product quality	4.0
2.	Customer feedback on after sales services	3.63
3.	Customer feedback on brand image	3.8
4.	Customer feedback on cost vs utility of OFFICINA products	4.0
5.	Customer feedback on price competitiveness	3.16
6.	Customer feedback on price comfort ability of special and fashion chemicals of OFFICINA	3.23
7.	Customer feedback on credit policy	3.0
8.	Customer feedback on logistic support	3.67
9.	Customer feedback on delivery lead time	3.23
10.	Customer feedback on participation in exhibition and fair	4.0
	Average mean score of marketing mix of OFFICINA	3.53

Findings: Results shows that quality of products, consistency of product quality, cost of product and their price correlation, participation in exhibition and fairs has outstanding feedback from customers. Need to improve more in those part, mostly should maintain the flow. Customers showed poor mark for technical seminar arranged by OFFICINA. Also many customers are not happy with the price competitiveness, credit policy, regular delivery and also in case of emergency delivery. Product line, technical assistance, after sales services, logistic support provided by OFFICINA has more than average ratings by customers.

Conclusions and Recommendations

Recommendations:

From the analyses and findings interpreted above, researcher would like to recommend the following factors to be taken seriously OFFICINA management.

- Efficiency should be maximized by employing more professional management personnel so that more variety of product can be introduced.
- The supply chain management personnel should emphasize more on raw materials purchases in right time so that we can get more advantage from raw materials price and finally reduce the chemicals price.
- More technological up gradation should be required for new product development.
- Should have necessary stock always. A customer does not want to listen no. If you show a sample bulk product should have in store for production. Some products have no alternatives and lacking of those product customers fall in problem. More stock sometimes creates more opportunity.
- Delivery system should be improved. All effort may washed away if the system is not proper. No customer would like to stop their production for supply inefficiency. For emergency need to be serious to reach the goods in time. By doing so possibility of getting new

business is more and making good relationship becomes easier.

- More documentation required to fulfill demand of all buyers.
- Sales and marketing personnel should communicate with the customers on regular basis. Without communication relationship will not form. Also there is a proverb 'information is businesses'. More visit means more information you have.

Conclusion

The aim of the study was to determine the customer satisfaction level in the context of the present offering of marketing mix of OFFICINA (BD) LTD. The research comprised of two phases where in the first phase – the customer satisfaction survey, customer were asked about their preference along macro level parameters product mix, price mix, place mix and promotion mix. For which the respondents were asked to provide ratings (on a scale of 1 to 5) indicating how much important a parameter was of them. And the last phase includes an analysis of present level impact on customer OFFICINA could spread through their marketing mix in the context of the survey results. It is clear that a number of companies that compete in the same industry may have similar resources/competencies and develop similar strategic perspectives, therefore it is expected that these companies show similar performance, but this may not always hold true depending on the competitive rules prevailing in a market. To analysis the impact of marketing mix on customer satisfaction is one of the methods for revealing the competitive structure.

By conducting this analysis, the company can figure out to combine the best of technologies, processes, strategies and it extensive industry experience to enable its clients to succeed. From the above stated analysis, it can be said that product quality and consistency of product quality plays most significant role for customer satisfaction. Also technical support, brand image and utility of products strengthen the company. But along with the product quality good co-operations, product variation and fulfilling buyer's requirements appropriately plays a crucial role for customer satisfaction. The flourishment of any industry requires combined efforts and co-operation from several parties. Though OFFICINA is a newly Ventured Company in the respective sector, its growth and expansion is praiseworthy. It's contributing the country and serving the nation in different ways. If it can up hold it's much toward advancement, it will be able to set a role model in our country.

REFERENCES

- <http://scienceq.org/Uploaded/Editorial/216108013.pdf>: Market Analysis of Textile Dyes and Auxiliaries in Bangladesh: Challenges and Prospects
- <http://textilelearner.blogspot.com/2013/02/an-overview-of-textile-chemical-sector.html>
- <Http://www.granthaalayah.com> ©International Journal of Research – GRANTHAALAYAH
- <https://companylist.org/Bangladesh/Chemicals/>
- https://en.wikipedia.org/wiki/Bangladesh_textile_industry
- https://www.google.com.bd/?gws_rd=cr and https://www.google.com.bd/?gws_rd=cr&ei=It6QV5OLLlqKvQSd1rDYBw#q=state+of+dyes+%26+chemicals+company+in+Bangladesh
- https://en.wikipedia.org/wiki/Customer_satisfaction

- Kasper, H., Helsdingen, P., and Vries, J. 2012. *Services Marketing Management: An International Perspective*. John Wiley and Sons Ltd.
- Kotler P. and Armstrong G. 1999. "Principles of Marketing" (8th edition). Prentice Hall of India private Limited. New Delhi
- Kotler P., Keller K.L, Koshy A and Jha M. 2014. "Marketing Management" (14th Edition). Dorling Kindersley (India) Pvt. Ltd. New Delhi
- Kotler, P., and Armstrong, G. 2013. *Principles of Marketing*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Lovelock, C. H. 2011. Developing global strategies for service businesses. *California management review*, 38(2), 64-86.
- Palmer, A. 2011. *Principles of Services Marketing* (3rd ed.). UK: McGraw-Hill Publishing Company.
- Palmer, A. 2011. *Principles of Services Marketing* (3rd ed.). UK: McGraw-Hill Publishing Company.
- Vavra, T.G. 1997. Improving your Measurement of Customer Satisfaction: A guide to creating, conducting, analysing, and reporting Customer Satisfaction Measurement Programs. American Society for Quality.
- Westbrook and Reilly 1983. "The Vicious Circle of Consumer Complaints", *Journal of Marketing*, Vol.48, (Summer). 7
- Oliver Richard, L. 1981. "Developing Better Measures www.officina39.com
- Zikmund W.G., Babin B.J., Carr J.C. and Griffin M. 2012. "Business Research Methods" (Eighth Edition). South Western Cengage Learning. Canada
