

Customers Attitude toward hygienic Products based on its price.

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Abstract: We use products to solve our problems but sometimes the product is being the major issue of creating problems. This problem arises from the absence of hygiene. We people don't take hygienic products with or without any reasons. From this thinking our study is summarized to figure out the issues that influence the customers' attitude. We have planned to conduct a study which will consider price and other related factors. Basically we were considering price as a major focus of customer attitudes. We have collected data from 300 respondents. The respondents were from various level of income, education, profession and region. We used random sampling technique to select the respondents from various zones. We were analyzed the data by SPSS (Statistical Package for the Social Science software). From the interpretation of the analysis we got a clear understanding about our study where the majority number customer mention that price has an impact on the use of hygienic products as well as it is a main factor. Besides these the respondents also mention some other factors which influence the customer's attitudes.

Keywords: Customer Attitudes, Products, Price, Hygienic Products, Hygienic Product's Price, Bangladesh.

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I. Introduction

There are five basic needs of human being e.g. Food, Cloth, Shelter, Treatment and Education. The most important one is food. No lives can live without food and it should be good and free from harm for human being. Otherwise it will be harmful rather than fruitful. That is why man should take hygienic food for keeping the body sound and healthy. For taking hygienic food people must purchase hygienic products. Though here we discussed the product in a broad sense and food is a major part of hygienic product. Basically hygienic products means the product which is free from harm and it must maintain the quality that it should have. Hygienic product involves daily food, usable cosmetics, convenience products, shopping products etc. We all have known the necessity of hygienic products.

In our daily life we use or consume various product that are required to us. But sometimes the products are being the major issue of health hazard for the absence of hygiene. There are various issues related to take unhygienic products. It may be price, availability, level of income, awareness, rumor, Illiteracy etc. Here we were discussed about all things but our major focus is price. From the view point of customer "Price is the amount of money that customer pay for a certain product or service". From the view point organization "Price is the cost of production plus profit margin".

We have seen that some peoples don't take hygienic products though they are aware and they have ability to purchase it. Actually they don't purchase the hygienic product because they think the price of the hygienic product is high. On the contrary many people are eager to purchase hygienic product but it is not available to them. Since we are lower middle income country, we should think about the price of it. Based on this thinking we have summarized our study to get an effective result of what customer think about the price of hygienic products and what they actually want. The **Objectives** of the study are to know the customers attitudes towards the price of hygienic products. And the factors influence the customers toward the use of hygienic products. This study will give us a clear understanding about customer's attitude that will help us, planner, related bodies as well as the government.

II. Review of Literature

Hygienic product is very much important as like as the hygiene of water and sanitation. Researchers suggest that food is equal to and may be more important than water as a route of transmission of diarrhea in developing countries (Motarjemi et al. 2012; Lanata 2003; Käferstein 2003; Motarjemi et al. 1993; Esrey and Feachem 1989). Pertaining data demonstrate that food is an important factor in transmitting pathogens that cause diarrheal illness (Motarjemi et al. 2012). Recent data from WHO indicate that almost 2 million people (annually) died of foodborne and waterborne diarrheal disease (WHO 2015). Up to an estimated 70 percent of diarrheal episodes among young children could be due to pathogens transmitted through food (Motarjemi et al. 1993; Esrey and Feachem 1989). Satisfaction is most important because it tells about the purchasing behavior of the customer if customers are satisfied then repurchase the product (Zahra Idrees et al., 2015). According to Reid and De Brentani (2004), consumers go through a process of knowledge, persuasion, decision and confirmation before they are ready to adopt a product or service. When the consumer becomes aware of the product, the adoption or rejection of an innovation begins (Reid & De Brentani, 2004).

Kalish and Lilien (2006) postulated that the price of the new products would affect its market potential. Prices affect the rate of adoption rather than the market potential. The adoptability of a customer and how much they are depend on the price of new products Kamakura and Balasubramanian (2008). Detiveaux and Rooney (2001) claim that when products can satisfy customer demands and a relationship with customers has been recognized, price becomes a much lower priority. In other words, there might be an association between customer satisfaction and price sensitivity. Satisfaction may be attending from the product which implies economic satisfaction and /or interaction with the seller which means social satisfaction, and customer's price sensitivity can be influenced by both. An interactive relationships highlighted by the society of china (Davies et al., 1995; Leung et al., 2005) therefore, it might be better to treat the perception about customer satisfaction as dispersed and divergent. Customer perceptions attitudes and intentions are influenced by employees experience and attitudes (Ganesh et al., 2000).

III. Research Methodology

We have selected Dinajpur and Thakurgaon district of Rangpur division as the sampling area. Data were collected from 300 respondents of various institutions e.g. School, College, University, Bank, Retail stores, Shopping mall and Residence. The study was conducted on the basis of primary sources of information. Primary data were collected through a structured and unstructured questionnaire from the respondents.

The questionnaire is consisted of personal information and general information. Personal information consisted of the data relates to the respondent and general information consisted of data relates to research objectives. We have collected primary data by pretesting one questionnaire and finally through a set of questionnaire. We have used random sampling technique for determining the sample from population. We have also analyzed the data by putting into SPSS(Statistical Package for the Social Science) software. There is a gap of this study that is the result will be good if we select a various area as a sampling area.

IV. Analysis and Result Discussion

Table 01: General view of the customers

S.L.	Particulars	Awareness about health		Idea about hygienic product		Consciousness about hygienic product	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Very Poor	3	1.0	2	0.7	0	0
2	Poor	3	1.0	11	3.7	12	4.0
3	Neutral	17	5.7	29	9.7	40	13.3
4	Good	102	34.0	145	48.3	124	41.3
5	Very Good	175	58.3	113	37.7	124	41.3
Total		300	100.0	300	100.0	300	100.0

The table 01 shows that majority peoples are aware about their health. Only 1% people has very poor knowledge and 1% has poor knowledge. And 5.7 peoples are not bothering about their health that means they mark neutral. Similar to awareness they have good and very good knowledge about hygienic product. The major issue is how much they are concerned about their health. Here we have seen that 41.3% are conscious and 41.3% are very much conscious about hygienic products. There was no customer who was unconscious about health. From this table we have got an idea about the general view of the customers toward hygienic products.

Table 02: Open discussion

SL	Usage	Purchase Rate		Purchase Necessity	
		Frequency	Percent	Frequency	Percent
1	Frequently uses	17	5.7	8	2.7
2	Sometimes uses	105	35.0	19	6.3
3	Always uses	178	59.3	273	91.0
Total		300	100.0	300	100.0

The table 02 shows that only 5.7% customers are frequently use hygienic product for themselves and their family. And 35%, that means 105 customers from 300 respondents are sometimes used hygienic product for themselves and their family. We have also seen that 59.3% customers use hygienic products for themselves and their family. On the other hand 91% respondents says that everyone should always use hygienic product in daily life. Here only 6.3% customers suggest sometimes we should use hygienic product and 2.7%, a little percentage of respondents said to use hygienic products frequently.

Table 03: Critical view of the customers

SL	Particulars	Availability		Impact of price		Price is a main factor		Another influencing factors	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Disagree	87	29.0	13	4.3	15	5.0	49	16.3
2	Disagree	95	31.7	11	3.7	37	12.3	32	10.7
3	Neutral	45	15.0	24	8.0	59	19.7	41	13.7
4	Agree	48	16.0	119	39.7	93	31.0	105	35.0
5	Strongly Agree	25	8.3	133	44.3	96	32.0	73	24.3
Total		300	100.0	300	100.0	300	100.0	300	100.0

The table 03 expresses the critical views of the customers. Basically we are trying to discuss what customers think about the hygienic products as well as its price. Here we set a statement that hygienic product is available everywhere. But 29% are disagree and 31.7% are strongly disagree about the statement. They are wanted to mean that hygienic products are not available everywhere. We were talked about the impact of price on the purchasing rate of hygienic products. Among them 44.3% are strongly agree to this statement and 39.7% are agree with us. Among 300 respondents very few customers are marked they are disagree that price has an impact on hygienic products. In the next statement we have got an understanding that 31% and 32% respondents said price is a main factor that influence the use of hygienic products. And very little percentage said that it is not a main factor which influences the customer attitude. Besides price we were talking about the factors that influence the use of hygienic products too. Here we got average response about our statement which is mentioned above table. Respondents agree and strongly agree to our statement are 35% and 24.3%, 13.7% are neutral. On the other hand 16.3 and 10.7 customers are strongly disagree and agree to this statement. From here we have got that besides price there are another factors which influence the customer to use hygienic products, where the price is main influencing factor to the customers.

Table 04: Overall Satisfaction level

S.L.	Satisfaction Level	Overall Satisfaction	
		Frequency	Percent
1	Satisfied	90	30.0
2	Dissatisfied	210	70.0
Total		300	100.0

The table shows that only 30% (90 customers) customers are satisfied among 300 respondents and 70% (210 customers) are dissatisfied about hygienic products. From here we have understand that the suppliers are fail to meet the customer’s desired price.

V. Recommendation and Conclusion

Overall evaluation of customers' satisfaction give us a meaning that customers are not positive to price and related factors of hygienic products. From the above analysis we can say that maximum number of customers have mentioned that price has an impact on the use of hygienic product. This impact also influenced the customer attitude where they said that price is a main influencing factor in case of the consumption of hygienic products. They have mentioned availability, rumor, unawareness, consciousness, poor knowledge etc. Price is sensitive issue for an organization as well as for customers. Organizations are trying to get more profit whether customers want to pay less. When the organization set high price for quality and hygienic product that time they may consider only upper income customers but they should think about the all. The study implies those customers are not satisfied with the pricing of hygienic products. Though the product is available somewhere, the price of the product is high and it is not affordable for all customers. This study told us what customer think about hygienic products and what are the issues where they feel discourage to consume/use hygienic product. The further study can be what supplies think about the price of hygienic product. The study will give us a clear understanding what customer actually want from the producer. Finally we should be careful about the consumption of hygienic product for a better generation, a better future and a better world.

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