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Research Paper Management

An In-depth study of Consumer Preference towards Personal Care Products

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ABSTRACT

The term FMCG (fast moving consumer goods), although popular and frequently used does not have a standard definition and is generally used in India to refer to products of everyday use. Conceptually, however, the term refers to relatively fast moving items that are used directly by the consumer. Thus, a significant gap exists between the general use and the conceptual meaning of the term FMCG. A successful brand commands premium over non-branded products. According to a recent study, the share of branded goods is high for a number of daily used products. Branded goods comprise of 65% of sales in villages. Of late, there has been a decline in the share of non-branded products, according to the said study. This all indicates that the coming days will witness more fierce battles for a pie in the lucrative rural market segment.

KEYWORDS: Personal Care, FMCG, Consumer Behaviour

Introduction

INDIA Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG), is products that have a quick turnover, and relatively low cost. Consumers Generally put less thought into the purchase of FMCG than other products. The absolute Profit made on a FMCG product is lower; however they are generally sold in high numbers. Hence profit in FMCG goods generally scales with the number of goods sold, Rather than the profit made per item. The classification generally includes a wide range of frequently purchased consumer products including: toiletries, soaps, cosmetics, teeth cleaning products, shaving products, detergents, and other non-durables such as glassware, bulbs, batteries, paper products and plastic goods. The category may include pharmaceuticals, consumer electronics and packaged food products and drinks, although these are often categorized separately. Contrast consumer durables such as kitchen appliances that are generally replaced less than once a year.

RESEARCH DESIGN AND METHODOLOGY

1. OBJECTIVES

To study Indian FMCG market and their future scope

To analyze current scenario of Personal care product market at global level

To analyze purchasing patterns of consumer towards personal care products.

To Measure awareness of ITC personal care products

To measure satisfaction level of existing ITC personal care product users

To analyze the competitiveness of newly launched ITC personal care products against popular brands.

2 RESEARCH DESIGN

This type of research is more related to DESCRIPTIVE DESIGN.

Data Collection: -

Primary data is to be collected to know the customers, preferences and belief. Primary data are those, which are collected for the first time, and they are original in character. A suitable combination of Questionnaire techniques, Personal interviews & discussions with the respondents are used to collect the required Primary data. Findings of the primary data focus on the users of ITC personal care product. Primary data gives higher accuracy and facts, which is very helpful for any research and its findings.

Data is to be collected through primary research conducted in the city of Ahmedabad. The survey was conducted in malls like BIG BAZAAR, STAR INDIA BAZAAR AND HIMALAYA MALL.

3 SAMPLING DESIGN

Sample Size: - Consumers: 200

The confidence level is 95% and the significance level is 7%, where as the population level is 4500000 units.

SS=Z2(P)*(1-P)

C2

Z = Z Value (Confidence Level)

P = Percentage picking a choice (Sample Size)

C = Confidence Interval

Sampling procedure: -

For Survey of the customers the responses had recorded by giving the questionnaires to them and provide them all the information about the purpose so that they can give true information.

Types of Sampling: - Judgmental Convenience sampling

Sampling Area :- Ahmedabad city

PROBLEM STATEMENT

This research is been conducted to determine what plays an important role in attracting the customers to go for a particular item and to purchase it such as whether is Quality of the product or several other factors such as Fragrance, Brand name etc. are also there which they kept in mind. Moreover also the other problem is to determine the brand awareness of the ITC Products

Research Analysis.

1 Number of people aware about following brands.

Awareness of ITC product is second lowest before cavin kare because of new entrance. Majority of people are aware about brands of HUL AND P&G and DABUR VATIKA product generate more awareness. While GARNIER FRUCTIS AND ULTRA DOUX are also very much aware among people.

2 MOST POPULAR BRANDS AMONG PEOPLE

NAME OF THE BRANDS	RANK
HUL	1
P & G	2
GARNIER	3
DABUR	4
ITC	5
CAVIN KARE	6

Out of a survey of a sample majority preferences are towards LUX, LIFEBOUY, DOVE, and DETTOL in soaps and in shampoos CLINIC PLUS, CLINIC ALL CLEAR, SUNSILK, HIMALAYA, PANTENE, GARNIER and HEAD AND SHOULDER. In shower gel majority prefer DOVE, PALMOLIVE,

NIVEA, and GILLETTE. So, with these result we can say that HUL and P & G are most preferred by people because of its economic price, quality, and brand name in personal care products segment and other brands like DYNA, GODREJ NO.1, NIRMA, NIMA, CHANDRIKA, LIRIL, SANTOOR and CINTHOL are also popular among middle and lower class people.

3 NUMBER OF PEOPLE USING ITC BRAND

Out of a survey of 200 people only 28 are using personal care products of ITC majority of them are not aware about the brand

4 BRAND LOYALTY OF CUSTOMER AND DURATION OF USAGE.

In personal care products brand loyalty of a customer is low because of promotional schemes, less price and competition out of a survey of 200 respondents only 10% of people continue with their brands with more than 1 year. Majority of people would switch over if same quality product available at same price or with better promotional schemes. And they are changing their brands less than 6 months.

5 AWARENESS ABOUT FEATURES OF FIAMA DE WILLS

Fiama de wills have great quality features like:

European Design
Premium Quality
International Fragrance (France)
Skin sense Products
Only 30 people out of 200 are aware about the features of product.

6 Number of people Aware and use ITC personal care products:

PRODUCTS	AWARE	USED	
1.SHAMPOOS			Reasons for less awareness and usages * High prices * Less availability * Do not want to switch * Not available in sachet form * No promotional scheme * Less advertisements * New comer * less variants compare to sunsilk in shampoo * Less usage of shower gel * In soaps competitors have great Promotional schemes like buy 2 get 1 free. * Soaps are not available at BIG BAZAAR * Brand loyalty of existing users * ITC doesn't have DEO soaps. *Doesn't have special products compare to some existing brands like DETTOL, LIRIL, LIFEBOUY.
Fiama Di Wills Everyday Mild	25	11	
Fiama Di Wills Aqua Balance	18	2	
Fiama Di Wills Volume Boost	19	1	
Fiama Di Wills Silky Strong	22	12	
Superia Shiny Hair	5	0	
Superia Vibrant Green	3	0	
2.SHOWER GELS			
Fiama Di Wills Mild Dew	8	0	
Fiama Di Wills Clear Springs	5	0	
Fiama Di Wills Exotic Dream	9	0	
3.SOAPS			
Superia Fragrant Flower	9	6	
Superia Soft Sandal	10	5	
Superia Natural Glow	9	4	
Superia Healthy Glow	8	3	
Vivel Young Glow	2	0	
Vivel Satin Soft	1	0	
Vivel Sandal Sparkle	4	1	
Vivel Ayurveda Essence	8	2	
Vivel Di Wills Sheer Radiance	0	0	
Vivel Di Wills Sheer Crème	0	0	
	165	47	

Out of a 200 respondents 55 were aware about brand ITC, out of them 28 were using total 47 brands of ITC personal care products

7 SATISFACTION LEVEL OF ITC PERSONAL CARE PRODUCT USERS

PRODUCTS	HIGHLY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	HIGHLY DISSATISFIED
1.SHAMPOOS					
Fiama Di Wills Everyday Mild	6	3	2		
Fiama Di Wills Aqua Balance	2				
Fiama Di Wills Volume Boost				1	
Fiama Di Wills Silky Strong	4	5	1	1	1
Superia Shiny Hair					
Superia Vibrant Green					
2.SHOWER GELS					
Fiama Di Wills Mild Dew					
Fiama Di Wills Clear Springs					
Fiama Di Wills Exotic Dream					
3.SOAPS					
Superia Fragrant Flower		3	2		1
Superia Soft Sandal	1		3	1	
Superia Natural Glow	2		2		
Superia Healthy Glow	1	1			1
Vivel Young Glow					
Vivel Satin Soft					
Vivel Sandal Sparkle		1			
Vivel Ayurveda Essence			2		
Vivel Di Wills Sheer Radiance					
Vivel Di Wills Sheer Crème					

With the help of above pie chart we can understand people who make purchase of 47 ITC personal care products and majority of them are highly satisfied or satisfied very less numbers of people are neither satisfied nor dissatisfied or dissatisfied or highly dissatisfied more than 50% of products satisfies their expectations and rest of them which are not satisfied with products have same complaints that, they are not fully satisfied compare to their old brands in terms of price, scheme and quantity otherwise there is less complaint regarding quality of ITC brands.

8 Perception towards prices of ITC Personal Care Products

Majority of respondents are not aware about ITC personal care products so they are not able to respond on this question properly but respondents who aware about ITC personal care products believes as under

Majority of respondents believes that prices of ITC personal care products are higher than competitors. Majority of respondent compares ITC's brands with existing low price brands but ITC provide premium class products so in comparison with same quality brands like DOVE, GARNIER, prices are competitive.

9 SPENDING POWER OF PEOPLE BEHIND PERSONAL CARE PRODUCTS

ITC formed product for premium class segment but majority of people spent less than 500rs. Near about 50% of respondent spent less than 500 per month and near about 35% respondents spent between 500 to 1000.Only 37 respondents spent more than 1000 per month which can be say a premium class people.

10 FROM WHERE PEOPLE MAKE PURCHASE OF PERSONAL CARE PRODUCT

People make purchase from super market and hyper markets, 40% of them make purchase from super market. Rural people still make purchase from local vendors like kirana store and pan parlour. People prefer to purchase products from hyper market and super market because number of variants available at a single place so that they can compare.

They also get benefits of extra discounts and schemes with superior service. But there are still some respondent who makes purchase from KIRANA STORE, PAN PARLOUR, MEDICAL STORE due to transportation constraints.

11 WHO MAKES PEOPLE TO BUY PERSONAL CARE PRODUCT

Out of survey 60% of people make purchase by promotional schemes because Indian people are still price conscious and want to get something extra with product. E.g. Buy 2 or 3 get 1 free or purchase a bottle of shampoo and get conditioner sachet free. After those advertisements plays an important role. Youngsters are influenced by celebrity endorsements. E.g. john Abraham and bipasha basu in head and shoulder, shahrukh khan in clinic all clear and others. And by showing reality drama of dandruff, hair fall with emotional and fear appeal. Friends recommendation also influence youngsters specially college and school peoples.

12 PROBABILITY OF CHANGING BRAND PREFERANCE FOR PERSONAL CARE PRODUCTS

Pie chart shows that very few people are brand loyal. 34% people can think if they get similar option with extra benefits. While as a new comer its favorable outcome of ITC because 47% respondents are frequently changing their preferences.

HYPOTHESIS TESTING

Cross tabulation

Cross tabulation is the process of creating a contingency table from the multivariate frequency distribution of statistical variables.

Chi-square test

A chi-square test (also chi squared test or χ2 test) is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough.

CROSS-TABULATIONS

Location vs Income Crosstabulation						
		below 100000	100000-250000	2510000-350000	more than 350000	Total
Location	Convinient store	6	13	18	6	43
	Hyper market	12	20	24	9	65
	Super market	1	22	20	5	48
	Local vendor	7	15	17	5	44
	Total	26	70	79	25	200

Chi-Square Tests

	Value	df
Pearson Chi-Square	9.054059324	9
Likelihood Ratio	11.16789054	9
Linear-by-Linear Association	0.049052649	1
N of Valid Cases	200	

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.63.

Interpretation:

H0:Location is independent of the Income level

H1: Location is dependent of the Income level

Here from the table it can be seen that the value of x2 (cal) > x2 (tab) and therefore location is independent of the income level and so it can be said that as far as the buying of the item from the particular location is concerned it does not depend on the income level.

Change of brand vs age Cross tabulation						
		Age				Total
		under 25	25-34	35-44	45-54	
Change of brand	NEVER CHANGE	2	19	49	9	79
	RARELY	6	42	26	2	76
	FREQUENTLY	19	23	2	1	45
	Total	27	84	77	12	200

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.273a	6	0
Likelihood Ratio	0.31	6	0
Linear-by-Linear Association	1.398	1	0
N of Valid Cases	200		

a. 3 cells (25%) have expected count less than 5.

The minimum expected count is 2.70.

H0: Change of the brand is independent on the age

Key Findings

Awareness of ITC product is second lowest before cavin kare because of new entrance. Majority of people are aware about brands of HUL AND P&G and DABUR VATIKA product generate more awareness. While GARNIER FRUCTIS AND ULTRA DOUX are also very much aware among people.

Majority of people are aware about products like clinic all clear, clinic plus, Pantene, nyle as well as sunsilk and head & shoulder.

Out of a survey of a sample majority preferences are towards LUX, LIFEBOUY, DOVE, and DETTOL in soaps and in shampoos CLINIC PLUS, CLINIC ALL CLEAR, SUNSILK, HIMALAYA, PANTENE, GARNIER and HEAD AND SHOULDER. In shower gel majority prefer DOVE, PALMOLIVE, NIVEA, and GILLETTE.

So, with these result we can say that HUL and P & G are most preferred by people because of its economic price, quality, and brand name in personal care products segment and other brands like DYNA, GODREJ NO.1, NIRMA, NIMA, CHANDRIKA, LIRIL, SANTOOR and CINTHOL are also popular among middle and lower class people.

Out of a survey of 200 people only 28 are using personal care products of ITC majority of them are not aware about the brand

Conclusion

During this project we come to conclude the following points for the success of company at the end of this report
Company has large brand equity and status in the mindset of people
Majority of a existing users of ITC are satisfied with products
There is a large scope for ITC in personal care segment
Awareness is very less
High competition against giant players like HUL, P&G
Personal care products segment is booming

And about FMCG market we conclude that this industry have wide scope all around the country and even government also supports the players to capture global market share. But we can say that fmcg market is highly competitive and difficult for new comers to survive.

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