

A Study On Consumer Preference Towards Selected Fmcg Personal Care Products In Erode Town, Tamilnadu



Management

KEYWORDS : Brand Awareness, Consumer preference, Fast Moving Consumer Goods, Personal care products

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ABSTRACT

The purpose of this study is to examine the consumer preference on personal care products in FMCG sector and to study the factors which influencing them to prefer a particular product of Fast Moving Consumer Goods (FMCG). The taste and preferences of consumer are changed often. Every customer in the market has his/her own Brand Preferences. Customers will be looking for certain attributes before purchasing the products i.e., FMCG. The brand Preference is showing increasing tendency everywhere and Erode city of Tamilnadu State is not an exception to it. They give much important for personal care products due to it involved mostly in day to day life. Research Paper on consumer preference of Fast Moving Consumer Goods in Erode town of Tamilnadu is taken up.

1. INTRODUCTION

1.1 FAST MOVING CONSUMER GOODS

The Indian FMCG sector is the fourth largest sector of the Indian economy. The FMCG industry is more than 115 years old. Consumable items (other than groceries/pulses) that one needs to buy at regular intervals. These are items which are used daily, and so have a quick rate of consumption, and a high return. FMCG can broadly be categorized into three segments which are Household items as soaps, detergents, household accessories, etc, Secondly Personal care items as shampoos, toothpaste, shaving products, etc and finally. Thirdly Food and Beverages as snacks, processed foods, tea, coffee, edible oils, soft drinks etc.

1.2 BRAND PREFERENCE

India's fast moving consumer goods (FMCG) sector is on a roll. Riding on the back of increasing demand and changing consumer preferences – thanks to higher disposable incomes and the retail revolution – the sector has been posting double-digit growth over the past couple of years. The sector has seen the emergence of new product categories and products that seek to fulfill the increasing aspirations of a new generation of Indians, who are turning out to be very demanding consumers.

Besides, FMCG products fulfill the primary needs of consumers and are usually small-ticket items that are necessary for most households. "The FMCG sector would continue to do well not only because it is a defensive and well entrenched one, but also because it logs directly on to the fundamental economic growth potential of the country," explains Milind Sarwate, chief, human resources and strategy, Marico Ltd, makers of hair care, skin care, edible oils and fabric care products. "As income levels continue to grow (although now at six to seven per cent and not eight to nine per cent as earlier) more people are likely to shift to consumption of branded products and services. Hence, the growth trend is likely to continue."

2. REVIEW OF LITERATURE

Md. Abbas Ali¹, Venkat Ram Raj Thumiki² and Naseer Khan¹ (2012) states that Companies marketing FMCG to rural consumers cannot merely extend their general marketing strategies to rural markets. Instead, they need to devise rural specific strategies. In this process, they need to understand crucial issues relating to rural consumer behavior and more specifically relating to different geographic regions of the country. This paper focuses on understanding factors that affect the rural purchase of FMCG in South India. **Mohammad Ali Daud (2013)**, explore in his study even if rural consumers do have the aggregate monthly income to purchase branded products, they tend not to have enough money at one point of time to actually make the purchase of an item. This is why in areas where branded products are available, they are often sold in loose quantities since they fall into the purchasable range **Anupam Jain and Meenakshi Sharma (2012)** revealed that brand awareness in

rural areas particularly in respect of beauty care possible due to continuous and steady improvement in consumer and health care products is showing an increasing tendency. People are not worried about the price of the product. They are showing willingness to spend higher price when they realize that they can afford to spend. Since the usage of branded products of reputed companies will elevate their status as well as stature in that village. Brand quality, Price, Easy availability, Family liking, advertisement, variety and credit attributes have been taken as variables for the measurement of Brand perception in the study. **Kavitha T. C. (2012)**, revealed in her study, The new phase of rural consumption appears to provide a great opportunity for the FMCG sectors. Marketers will need to evolve new strategies to connect and communicate with a more aware and unreserved consumer than ever before, the study found. **Dr. Mohammad Naquibur Rahman (2012)**, found that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbors, reference group) opinions. Advertisement play a very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behavior.

3. OBJECTIVES OF THE STUDY

- To know the brand awareness of consumers towards personal care products
- To analyze the consumer preference towards selected FMCG personal care products.
- To find out the factors influencing the consumers while buying the personal care products.
- To analyze the level of satisfaction of consumers towards personal care products.

4. SCOPE OF THE STUDY

Fast moving consumer goods in India is characterized by intense competition leading to brand proliferation in various categories. Using consumer sales promotion to differentiate ones offer has been a common practice in matured urban markets. More and more budget is allocated to these activities in order to lure the consumers. In such a scenario, it is very essential to study how consumers make their choices in FMCG category where there are several brands in the consideration set of a consumer. The financial risk being low consumers do not mind switching from one brand to another due to sales promotion offer. Hence it would be of interest to a marketer to learn about consumer preferences with respect to influencing of various attributes namely, Brandname, Quality, Quantity, Flavour, Colour, Packaging, Price, Advertisements, Offers & discount.

5. RESEARCH METHODOLOGY

The present study is descriptive in nature which is based on empirical evidences based on primary data. A survey method has been used to collect the primary data with a structured questionnaire. The questionnaires were filled up by respondents

which were selected on the basis of convenience sampling.

6.FINDINGS & INTERPRETATIONS

Table No.1

Demographic Profile of Respondents

Details	Frequency(N)	Percentage(%)
<u>Gender</u>		
Male	250	50%
Female	250	50%
<u>Age</u>		
Below 25 years	140	28
25 - 30years	66	14
31- 35 years	104	20
36-40 years	60	12
41- 45years	90	18
Above 45 years	40	8
<u>Education qualification</u>		
No formal education	52	11
School level	76	15
Graduates	122	22
Professional	188	38
Technical	62	14
<u>Marital status</u>		
Married	270	54
Unmarried	230	46
<u>Occupation</u>		
Agriculture	54	11
Business	112	22
Government Employee	116	23
Private Employee	110	22
Others	108	22
<u>Size of the family:</u>		
2members	70	14
3members	140	28
4 members	132	26
More than 4	158	32
<u>Number of earning members</u>		
1 members	106	21
2members	96	19
3members	156	31
4 members	116	23
More than 4	26	6
<u>Family income per month</u>		
Below Rs. 5000	82	16
Rs 5001- 10000	128	26
Rs 15001 -20000	106	21
Rs 20001- 25000	128	26
More than 25000	56	11

Table No.2

CHI-SQUARE TEST

Relationship Between Educational Qualification And Brand Preference

H0: There is no significant Relationship between Educational Qualification and Brand Preference

H1: There is a significant Relationship between Educational Qualification and Brand Preference

Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.149	20	.019
Likelihood Ratio	33.849	20	.027
N of Valid Cases	500		

Interpretation:

Since the calculated value is less than table value (.019<0.05) accept null hypothesis and there is no significant between edu-

cational qualification and Brand Preference

Table No.3

CHI-SQUARE

Relationship Between Family Income And Frequency Of Purchase

H0: There is no significant relationship between family income and frequency of purchase of personal care products

H1: There is a significant relationship between family income and frequency of purchase of personal care products

Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.152	20	.003
Likelihood Ratio	48.741	20	.000
N of Valid Cases	500		

Interpretation:

Since the calculated value is less than table value (.003<0.05) accept null hypothesis and there is no significant between family income and frequency of purchase.

Table No.4

PROMOTIONAL OFFERS WHICH INFLUENCES A CONSUMER

Promotional offers	Weighted score	Rank
Price Discount	5.70	1
Free gift	5.10	2
Extra quantity	4.42	3
Buy one get one	3.50	4
Trial packs	3.10	5
Coupon	2.10	6
Seasonal offers	2.00	7

From the above table, the respondents give 1st rank to the Price Discount, 2nd rank to the Free gift, 3rd rank to the Extra quantity, 4th rank to the Buy one get one offer, 5th rank to the trial pack, 6th rank to the Coupon, 7th rank to the seasonal offers.

BRAND PREFERENCE OF SELECTED FMCG PRODUCTS IN ERODE TOWN

WS-Weighted Score ; R-Rank

Shampoo		Soap			
Shampoo	WS	R	Soap	WS	R
Pantene	3.3	1	Hamam	3.2	1
Sun silk	3.2	2	Lifeboy	3.1	2
Dow	3.1	3	Cinthol	3.1	3
Clinic plus	2.8	4	pears	3.0	4
Garnier	2.5	5	Fiamsa	2.5	5

Tooth paste		Washing powder			
Tooth paste	WS	R	Washing powder	WS	R
Pepsodent	4.1	1	Surf	3.4	1
Colgate	3.9	2	Rin	3.6	2
Babool	3.0	3	Arial	3.1	3
Cibaca	2.1	4	Nirma	2.9	4
Dabaralal	1.9	5	Wheel	2.0	5

Interpretation:

From the above table, it is inferred that the respondents give 1st rank to the Patene, 2nd rank to the Sun silk, 3rd rank to the Dow, 4th rank to the Clinic plus, 5th rank to the Garnier. In case of Soap the respondents give 1st rank to the Hamam, 2nd rank

to the Lifeboy,3rd rank to the Cinthol,4th rank to the Pears,5th rank to the Fiamma. In case of Toothpaste the respondents give 1st rank to the Pepsodent,2nd rank to the Colgate,3rd rank to the Babool,4th rank to the Cibaca,5th rank to the Dabarlal In case of Washing powder the respondents give 1st rank to the Surf,2nd rank to the Rin,3rd rank to the Aerial,4th rank to the Nirma,5th rank to the Wheel.

CONCLUSION

In today's scenario, Consumer is the king because he has got various choices around him. If you are not able of providing him the desired result he will definitely switch over to the other provider. Therefore to survive in this competitive competition, you need to be the best. FMCG was able to maintain hold its top rank providing quality product at reasonable price to consumer. Quality is the main motivating factor for the consumer to buy the product of FMCG. Introduction of new products in the market to satisfy the consumer is also an importance reason for FMCGs to hold the top in the consumer market.

FMCG goods that are generally used short period of days, weeks, or months, and within one year. FMCG have a short life, either as a result of high consumer demand and the product deteriorates rapidly. Purchasing of FMCG products involves many buying behavior patterns. Better understanding of consumer perception towards FMCG products will make high profits to the supermarkets.

The suggestions were given to the concern to focus its attention mainly on delighting the customer and to fulfill the requirements and expectation toward the products. Thus, in this study the researcher had made an attempt to find out the customers' feedback about the availability of product and services and also varied alternative solution have been given to improve the customers' requirements, and service which in turn could earn goodwill among public.

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