



ORIGINAL RESEARCH PAPER

Marketing

CONSUMER PERCEPTION TOWARDS ELDIA PURE COCONUT OIL IN MADURAI CITY

KEY WORDS:

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1. INTRODUCTION

Consumer Perception is seen as a key performance indicator for FMCG. In a competitive business environment where businesses compete for customers, customer perception is seen as the fundamental differentiator and progressively has become a key element of business strategy.

Consumer perception is defined as a "person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/her expectations" (Philip Kotler, 2006). Customer perception is a function of perceived performance and buyer's expectation. It can be represented as,

Consumer perception = F (perceived performance, buyer's expectation)

Perceived performance is the consumer's belief about the product or service experiences on the other hand buyer's expectations are influenced by the following factors.

- Performance of the product in the recent past.
- Word of mouth or testimonials
- Related Reviews
- Competitors opinion about the product or service
- The product's marketers promise.

In a current business situation, it is very important for a company to get details about a product such as, whether the product solve the right problems; product market combination; execution methodologies; time of market entry and marketing plan. This will facilitate the company to enhance the segment with prior knowledge and the company will be able to add values which will give better impact for the product's sales. Kaleesuwari Refinery Private Limited (KRPL), has set to fulfil the promise of Health & Happiness to its consumers by creating and developing high-quality consumer products in homecare, Edible oil, dhals and Personal care sector. Kaleesuwari is a deep rooted firm in Madurai with a footing of around 50 years in the industry. Currently they make a turnover of more than 50 million from their entire business. KRPL is majorly exporting to Singapore, Malaysia, Kuwait, Brunei and Sri Lanka. They reach their complete market using the channel of super stockiest. They are planning to extend their business using digital marketing as well. They are planning to attract the tech savvy customers by introducing a new mobile app for the purchase of their products. They are having three manufacturing units in India. They are ISO 9001:2000 Certifies & HACCP Certified company, which ensures food safety by Indian government. They are working towards improving their standard to a greater extend. Their Refinery meets high GMP Standards & is appreciated by many Customers. Their current production capacity is 10 tons per day. In India Coconut oil is considered as a natural wonder that is beneficial in so many ways with no chance of side effects. However, the sales of Eldia pure coconut oil is not up to the level of their other products such as Gold Winner, Cardia Advanced and Deepam Lamp oil.

Hence, the research article aims at identifying the reasons for the denial of Eldia pure coconut oil in the personal care category.

The researcher tries to identify the consumer behavior towards Eldia pure coconut oil, their mindset, their purchasing behaviour etc., based on which the present study tries to make out the consumer perception analysis on Eldia pure coconut oil with special reference to Madurai city.

2. Review of Literature

A detailed review of literature was done and it was identified that, young generation highly prefer hair oil as they are highly influenced by the Hollywood celebrities' advertisements. They want their hairs to be like the hairs of their favourite cine stars. The respondents make their own decision for purchase of hair oil, change of their hair oil and preferred size of packing. Media advertisement are playing major role in creating great awareness among the respondents. In the changing scenario from the traditional setup to the modern setup the colour, attraction and preference of our consumers has been tremendously changing (Chelladurain.C., Mallika.S, 2021); College students prefer parachute brand of hair oil and the factor analysis shows that value, quality, easy availability, relive dryness, suitable for hair, better shine are the factors influencing the purchasing of hair oil brands by the customers (Jagadeesan.S., Vani.G, 2017); In a study it was found that Quality, Quality Consistency, Advertisement, Packaging, Mostly Displays, plays significant role in brand preference in hair care oil product category. In case of Jui and Parachute, Parachute is in better position for quality, consistency in quality, mostly displayed, advertisement, and packaging than those of Jui. Research also reveals that Parachute has more brand preference than that of Jui. Marketers from these two brands can find out how these significant variables are creating discrimination in brand preference which can provide greater insights about the brand preference of hair care oil users. Thus, the study contributes to a large extent in helping the marketers of hair care oil to formulate their branding strategy (Ummul Wara Adrita., Moniruzzaman Sarker, 2013; Ram and Ganapathi, 2013) in their study titled "Brand Preference and loyalty of women customer towards hair oil Brands", The purpose of this paper is to understand hair oil brand used by women to control their physical appearance and, presumably, their physical attractiveness. The most of the women customers prefer Dabur Amla brand of hair oil and the factor analysis shows that value, easiness, suitability, quality and familiarity are the factors plays a predominant role in choosing the brand of hair oil by the women customers; Dhevika et al., (2013) in their study find out that the loyalty to the brand is very important subject from marketing strategy perspective, especially as current markets are marked by its passing through a so high nature phase and intensive competitions, whereas keeping the customers loyal to the brand is very crucial for the survival and continuity of the organization. Brand – loyal consumers may be willing to pay more for a

brand. This strategy considered a more effective and efficient way than attracting a new customer. Similarly, brand loyalty leads to greater market share when the same brand is repeatedly purchase by loyal consumers consequently; the brand is the sole distinguishing factor among competing and similar products.

From the literature review it is clear that studies are all based on either brand name or advertisements which determine the sales of the hair oil. No study has been undertaken to study the consumer perception and buying behaviour of coconut oil which may be the major cause for denial of the product. Therefore, the researchers have made an earnest attempt to study the consumer perception of Eldia pure coconut oil with special reference to Madurai city.

3. Research Methodology

The main aim of the study is to identify the reason for the denial of the product and to find out the way to improve the awareness and consumption of eldia coconut oil in Madurai. The objectives framed for the study are listed as follows.

- ✓ To know the demographic profile of the respondents.
- ✓ To analyze the level of "Consumer awareness" of Eldia Pure Coconut Oil for hair.
- ✓ To identify the "Consumer's Perception" of the brand.
- ✓ To find out the reasons for the failure of brand in Madurai City.
- ✓ To identify whether there exists any significant difference between the respondents belonging to various demographic profiles and their scores on consumer perception, product attributes and product failure.
- ✓ To give suggestions for improving the performance of the brand.

This study is purely based on survey method. Hence, empirical research design was used. Both primary and secondary data was used for the study. The primary data was collected mainly through the distribution of questionnaires. One Way Anova, t-test, Garret Ranking were the statistical tools used to analyse the data.

3.1 Instrumentation

The data collected for study is mainly through the distribution of questionnaire via online and offline mode. Highly structured and validated questionnaire was distributed to the consumers. Where it has four parts such as demographic profile, Consumer awareness of Eldia Pure Coconut oil for hair care, Consumer's Perception towards Eldia Pure Coconut oil for hair, reasons for failure of Eldia Pure Coconut hair oil

3.2 Sampling Technique

In this present study simple stratified sampling method is used. The researchers have chosen Madurai City for the study area. Corporation of Madurai is divided into five zones, they are East Zone, North Zone, Central Zone, South Zone and West Zone.

Among these zones the researcher has selected three zones like East Zone, North Zone and West Zone which has 21 wards. From East Zone 93 respondents, North Zone 93 respondents and from West Zone 92 respondents are selected randomly who comes to retailer shops to make a purchase. Totally, the sample size for this study is 278.

4. Analysis of Data

Statistical tools like simple percentage analysis and garret ranking are used to analyse the data.

Table 4.1 showing the consumer's perception of Eldia coconut oil

Characters	Variables	Respondents	Percentage
Usage of Eldia Pure coconut hair oil	Yes	72	25.8
	No	206	74.2
	Total	278	100

Period of using Eldia	Less than 3 months	44	61.1
	Upto 1 year	15	20.8
	More than 1 year	13	18.1
	Total	72	100
Reason for preferring Eldia	Ease of availability	16	22.2
	Less price	6	8.3
	Quality	38	52.8
	Offer	12	16.7
	Total	72	100
Perception about Eldia	Excellent	9	12.5
	Good	45	62.5
	Average	17	23.6
	Poor	1	1.4
	Total	72	100

Source: Computed from collected data

The study explored only 72 respondents (25.8 percent) are using Eldia coconut oil and 206 respondents (74.2 per cent) doesn't use Eldia coconut oil. Among 72 respondents 52.8 percent preferring Eldia coconut oil for quality and 22.2 percent for ease of availability.

Table 4.2 showing the consumer's perception of eldia coconut oil

Features Levels	S.A	A	N	D.A	S.D.A	Total
Provides Nourishment to Hair	6	33	30	2	1	72
Gives Long Lasting Fragrance	9	35	26	1	1	72
Easily Spreads on Hair	7	46	18	0	1	72
Gives Thick Hair	5	24	36	4	3	72
Provides Multiple Benefits	7	35	24	5	1	72
Satisfied with the Quality of Eldia	6	39	24	3	0	72

Source: Computed from collected data

Note: S.A-Strongly Agree, A-Agree, N-Neutral, D.A-Dis Agree, S.D-Strongly Dis Agree

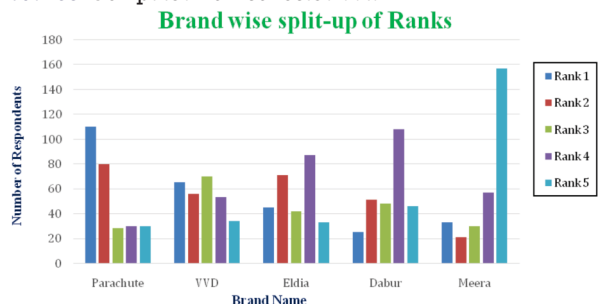
Brand Preference of Coconut Hair Oil

The present study is confined to brands of coconut hair oil in Madurai City. In Madurai City there are nearly 9 coconut hair oil brands are available. Of these, 5 prominent brands of coconut hair oil are selected for comparison study. The research study is aimed at understanding ranking the brands of coconut hair oil based on their product perception. The Henry Garret ranking method technique is used to measure the brand preference of purchasing decision on coconut oil.

Table 4.3 showing the brand preference ranking of coconut hair oil

Brand	Percent	Garrett Value	Mean Score	Rank
Parachute	30	60	58.74	I
VVD	10	75	52.35	II
Eldia	70	40	50.56	III
Dabur	50	50	48.12	IV
Meera	90	25	39.14	V

Source: Computed from collected data



The above table explains the ranking brand position of coconut oil as per the consumer's preference. The mean score is criteria for the ranking. A mean score of 58.74 is achieved by Parachute, and VVD achieved a mean of 52.35. Eldia

achieved a mean of 50.56 and a mean score of 48.12 is achieved by Dabur. Meera has a mean of just 39.14. A mean score of Parachute is occupied the Rank I, VVD occupied Rank II, Eldia occupied Rank III, Dabur occupied Rank IV and Meera occupied the least rank in the table.

Table 4.4 showing the reason for failure of eldia pure hair oil

Particulars	Total Score	Garette Mean Score	Rank
The competing brand of Eldia is much better	12580	45.25	I
Promotion efforts such as gift coupons premiums etc.,	12195	43.87	II
Advertisement	11970	43.05	III
Product display	11465	41.24	IV

Source: Computed from collected data

Data collected regarding reasons for failure of Eldia Pure hair oil in the market. The reasons for failure of the product ranked using Garrett analysis on the basis of mean score in descending order that 'the competing brands of Eldia is much better' was the most serious reason (ranked I), promotion efforts such as gift coupons premiums etc., was the second most reason (ranked II), advertisement is that activity by which visual or oral message are addressed to the general public (ranked III), product display (ranked IV) is the silents salesman that attracts the buyers' attention to the product and makes them decide to buy. With the combination of personal selling and advertising, display gives the maximum effectiveness. So better product display for Eldia should be given to promote sales.

The findings of the study revealed that consumers expecting number of offers while purchasing the hair oil. So, the companies have to use required strategies to overcome expectations of the consumers.

5. Major Findings

- ✓ The study explored only 72 respondents (25.8 percent) are using Eldia coconut oil and 206 respondents (74.2 percent) did not use Eldia coconut oil. Among 72 respondents 52.8 percent preferring Eldia coconut oil for quality and 22.2 percent for ease of availability.
- ✓ The researcher found that the following are the major reasons for denial of the Eldia coconut pure oil. They are poor quality, product price, unavailability of the brand, no reference, happy with present oil, prefer homemade, satisfied with other brands, no need to change their present brand and prefer parachute coconut oil.

6. Suggestions

- The company should analyze the frequency of buying pattern of both Retailer and Customer to fulfill their expectation over each and every region.
- In order to increase the brand recognition, the company shall focus on running some social media contests to attract new customers.
- The company shall create new mobile apps which would act as a separate platform for its own products that acquires targeted audience digitally.
- The retailers should be properly issued with the rewards and gifts as mentioned by the company.
- Delivering of orders should be punctual at stipulated time.
- The distributors should maintain a good and proper relationship with the retailers.
- The company have to create better advertisement which will influence the customers to make a choice among the different brands of oils.
- Create immersive retail displays for all products grabbing the attention of shoppers.

7. CONCLUSION

This study evidenced that majority of the respondents are aware of the brand but only few people are using the eldia coconut oil. It is also identified that the following are the major reasons for denial of the Eldia coconut pure oil, they are poor quality, product price, availability is poor, no reference, preference to other product, happy with present oil, prefer homemade, satisfied with other brands, no need to change their brand and prefer parachute coconut oil. Hence, Kaleesuwari Refinery Private Limited have to focus on modification of product, its process and promotional activities to reach the consumers at ease.

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