

A STUDY ON CONSUMER PREFERENCE TOWARDS SELECTED FMCG PERSONAL CARE PRODUCT WITH SPECIAL REFERENCE ERODE TOWN

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Abstract

It is very important to study consumer preference towards selected FMCG Personal care products to understand the main reasons why people prefer selected branded personal care product available in the market. To identify the reason why people reluctant to buy the selected personal care products. Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase. Knowing the pattern of consumer preferences across the population is a critical input for designing and developing innovative marketing's strategies. It reveals the heterogeneity of consumer choices leading to efficient marketing segmentations strategies. The cultural, social, psychological and personal factors of consumers lead to the preference of consumer products. In this study mainly focus for assessment of when causes consumer preference personal care product, selected college student and teacher in Erode down. Using the spss to assessment of statistical calculations

Introduction

Consumer is important of every business .The consumer king of marketing sectors. The consumer buying behaviour influencing more factors mainly the product cost is important and the second reason quality of product. In now days more product sale the marketing, these product high competitions, may FMGC companies reduce the product price, compare to other product and many sales options give the product. Consumer have selected the product based on the quality .In many female consumer selected the one company product more time that mean qualify is important. In this study consumer selected the particular brand what reason, he have selected the particular brand Erode town .This study mainly aim assessed of consumer preference of particular brand of FMCG goods.

Consumer and Consumer Preference

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. One can have a preference for

Porsches over Fords but only have the financial means to drive a Ford. These preferences can be modelled and mapped through the use of indifference curves. In order to graphically portray consumer preferences, we need to define some terms. First, since we will be working in two dimensions (2-d graphs), we assume a two good world. These could be any two goods. One common treatment is to define one good, say food, and let the other good be a composite of all other goods. For expository simplicity (making things easier for me), let's define the two goods as Good X and Good Y. The axes of the graph then measure amounts of Good X on the horizontal, and amounts of Good Y on the vertical. Each point in this Cartesian space then defines some combination of goods X and Y. We call these combinations

The underlying foundation of demand, therefore, is a model of how consumers behave. The individual consumer has a set of preferences and values whose determination is outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the consumer who purchases and consumes the good. If an individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the consumer could have bought instead. We develop a model in which we map or graphically derive consumer preferences. These are measured in terms of the level of satisfaction the consumer obtains from consuming various combinations or bundles of goods. The consumer's objective is to choose the bundle of goods which provides the greatest level of satisfaction as they the consumer define it. But consumers are very much constrained in their choices. These constraints are defined by the consumer's income, and the prices the consumer pays for the goods. We will formally present the model of consumer choice.

FMCG Product(Fast Moving Consumer Goods)

The term FMCG (fast moving consumer goods), although conventional and commonly used does not have a standard definition and is generally used in India to refer to products of everyday use. abstractly however, the term refers to comparatively fast moving items that are used directly by the buyer Thus, a significant gap exists between the universal use and the conceptual meaning of the term FMCG.

The nature of resistance of the Fast Moving Consumer Goods (FMCG) market has already transferred to a completely new stage of development. Years ago built-up company used to compete with each in their productive capacity and the description of the produced goods. Basically, the corporation's productive movement was the main criterion of evaluation of its ability to compete for the access to market. Nowadays the circumstances have quite changed. The success of a modern corporation completely depends from the ability to institute connection of the corporation's dominate business-idea with the customer's values. The nature of

competition requires the corporation's revision of the business logical patterns, reconsideration of the sales policy, distribution and marketing. The development of the sales-systems in the manufacturing or distributing companies of the FMCG market leads to the dynamic procedure and perspectives for the companies. FMCG's are extremely important for the market as they make the most important part of the consumer's demand and consequently budget. This is relevant for each and every solitary state in the world. The target sector of the market for FMCG is the retail sector and also the wholesale sector. This is primarily due to the fact that FMCG are always essential products for the consumers. So the basic role of FMCG for the market is the stable need of the supply of FMCG. This is the reason one of the defining word federation is «fast moving». These goods move fast all through the market system and bring a good profit for the FMCG corporations.

Literature Review

1. M. Shehbaz Qasim and Swati Agarwal (2017) He selected the topic name Consumer Behaviour towards selected FMCG (Fast Moving Consumer Goods) in Delhi NCR. The aim of this research work is to study the consumers' attitude towards Non Alcoholic Beverages. The data for the study has been collected by performing faceto-face interview with the respondents with the help of questionnaire. This study collects data from 400 consumers across Delhi NCR. This study is started with objectives of examining socio-economic background of respondents, analyzing the factors influencing consumer preferences towards selected FMCG products that is Non-Alcoholic Beverages, checking the level of satisfaction of consumers and knowing expectation of the consumers. This study reveals that consumer preferences are largely affected by age, sex, place, product, price, availability, psychological, people and brand influences.

2. R.Mahalaxmi and Nandhini (2017) He Selected the title A Study on Influence of Consumer Oriented Sales Promotion of HUL Skin Care Products, Thanjavur District. In the era of hyper market today has become an arena of promotion where product managers have to face enormous pressure to boosts sales volume of their products. Sales promotion takes into consideration the communication gaps that always exist between the producer and consumer. Sales promotions activity aimed at the final consumer are called consumer schemes. Most of the FMCG sectors applied the different sales promotion techniques to attracting the consumers. Especially in HUL skin care products they have applied both traditional and modern sales promotion techniques to attract the consumers and also those techniques was popularized in HUL skin care products

3. Shiv Ranjan(2017).A study on consumer behaviour towards selected fast moving consumer goods in Coimbatore city .The consumer behaviour plays an important role in marketing. This influenced by various factors. In the changing global scenario we find

that consumers needs and wants to buy a product also changes with it. In this study titled "A Study on Consumer Behaviour towards Selected Fast Moving Consumer Goods in Coimbatore City" the researcher has assessed the socio-economic profile ,shopping pattern consumer and found out the factors influencing the consumer to purchase the selected FMCG products. The primary data required for the study for collected through questionnaire which was distributed to 400samples chosen from coimbatore city .The tools used for analysis are percentage analysis,garrett ranking and chi-square. From this study it was found that most of the consumers are influenced by brand and quality in purchase of FMCGproducts. There by the researcher has suggested improving the quality in FMCG product through product development and external monitoring.

4. Shiv Ranjan (2017) Thy have said that Generally, Packaging Strategies are the part of marketing strategy in India. The trends show that the consumers are inclined towards the packaging which makes the product economical, easy to handle, easy to store, different from competitors, more stylish and attractive. Main objective of the study is to analyze specific packaging strategies & innovative strategies for rural consumers of personal care products. SSRG International Journal of Economics and Management Studies (SSRG-

5. Rahul Goe(2017) He was selected that topic name Effect of Sales Promotion on Consumers with reference to FMCG Companies in India. The main objective of sales promotion is to increase the sales of products in short term by influencing behaviour of buyers. Sales promotion methods are many and these are selected as per the target groups. For this purpose, a sales promotion strategy is to be prepared to achieve the objectives effectively. Sales promotion strategy directs the manager in selection of parties, methods of sales promotion, implementation of methods and measuring effectiveness of whole efforts regarding sales promotion. In the era of hyper competition, market today has become an arena of promotion where product managers have to face enormous pressure to boost sales volume of their products. Most of the companies depend on sales promotion as it is considered to be effective short-term sales tool. Now a days Sales promotion tools are applied by majority of marketers may it be an producers, distributors, middlemen, retailers or non-profit organisations. Today, on an average FMCG companies allocate its 74% of all marketing budget in sales promotion. Sales promotion are generally more effective when used with advertising, personal selling and other promotional tools. Sales promotion may include many tools, most of the common and effective sales promotion tools are- Consumer Promotion Tools, Trade Promotion Tools and Business.

Objectives of the Study

- To identify the brand understanding of consumers towards personal care products

- To assessment of the consumer preference towards selected FMCG personal care products.
- To observe the factors influencing the consumers while buying the personal care products.
- To assessment the level of satisfaction of consumers towards personal care products.

Scope of the Study

The current study looks forward to find insights on the relationship regarding the brand preference level and consumers behaviour in erode town.

- The present study will be helpful to understand the consumer attitude of the different levels of people towards Personal Products.
- The classification of the different levels of the people in different demography.
- The study will also be helpful in analyzing the customer preferences towards the different factors
- This study will surely helpful for the future studies of researchers and academicians.

Hypothesis of study

- There is no significant Relationship between Gender and Brand Preference.
- There is no significant Relationship between age and Brand Preference.
- There is a significant relationship between family income and purchase of personal care products.
- There is a significant relationship between area and purchase of personal care products

Data collection

1. Primary data collection method: The data will be collected using a set structural questionnaire distributed to 200 respondents in Erode Town
2. Secondary data collection method: Magazines, newspapers, previous articles and journal from web site were referred for the study.

Treatment of Data: Primary data from the simple random sampling, processed and tabulated. The primary data analyzed using statistical tool SPSS

Analysis: Percentage analysis, Chi square test, Likelihood Ratio, Weighted score

Limitation

- Difficult find apposite in sequence in short time.
- Complicatedness in the formulating of question for questionnaire.
- Some respondents may not answer all questions in the questionnaire with correctness

- The beneficiary may face difficulties to distribute the questionnaire to respondents to collect information.
- The findings of the study are exclusively based on the information provided by the respondents

Tabulated for Demographic Information

Details	Frequency(N)	Total	(%)
GENDER			
Male	100		50
Female	100	200	50
Age Below			
18 years 27	160		80
28 ---- 37	18		9
38 ----- 47	12		6
48 ----- 57	10	200	5
above			
Occupation			
College	100		
Students	100	200	50
College			50
Staff			
members			
Selected			
Area	100		50
Rural	100		50
Urban		200	
Marital			
status	68		34
Married	132	200	66
Unmarried			
Family			
income	60		30
0 - 25,000	30		15
25,001-	10	200	5
50,000	100		50
50,001-			
1,00,00			
1,00,000			
and above			
Number of			
earning	55		27. 50
members 1	60		30 .00
members	25		12. 50
2members	50		25 . 00
3members	10	200	5. 00
4 members			
More than 4			

Chi-Square Test

Relationship between Gender and Brand Preference

Details	Values	Degree of freedom	Chi square values
Chi square test	14.0596	2.0	0.076

Since the calculated value is higher than table value (0.076 > 0.05) rejected the null hypothesis

and there is significant difference between gender and Brand preference.

Relationship between Age and Brand Preference

Details	Values	Degree of freedom	Chi square values
Chi square test	23.065	2.0	0.091

Since the calculated value is higher than table value (0.091 > 0.05) rejected the null hypothesis

and there is significant difference between Age and Brand preference.

Relationship between income and purchase of personal product

Details	Values	Degree of freedom	Chi square values
Chi square test	45.058	2.0	0.063

Since the calculated value is higher than table value (0.063 > 0.05) accepted the hypothesis and

there is significant difference between family income and purchase of personal care products.

Relationship between marital status and purchase of personal product

Details	Values	Degree of freedom	Chi square values
Chi square test	38.55	2.0	0.0815

Since the calculated value is more than table value (0.0815 > 0.05) accepted the hypothesis and

there is significant difference between marital status of respondent and purchase of personal care products.

Promotional Offers Which Influences a Consumer

Promotional Mix	Weighted score	Rank
Buy one get another	9.33	1
Price Discount	7.011	2
Extra quantity	6.35	3
Seasonal offers.	5.96	4
Coupon	4.33	5
Trial packs	3.55	6
Free gift	2.89	7

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

Talcum Power(Indian Product Only)

S.No	Talcu Power	WS	R
1.	Chinthol	9.5	1
2	Ponds	9.2	2
3	Cuticura	8.3	3
4	Amul gold	7.2	4
5	Santoor	6.9	5
6	Gokul sansal	5.3	6
7	Mysore sandal	4.9	7

8	Rose	4.5	8
9	Keshkanthi	3.7	9
10.	Fa	2.6	10
11.	Nycil	2.2	11

Interpretation

From the above table, it is inferred that the respondents give 1st rank to the chinthol, 2nd rank to the ponds, 3rd rank to the cuticura, 4th rank to the amulgold, 5th rank to the santoor, 6th rank to the gokul sansal, 7th rank to the mysore sandal, 8th rank to the rose, 9th rank to the keshkanthi, 10th rank to the fa, 11th rank to the nycil,

Deodorant (Indian Product Only)

S.No	Deodorant	WS	R
1.	Fog	7.33	1
2	Wild Stone	6.99	2
3	Park Avenue	6.00	3
4	Axe	5.33	4
5	Engage	4.72	5
6	Nivea	3.90	6
7	Eva	3.01	7
8	Later	2.98	8

Interpretation

From the above table, it is inferred that the respondents give 1st rank to the fog, 2nd rank to the wild stone, 3rd rank to the park avenue, 4th rank to the axe, 5th rank to the engage, 6th rank to the nivea, 7th rank to the eva, 8th rank to the later.

Conclusion

This is a powerful strategy which is directly related to product strategy on FMCG Goods. A Brand of FMCG Goods is used to identify an offering and set it apart from competing offering. In Selected FMCG Brand plays an important role in marketing strategies. We can say that a product is something that is made in factory but a brand is something's that is bought by a customer. The suggestions were given to the fear to focus its concentration mostly on delighting the customer and to accomplish the needs and anticipation toward the products. Thus, in this study the researcher had made an effort to find out the customers' feedback about the availability of product and services and also varied option explanation have been given to improve the customers' desires, and service which in turn can earn kindness among public.

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