

A STUDY ON PREFERENCE FOR INDIAN LOCAL/REGIONAL FMCG BRANDS AMONG DELHI CONSUMERS

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ABSTRACT

The drive of the study paper is to study the preferences for Indian local Fast Moving Consumer Brands (FMCG) amongst Delhi clients. The methodology assumed for the study is both main as well as secondary data. Primary data was collected with the help of appraisalsurvey. The statistics was composed both through paper-based supervision and web-based management of surveys. The results of the study area outline formed initially were in line with the analysis and results of the data got from 199 members. It can be decided that brand favorite for Indian local/regional FMCG brands among Delhi customers may be pretentious by the given 11 issues including Consciousness, Professed Quality, Sense of Belongingness, Taste Perception, Accessibility, Price, Packaging, Advertising, Prestige/Repute, Functional Benefits and Non-Functional Assistances.

Key words: FMCG; Consumers; Preferences; Delhi; Brands.

INTRODUCTION:-

The statement “cosmetics “is derivative from the Greek word *kosmetikos* which means “skilled at decorating “. Cosmetics colloquially known as structure or make-up are care substanceold to improve the look or odor of the human body. The U.S., the Food and Drug Administration (FDA), which regulate cosmetics, defines cosmetics as planned to be functional to the human body for purification, beautify, promote attractiveness, or changing the look without moving the body's construction or function." Producers and marketers tend to prompt consumers purpose to buy products from side to side various promotional methods and marketing strategy. This fact stressed increasing to know about the factors which create buying behavior. In recent years, with the advancement of women's financial status and self-conscience, buying has increased (Dong et al , 2011).According to Kollat and willet (1967) women tend to engage in more impulse buying as compared men. Hence, it is important to learn the factor which determines female consumers buying makeup products. The consumer business behavior steps in choice process model Their mainly five stages of customer buying behavior.

- 1.problem/Need credit
2. Information search
- 3.Evaluation of alternatives
- 4.Purchase decision
5. post purchase activities

NEED OF THE STUDY:-

The payment that this research tend to make was to give an apparent sight to the cosmetic industry' as to how the college girls favor to purchase the cosmetics products of varied range. Also it help in knowing the patron base of various brands. Especially among young ladies the use of cosmetics is inevitable one. The excitement for cosmetics in the midst of college girls is growing day by day.

STATEMENT OF THE PROBLEM:-

Through this study, the researchers sketch at analyze the consumer preference for cosmetics such as bathing soap, face powder, shampoo, hair oil, face cream, nail polish, body cream and thilak. Hence, the researchers are interested in finding out as to which brand, attracts more, the satisfaction level, ease of use and the agreement on pomposity of the brands.

OBJECTIVES OF THE STUDY:-

The following are the broad objectives of the study

1. To find out the accepted brand of cosmetics used by bulk of the college girls with reference to the Pudukkottai district.
2. To find out whether the college girls are content with the brands available at present.
3. To find out the consumer preferences for cosmetic among college girls with reference To Pudukkottai district

LITERATURE REVIEW :-**Brand:-**

Brand is the name connected with one of more substance in the product line that is used to recognize the basis of characters of the items (Kotler, 2002). Doyle (2002) also cite that a brand is distinct as a specific name, symbol or design, or the combination of these that is employed to distinguish a product. Brand name has become an normal feature for every products obtainable on the market these days. The area of expertise of each brand is its different value in the mind of the possible buyers. A strong brand image and reputation enhance separation and has a positive power on buying behavior (Gordon et al., 1993; McEnally and de Chernatony, 1999 as cited in Kuhn et al., 2008). Marketers see the significance of powerful brands and this is uncovered in all attempt to build up a strong brand. To customers, brand means knowledge and reliability as they get to skill some associates in their everyday life; therefore, they use the brands as a indicator to try or create a decision to buy new products (Ger et al.,1993). Moreover, brands are regard as causal signs of determinants of product quality depends on if the intrinsic attributes and processes that truly determine quality (Stijnetal., 2000). Such knowledge and credibility in the mind of consumers, which creates worth to the firm, can be In forced by the use of brand equity: brand awareness, brand loyalty, brand associations and clear quality (Aaker, 2002).

CONSUMER ATTITUDE:-

According to Shah ad khan (2012) attitude is the conduct, nature, nature thought and way of behaving. It can be optimistic or negative and carry out a very essential purpose in purchasing a product. Lars Perner

(2010) defines customer approach simply as a composite of a consumers beliefs, feelings , and behavioral intensions toward some object inside the context of marketing. Noel (2009) defined approach that is influential and long term assessment for which the consumers are having well-built way of thoughts and it can be an individual, entity, announcement or a matter. attitude are formed through experience and learning and that attitudes influence buying behavior (Kotler and Keller,(2009).Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm(Ws.elance.com).Choo, chung & ysarchik,(2004) have argued that there is a direct causal relationship between attitudes and behavior.

CONSUMER DECISION MAKING:-

The consumer decision making procedure consists of mostly five steps according to most researchers within the field (McCall et al., 2002; Cross 1999; Peter and Olson 2005, p.169; and Hawkins et al., 2001). The steps included in the model are; need or problem recognition, in order search, assessment of alternatives, purchase and the post-purchase process. However, not all purchased require every step (Cross 1999, Peter & Olson 2005, p.168). Consumer can skip the evaluation of alternative when considering low involvement products (Peter & Olson 2005, p.168). According to Hawkins et al. (2001, pp.26-27) there are more aspects than only decision making process that affect consumer activities which are external and internal influences. External influence is social class and orientation groups while internal factors are motivation, exposure, attention, insight and approach.

CONSUMER PREFERENCE:-

Dolekoglu (2008) and Mucuk (2001) According to the report, with the exemption of leaning products, consumer faithfulness to private brand products was found to have enlarged for products in all categories. in spite of the growing demand for private brand products, consumers have different reason for their preferences that are sensitive to product type and price, and the socioeconomic status of consumers. Jack and rose (2000) it would be difficult and almost impossible to create quantitative variables to describe the overall appearances of the main characters combining varying views,(e.g., price, taste ,quality, hygiene etc.) as well as the dynamic design ,colors, and sounds of the machine in that vending solution, which may have a important impact on consumers favorite. Monirul I. & Han J.H.,(2012) states the demand of coffee is more than tea and earning good amount of profit. It is assumed that about 20 billion cups of hot drinks are sold every year.

RESEARCH METHODOLOGY:-

This chapter will describe method used in the research, give details the method conducting, procedure of data collection and sampling and finally describe questionnaire design.

RESEARCH METHOD:-

Selecting the right methodology is important for the research as it will affect the relevant information extract from the data. There are two types of method researchers use to collect data:

Qualitative and quantitative method. Qualitative research method are more disturbing and less structured than quantitative research technique and, thus, are suitable when the research is exploratory in nature, when the area for examination is different to the researcher and when the research is clinical (Jarratt,

1996). Qualitative Research is collecting, analyzing, and interpreting data by observing what people do and say. Small number of people is interviews in depth and/or a relatively small number of focus groups are conducted. This technique is administer by highly trained interviewer-analyst who also analyzed the findings and tends to somewhat subjective (Schiff man & Kanuk, 2000, p.15) While quantitative research method is aimed to classify features, count them, and contrast statistical models in an attempt to explain what is observed and the data collected are in form of number and statistics (Neil, 2007). It is descriptive in nature and is used by the researchers to appreciate the effects of various promotional inputs on the consumers (Schiffman & Kanuk, 2000, p. 15). Quantitative research is research connecting the use of structured questions where the response options have been prearranged and a large number of respondents is involved.

According to McDaniel and Roger (2002), to study the meaning of involving variables statistically, quantitative research is considered useful. Quantitative research searches for inferences about a better population, giving a result that portrays statistical analysis capability, high reliability and generalisability (Sae-Jiu, 2007). In addition, most of the research in this area of study utilized quantitative research with comparable methodology. The use of quantitative research for this study will produce contrast with prior study within the same context.

SOURCES OF DATA :-

The necessary information for the study has been composed both from primary and secondary sources. The primary data has been composed from the respondents by survey method through the issue of questionnaire in addition interview technique and in formal tasks were held for collecting first hand information. The secondary data has been collected from books, magazines ,journals, and from dealers.

TOOLS USED FOR ANALYSIS AND INTERPRETATION:-

Simple statistical tools such as averages, percentages, have been used for analysis and interpretation.

ITEMS OF COSMETICS :-

About nine items of cosmetics that are normally used by college girls have been selected for the study. They are

- 1.BATHING SOAP
- 2.FACE POWDER
- 3.SHAMPOO
- 4.HAIR OIL
- 5.FACE CREAM
- 6.NAIL POLISH
- 7.PERFUME
- 8.SUN SCREEN
9. THILAK

SAMPLING DESIGN:-

A sample of 270 college girls arechosen as respondents on the basis of stratified random sampling method. The details of sample are given below

TABLE:1 CATTGORY OF COLLEGES:-

SL.NO	NAME OF ARTS @SCIENCE COLLEGES	RESPONDENTS
1	ARPUTHA COLLEGE	30
2	AUXILIUM COLLEGE	30
3	GANESAR COLLEGE	30
4	JJ COLLEGE	30
5	HH THE RAJAH'S COLLEGE	30
6	GOVT.ARTS & SCIENCE COLLEGE	30
7	MAHATMA COLLEGE	30
8	NAINA MOHAMMED COLLEGE	30
9	SUDHARSAN COLLEGE	30
	TOTAL	270

SOURCE: CALCULATED FROM PRIMARY DATA:-

1.PREFERENCE FOR COSMETICS IN BATHING SOAP:-

The preference for different cosmetics by the respondents have been analysed one after another.

TABLE 2 shows the preference for BATHING SOAP

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	LUX TOILET SOAP	103	38%
2	MYSORE SANDAL	27	10%
3	HAMAM	49	18%
4	LIFEBUOY	28	11%
5	DOVE SOAP	14	05%
6	CINTHOL	14	05%
7	MARGO	11	04%
8	PEARS		06%
9	OTHER SOAPS		03%

SOURCE: CALCULATED FROM PRIMARY DATA:-

From the above table LUX TOILET SOAP is favored by most of the college girls (38%)and HAMAM soap is also followed by (18%) of respondents and Dove soap and cinthol soap are followed by same (05%) of respondents.

TABLE 3 SHOWS THE PREFERENCE FOR TALCUM POWDER

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	PONDS SANDAL	149	55%
2	CUTICURA	46	18%
3	SPINZ	24	09%
4	GOKUL SANDAL	38	14%
5	YARDLY	03	01%
6	OTHERS	08	03%
	TOTAL	270	100%

SOURCE: CALCULATED FROM PRIMARY DATA:-

From the above table shows that the majority of college girls in Pudukkottai district are used ponds sandal talcum powder of 149 respondents in the percentage of 55% of college girls are using talcum powders. The next favorite is for cuticura (18%) followed by Gokul sandal (14%) Yardley has been preferred by only one respondent. These effects have been display here.

TABLE :4 SHOWS THE PREFERENCE FOR SHAMPOO

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	CLINIC ALL CLEAR	89	38%
2	SUNSILK	81	30%
3	CHICK	08	03%
4	PANTENE	35	13%
5	DOVE	20	07%
6	GARNIER	05	02%
7	MEERA SHAMPOO	27	10%
8	OTHERS	05	02%
9	TOTAL	270	100%

SOURCE: CALCULATED FROM PRIMARY DATA:-

From the above table it clearly show that (33%) of college girls are prefer CLINIC ALL CLEAR shampoo and the second category of sunsilk shampoo of (30%) and the third group of pantene shampoo of (13%) of respondents .

TABLE :5 SHOWS THE PREFERENCE FOR FACE CREAM:-

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	FAIR & LOVEL	102	45%
2	FAIR EVER	100	37%
3	VICCO	30	11%
4	NIVEA	10	04%
5	OTHERS	08	03%
6	TOTAL	270	100%

SOURCE: CALCULATED FROM PRIMARY DATA:-

From the above table it indicate that the Majority of the respondents spoken that they prefer fair and lovely follow by fair ever and vicco.

TABLE :5 SHOWS THE PREFERENCE FOR 'THILAK'

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	EYE TE	111	41%
2	SRINGER	81	30%
3	OTHER	35	13%
4	NA	43	16%
5	TOTAL	270	100

SOURCE: CALCULATED FROM PRIMARY DATA:-

The study shows that about 41% of the respondents prefer to use EYETEX brand as thilak. About 30% of prefer SRINGAR

FINDINGS OF THE STUDY

The following are the main findings of the study

1. Most of the college girls (38%) and HAMAM soap is also followed by (18%) of respondents and Dove soap and cinthol soap are followed by same (05%) of respondents.
2. LUX is most preferred bathing soap by majority of the respondents
3. Ponds is most preferred talcum powder by more than average number of respondents
4. (33%) of college girls prefer CLINIC ALL CLEAR shampoo and the second category of sunsilk shampoo of (30%) and the third category of pantene shampoo of (13%) of respondents
5. 41% of the respondents prefer to use EYETEX brand as thilak. About 30% of prefer SRINGAR

SUGGESTIONS :

1. The satisfaction level of respondents is very low on the cosmetic products. Hence it is suggested that the manufacturers should identify the reasons behind this and then provide them with the requirements.
2. The respondents feel that the prices of cosmetics are comparatively higher.
3. Girl students may be influenced to use turmeric as face cream. The medical benefit of using turmeric must be brought to the notice of girls

CONCLUSION

Cosmetic is a training extremely applied to change or improve the beauty of skin, hair, nail, lips and eyes. In today's scenario the cosmeceutical market is considered to be a Potential market for the cosmeceutical /pharmaceutical companies. Due to the variety in population and also having a large population India is hypothetical to be one of the emerging markets in the field of cosmetical production this globe. Cosmetic generate beauty, fragrance, pleasant look and love as well. The findings of the study help cosmetic companies to make their strategy so as to capture this new emerging cosmeceutical market segment.

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