

BRAND PREFERENCE FOR TALCUM POWDER

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Abstract

Buyer's preference pattern is dynamic and always it chooses the road which is less traveled by 'producers'! Customer's insatiable thirst towards brand new products or services over another is unique and interesting. It influences the market forces to a larger extent. Identification and measurement of customer preference decisions accurately and in more reliable way would fix the destiny.

After finding group or segment of customers, the components which form buyer's preference and expectation patterns would be known. Logically acquired such results must be comprehended professionally. Then it would be easy for the companies to design strategies accordingly and perform 'differently' to prove 'Our Customer is King'. Flooding of many MNC's has provided value added products with even more value for the customer's money.

The western life style influences, favorable economic conditions, thirst for standard living and change in the societal trends in more innovative and adaptive ways have led the fairer sex competent, more equally to men. Today women are not only home makers but also strong contenders in all walks of life. Especially the change from conservative to democratic in culture has widened the scope of feminine care products. Marketers are conscious about the changing needs of the Indian woman and are busy in outstripping each other on offering her the 'best care'.

This study paper enlightens on **Talcum Powder** -one such female skin care product. This product is widely sought after 'soap' by all female groups. This research paper silver lines few aspects on Consumer behavior in brief but equally in detail. Similarly it studies Industry of Female Cosmetic Goods (FMCG), & speaks about Survey on customers to identify the preference for **Talcum Powder**.

Introduction

Customer satisfaction' -the much discussed concept of today's marketing world. The idea, that customers always battle to seek, and snook better products or services constantly over another amongst thousands of alternatives available in the market is justified. More over buyers prefer value added goods at cheaper prices, it is worth to say, that they prefer to pay more value for their money. On the other hand the competition for eyeballs for commercial gain is also intense.

The identification and measurement of the elements of customer's preference decisions accurately and reliably has gained momentum. Now it has become inevitable for the manufacturing industries than ever before. Customer preference analysis is a path way, which really calls for action.

Buyer's behavior is influenced by four major factors; cultural, social, personal, and psychological factors. These factors would force consumers to develop product and brand loyalty. Many of these factors are out of the reach, and can not be directly controlled in favorable way by marketers. Thus, the need arises to understand their impact and influence is essential. The marketing mix strategies could be developed accordingly to appeal to the preferences of the target customers.

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While purchasing any product, a consumer passes through a decision making process. This process consists of five stages. Namely,

- *Problem recognition,
- *Information search,
- *Evaluation of alternatives,
- *Purchase decision and
- *Post purchase behavior.

The length of this decision process also varies depending on the market conditions. The variations range from shorter routine response behavior, to limited problem solving. And, also may result in a more comprehensive extensive problem solving. A consumer may not act in isolation while purchasing. He is rather influenced by many people in various roles.

The number of people involved in the buying decision increases with the level of involvement and complexity of the buying decision behavior. Not all consumers will accept new products at the same rate. Marketers will need to aim the initial marketing mix at potential early adopters especially those identified as opinion leaders in order to increase consumer awareness of the product and sales. They must also understand the adoption process to effectively market to new customers.

Cultural factors include a consumer's culture, subculture and social class. These factors are often inherent in our values and decision processes. Social factors include groups (reference groups, aspiration groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly.

Personal factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept. These may explain why our preferences often change as our 'situation' changes. Psychological factors affecting our purchase decision include motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes.

OBJECTIVES OF THE STUDY

To study customers' preferences, usage patterns of talcum powder and benefits the customers derive while using talcum powder.

- To study the important product attributes influencing the purchase decision of the customers for talcum powder.
- To identify the brand preference for talcum powders.
- To study the competitors in the talcum powder market.

RESEARCH METHODOLOGY

RESEARCH DESIGN

SOURCES OF DATA

The relevant data has been collected from both the sources I, e Primary source and Secondary sources of data collection. The primary source is through a structured questionnaire and secondary sources include books, magazines and internet.

DATA COLLECTION TECHNIQUE

Survey techniques used here is structured questionnaire. The questionnaire consists of both the open ended and close ended questions & multiple choice questions.

SAMPLING PLAN

For this study Hubli city was selected as target area to carry out the survey.

SAMPLING UNIT

The sampling unit is composed with, College students as the 40% of sample, Working woman as 30% of sample & House wives as the 30% of sample.

SAMPLE SIZE - The sample size for this study was 200

SAMPLING METHOD

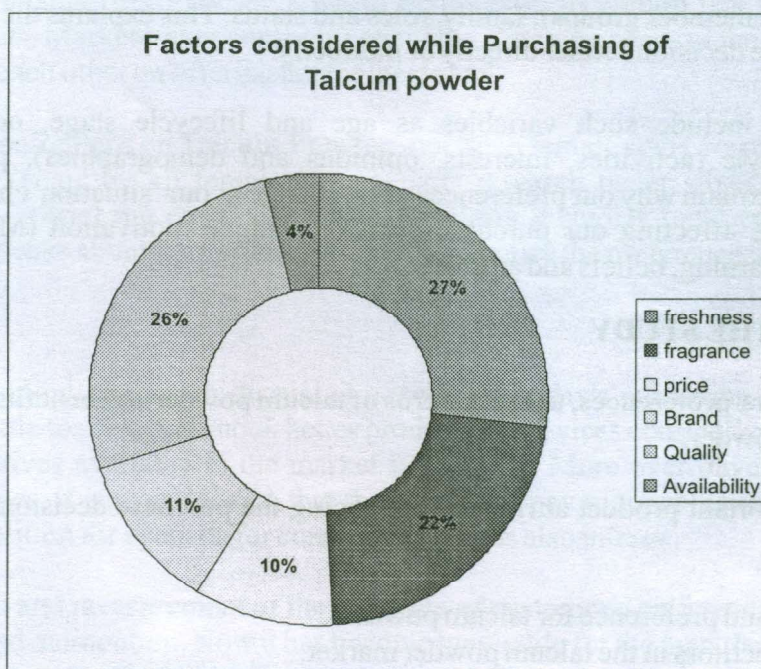
The sampling method in this study was Non probability, Convenience basis.

ANALYSIS & DISCUSSIONS

The data which is collected is formulated in tabulator and graphical manner which will help for proper understanding of the data.

GRAPHICAL REPRESENTAION OF THE DATA

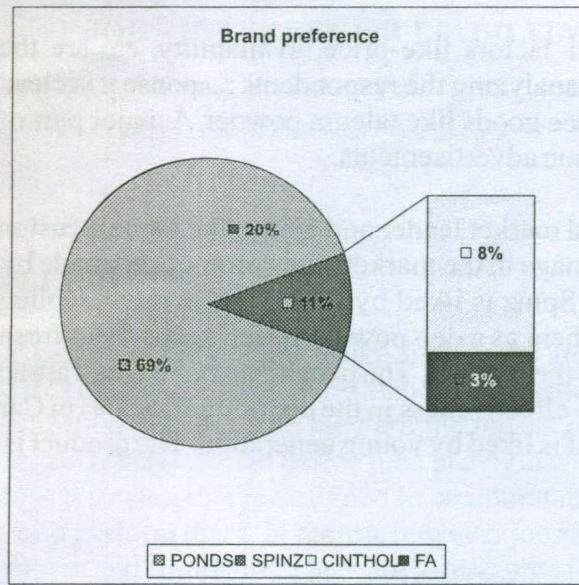
Factors considered by customers while purchasing Talcum powder



Source: Primary Data, survey year 2009

The above graph educates that, 27% of customers prefer a talcum powder which gives them a feeling of freshness or have a feel of refreshing. 22% of customers consider fragrance as a prime factor while purchasing talcum powder. 10% of customers look at the price of the product while making a purchase. 11% of customers prefer Brand of the product. 26% of customers look at the Quality while making a purchase. 4% of the people look at the availability of the product.

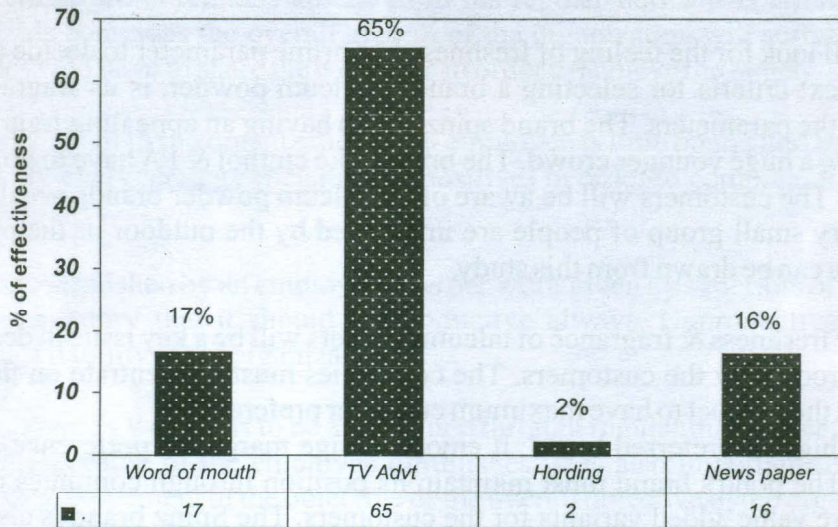
Customers preferring the Brands Source: Primary Data, survey year 2009



From the above graph it is clear that 69% of people prefer to use POND'S TALCUM POWDER. 20% of people prefer to use SPINZ Talcum powder. 8% of customers prefer to use CINTHOL Talcum powder. 3% of customers prefer to use FA Talcum powder.

Media Source Effectiveness for Talcum powders

Media Source Effectiveness for Talcum



From the above graph it is observed that the 17% of customers came to know about the product through word of mouth. 65% of customers became aware of the product because of advertisement conducted through television media. 2% of customers came to know about the product by reading the hording and bill board. 16% of the customers came to know the product through news papers & magazines.

FINDINGS

While making a purchase the customers considers feeling of freshness & quality as the prime factors. Fragrance is next which is considered by the customers while making a purchase decision for

any talcum powder. The other factors like price, availability, etc are the secondary thought while making purchase decision. By analyzing the respondents response it is clear that advertisement plays a vital role especially for convince goods like talcum powder. A major part of the respondents are aware of the products through television advertisements.

Ponds is the undisputed market leader and enjoys the highest customer preference the possible reasons are the brand age, its image in the market, huge promotions made by the company, good quality and attractive fragrance . The Spinz is liked by younger generation, college students. Because of its strong fragrance it is used by them as a deo powder which keeps them fresh all the day. The customers are satisfied with the quality of the product. The packaging is good and attractive. The availability of the product is good; this shows the effectiveness in the distribution of Cavin Care. Fragrance of the product is strong. But at the same time it is liked by young generation. The product is affordable when compared to its competition.

CONCLUSION

POND'S is the leading competitor brand and has captured more than 50% of the market share. The POND'S are adapting aggressive advertisement strategy. The product has a demand and huge customers in the market. More than 80% of the customers know about Spinz talcum powder but all are not the customers for the product. The reason is that they are brand loyal for the competitor's product of Spinz. Promotional activity plays a very vital role for FMCG goods. The purchase of a product like talcum powder which is consumed by the customers won't depend only on their basic requirement but is highly influenced by advertisement. The advertisement for such products should be more creative that highlights the desire of a simple person, which one can see in the creative ads of POND'S. This factor have made the ponds brand as the highest preferred brand among its competitors.

The customers will look for the feeling of freshness as a prime parameter to decide upon the talcum powder brand. The next criteria for selecting a brand of talcum powder, is its fragrance. The ponds brand is good in both the parameters. The brand spinz is also having an appealing fragrance and is also successful in attracting a huge younger crowd. The brands like cinthol & FA have to go an extra mile to attract the customers. The customers will be aware of the talcum powder brands usually by television advertisements. A very small group of people are influenced by the outdoor or the print media. The following conclusions can be drawn from this study,

- 1) The feeling of freshness & fragrance of talcum powders will be a key issue in deciding about the quality of a product by the customers. The companies must concentrate on these factors and improve upon the product to have maximum customer preference.
- 2) Pond's is the highest preferred brand; it enjoys a huge margin of preference compared to its competitors. The pond's brand must maintain its position through continues innovations and introduce more value added variants for the customers. The Spinz brand is also growing very fast and in future it may give a tough competition to Pond's brand.
- 3) The talcum powder brand names are known through television advertisements to a majority of customers. The other media like print and outdoor media is not able to make more impact to create brand awareness.

Bibliography

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