



A STUDY ON BRAND PREFERENCE OF THE WASHING POWDER WITH SPECIAL REFERENCE TO SURF EXCEL IN SIVAKASI TALUK

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Abstract

"The only goose that lays golden eggs every day... forever... is your customer".

It was John Wanamaker, owner of a Philadelphia department store in 60's, Coined the phrase, "The customer is always right" later, through years the value of customer is always right" later through years the value of customer has also reached its pinnacle. In 1990's the consumer was considered as king or queen, and total "Customer is the boss". As competition has increased, so the needs of the customer, so the needs of the customer, so the needs of the customer are becoming paramount

MEASURING CUSTOMER SATISFACTION

To understand regarding the value of their offering to customers, firms must understand how satisfied existing and potential customers are with their current offerings. This type of focus on measuring customer satisfaction is much important in today's competitive business environment useful measures of customer satisfaction should examine to both.

Customer's perceptions concerning law well the firm is meeting those expectations. Any gaps where consumer's expectations exceed their recent experiences may indicate fruitful areas for the firm to work at improving customer value and satisfaction. Such measurements must be made periodically to determine 'whether the actions taken have been effective or not. This paper analysis that the brand preference of the washing powder with special reference to Surf excel in Sivakasi.

Key words:

Customer, brand, behaviour, business environment, product, satisfaction

Introduction:

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Customer expectations and preferences concerning the various dimensions of product and service dimensions of product and service click quality performance, on-time services etc.

Customer's perceptions concerning how well the firm is meeting those expectations. Any gaps where consumer's expectations exceed their recent experiences may indicate fruitful areas for the firm to work at improving customer value and satisfaction. Such measurements must be made periodically to determine 'whether the actions taken have been effective or not.

STUDYING CONSUMER BEHAVIOR

What motivates the buyer? What induces him to buy? Why does he shift his preferences from one shop to another or does he buy a specific brand from a particular shop? Why shifting from one brand to another?

There is no unified, well defined, tested, and universally established theory of: The buyer is a riddle, he is a complex identity.

LITERATURE REVIEW OF SOME RESEARCHES

Here, the researches present some of the research topics and findings relation to FMCGS (Fast moving consumer Goods).

The research paper titled, "How sales promotion offers can be prime evolution of a Brand name", done by Boush, David (1993). The primary aim of this study was to find out the impact of the sales promotion offers play a vital role on the valuation of a brand name.

The dissertation work entitled, "The effect of sequential introduction of sales promotion offers," done by Keller, Kevin lane and Aakes, David (1992). "The primary objective of this research work was to find out the impact of sequential introduction of sales promotion offers. The major findings show that the sequential introduction of sales promotion offers help for increasing the sales as well as decreasing the reputation of the brand name

Nirma, which pioneered the low-cost detergent powder, succeeded with its high-visibility advertising campaign because customer's perceived value. Extending a brand to too many variants and categories, especially if the brand across related categories are advertised heavily, may confuse the consumers. Advertising could certainly work well even in today's context if it is conceptually associated with several marketing mix elements and brand associations.

Research agency ORG – MAG. AC Nielsen data reveals the current scenario. For the month of November 2005, sales of FMCG products continue to decline. With the expectation of skin care and shampoo, sales in other product segment such as packaged tea, toilet soaps, tooth pastes, detergent cakes, washing powders and tooth powders have declined in absolute terms.

STATEMENT OF THE PROBLEM

All the washing powder in the country are providing a variety of products, which depict creativity and constant innovation of washing powders as per the needs of their customer base. The main reason for selecting this topic is to identify the innovative aspects in washing powders being offered by them and to give suggestions to enhance the quality of the same. This study aims at finding the consumers to prefer a particular brand in washing powders.

SCOPE OF THE STUDY

The researcher has attempted to study the brand preference of the washing powders with special reference to surf excel in Sivakasi. What the consumers feel about the surf excel washing powders and what are all their expectations and how well the Hindustan Lever Limited is fulfilling their expectations are coming under the purview of the research. The study has been under taken from the point of view only consumers and not from the point of view of the wholesalers, retailers and manufacturers who deal with the washing powders.

OBJECTIVES OF THE STUDY

The Present study is made an attempt to study the following objective.

1. To know the consumers preference of washing powder with reference to Surf excel.
2. To find out the brand equity of different washing powder brands.
3. To know the level of satisfaction of consumers of surf excel and other washing powder brands.
4. To identify the level of influences of advertisements and after sales promotional efforts.
5. To know the effect of price changes on purchase decision of Washing powders.

HYPOTHESIS

The following hypothesis has formulated to fulfill the objective of the study.

1. The family monthly income and the likeness of the level of satisfaction to be appeared are independent.

METHODOLOGY

STUDY POPULATION:

The study population constitutes 200 consumers in Sivakasi Taluk.

SAMPLING TECHNIQUES:

Convenience sampling technique has been used with which consumers of surf excels washing powder.

DATA COLLECTION:

Much of the information is collected from primary data. The rest is collected from journals and books.

DATA ANALYSIS AND STATISTICAL TOOLS:

Interpretation analysis of data has been conducted by means of percentage, Chi square test techniques. Some of the less significant factors were omitted to perfect realistic interpretation of collected data both primary and secondary.

LIMITATIONS OF THE STUDY

1. The Sample of the study is only 200 persons, but there are more than 2,00,000 people (Approximately) in the study area. The results are based on the respondents of 200 persons only.
2. The results are applicable to the limited period only.
3. The area of the Study is also a small coverage
4. It is not the fact that respondents many give true answers. Only Consumer's view point has been studied.

ANALYSIS AND INTERPRETATION OF DATA

The data analysis is carried out to extract meaningful information from the collected data. It could be done after the data has been collected. The collected data are first edited, coded and tabulated for the purpose of analyzing them. The editing, coding and tabulating is most when the researcher has huge amount of data.

TABLE – 1

FAMILY MONTHLY INCOME OF THE RESPONDENTS

| S.No. | Family strength | No. of respondents | Percentage (%) |
|-------|--------------------|--------------------|----------------|
| 1 | Below Rs.5000 | 65 | 32.5 |
| 2 | Rs.5001 to 10000 | 90 | 45.0 |
| 3 | Rs.10000 to 15000` | 25 | 12.5 |
| 4 | More than Rs.15000 | 20 | 10.0 |
| | Total | 200 | 100.0 |

Source: Primary data

This research reveals that 45%of the family's monthly income is Rs. 5001 to 10000 followed by 32.5% is below Rs.5000.

TABLE – 2
STIMULATED TO PURCHASE A PARTICULAR BRAND

| S.No. | Stimulated to purchase | No. of respondents | Percentage (%) |
|-------|------------------------|--------------------|----------------|
| 1 | Advertisements | 55 | 27.5 |
| 2 | price | 19 | 09.5 |
| 3 | Safety | 13 | 06.5 |
| 4 | Promotional offers | 09 | 04.5 |
| 5 | Quality | 104 | 52.0 |
| | Total | 200 | 100.0 |

Source: Primary data

It is found that 52 % of the respondents are purchasing a particular brand for its quality and 26% of them are purchasing for advertisement.

TABLE – 3
CONSUMER'S PREFERENCE OF PRODUCT RANGE

| S.No. | Product Range | No. of respondents | Percentage (%) |
|-------|----------------|--------------------|----------------|
| 1 | Sachet | 35 | 17.5 |
| 2 | 200 grms | 45 | 22.5 |
| 3 | 500 grms | 94 | 47.0 |
| 4 | Above 500 grms | 26 | 13.0 |
| | Total | 200 | 100.0 |

Source: Primary data

The above tables shows, 47% of them prefer 500 grams followed by 22.5% of them prefer 200 grams.

Figure – 3.1

CONSUMER'S PREFERENCE OF PRODUCT RANGE

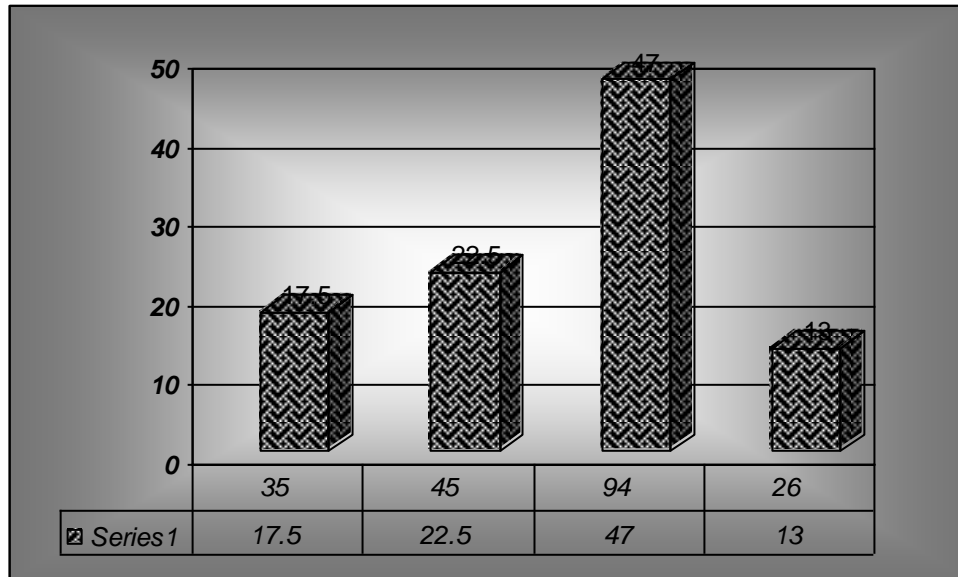


TABLE -4

FREQUENCY OF PURCHASING WASHING POWDER

| S.No. | Frequent purchase | No. of respondents | Percentage (%) |
|-------|----------------------------|--------------------|----------------|
| 1 | Daily | 21 | 04.5 |
| 2 | Once in month | 104 | 52.0 |
| 3 | Twice in a month | 56 | 28.0 |
| 4 | More than twice in a month | 19 | 09.5 |
| | Total | 200 | 100.0 |

Source: Primary data

The above table shows that arrange the total number of 200 respondents, 52% of them purchasing washing powder once in a month.

Figure -4.1

FREQUENCY OF PURCHASING WASHING POWDER

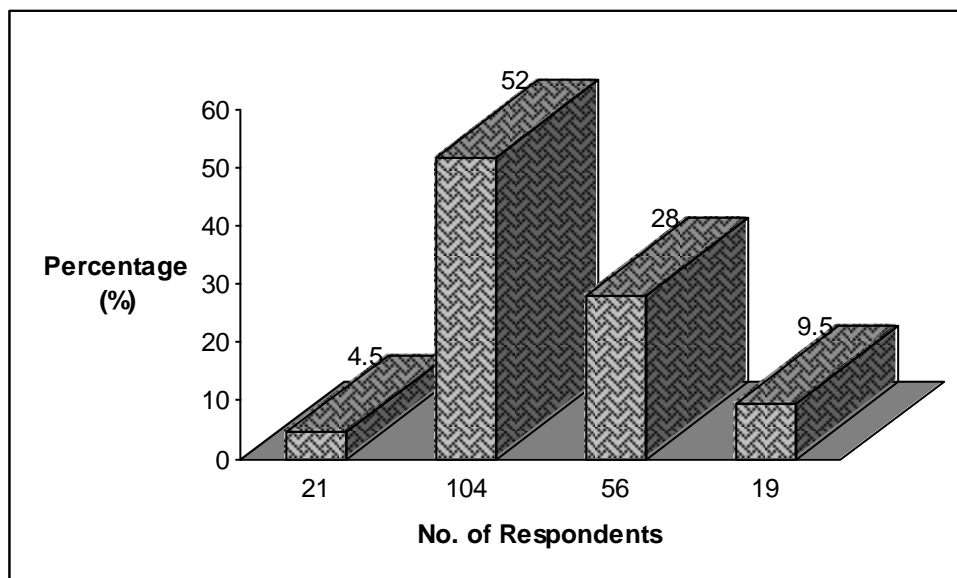


TABLE – 5

USAGE OF SURF EXCEL WASHING POWDER

| S.No. | Usage | No. of respondents | Percentage (%) |
|-------|-------|--------------------|----------------|
| 1 | Yes | 185 | 92.5 |
| 2 | No | 15 | 07.5 |
| | Total | 200 | 100.0 |

Source: primary data

From the above table it is clear that among the total number of 200 respondents 92.5 of them are using Surf Excel washing powder and the rest 7.5% of them are not using the Surf Excel Washing powder.

TABLE –6

REASON FOR NOT PREFERRING SURF – EXCEL

| S.No. | Reason for not-preferring | No. of respondents | Percentage (%) |
|-------|---------------------------|--------------------|----------------|
| 1 | Not aware | 03 | 25.00 |
| 2 | Costly | 07 | 58.33 |
| 3 | Not available | 02 | 16.66 |
| | Total | 12 | 100.00 |

Source: Primary data

Among total number 09 of respondents (Not- preferring Surf Excel), 58.33% of the respondents are given the reason that it is costly, 16.66 are said it is an available and rest 25% are not aware.

TABLE – 6.1

RANKING THE PURPOSE FOR PREFERRING SURF EXCEL

| S.No. | Particulars | Ranking (No of times Ranked) | | | | | Total |
|-------|-------------------|------------------------------|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| 1 | Price | 28 | 72 | 46 | 26 | 16 | 188 |
| 2 | Easy availability | 41 | 54 | 64 | 17 | 12 | 188 |
| 3 | Quality | 26 | 28 | 43 | 70 | 21 | 188 |
| 4 | Offers | - | 20 | 17 | 65 | 86 | 188 |
| 5 | Packing | 15 | 20 | 40 | 63 | 50 | 188 |

It is the response of only 188 respondents, who prefer Surf Excel.

TABLE –6.2

RANKING THE PURPOSE FOR PREFERRING SURF EXCEL
(COMPOSITE INDICES)

| S.No. | Particulars | Ranking (Points) | | | | | Total |
|-------|-------------------|------------------|-----|-----|-----|----|-------|
| | | 5 | 4 | 3 | 2 | 1 | |
| 1 | Price | 115 | 264 | 74 | 44 | 24 | 521 |
| 2 | Easy Availability | 145 | 208 | 180 | 30 | 10 | 573 |
| 3 | Quality | 580 | 124 | 33 | 40 | 23 | 800 |
| 4 | Offers | - | 32 | 45 | 126 | 80 | 283 |
| 5 | Packing | 15 | 56 | 144 | 122 | 50 | 387 |

The consumer's responses the purpose for preferring Surf Excel have been studied by assigning ranks to them on the basis of their preference. All the 5 ranks have been considered for analysis and composite index number have been calculated. From the above table, it is clear that the consumers preferring Surf Excel for the purpose of its Quality, Stands place by scoring 800 points, and then consumers have given 2nd place easy availability followed by price feature (Securing 521 Points).

TABLE –7

REFERENCE OF WASHING POWDER BRANDS BY FAMILYMEMBERS

| S.No. | Brands Using | No. of respondents | Percentage (%) |
|-------|--------------|--------------------|----------------|
| 1 | Rin | 23 | 25.55 |
| 2 | Wheel | 14 | 15.55 |
| 3 | Tide | 15 | 16.66 |
| 4 | Nirma | 02 | 02.22 |
| 5 | Mr. white | 04 | 04.44 |
| 6 | Ariel | 27 | 30.00 |
| 7 | Others | 05 | 05.55 |
| | Total | 90 | 100.00 |

Source: primary data

From the above 90 respondents whose family members are using other than surf excel.

TABLE –8

RESPONDENTS'S AWARENESS ON SURF EXCEL ADVERTISEMENTS

| S.No. | Awareness | No. of respondents | Percentage (%) |
|-------|-----------|--------------------|----------------|
| 1 | Yes | 180 | 90 |
| 2 | No | 20 | 10 |
| | Total | 200 | 100 |

Source: primary data

It is clear that among the total number of 200 customers, 90% of them have watched the advertisements relating to Surf Excel and 10% of them have not watched the advertisements relating to Surf Excel.

TABLE -9

RESPONDENT'S OPINION ON SUITABLE MEDIA FOR SURE EXCEL ADVERTISEMENT

| S.No. | Media influenced | No. of respondents | Percentage (%) |
|-------|---------------------|--------------------|----------------|
| 1 | Television | 155 | 85.30 |
| 2 | Radio | 09 | 5.29 |
| 3 | Magazines | 06 | 3.53 |
| 4 | Friends & Relatives | 04 | 2.35 |
| 5 | Sales persons | 06 | 3.53 |
| | Total | 180 | 100.00 |

Source: primary data

Among 180 respondents, TV media influences 85.24 of them. Followed by 4.5% by radio 3.5% by sales personnel, 3.00% by magazines and rest 2.00% have been influenced by Friends and Relatives.

Figure 9.1

RESPONDENT'S OPINION ON SUITABLE MEDIA FOR SURE EXCEL ADVERTISEMENT

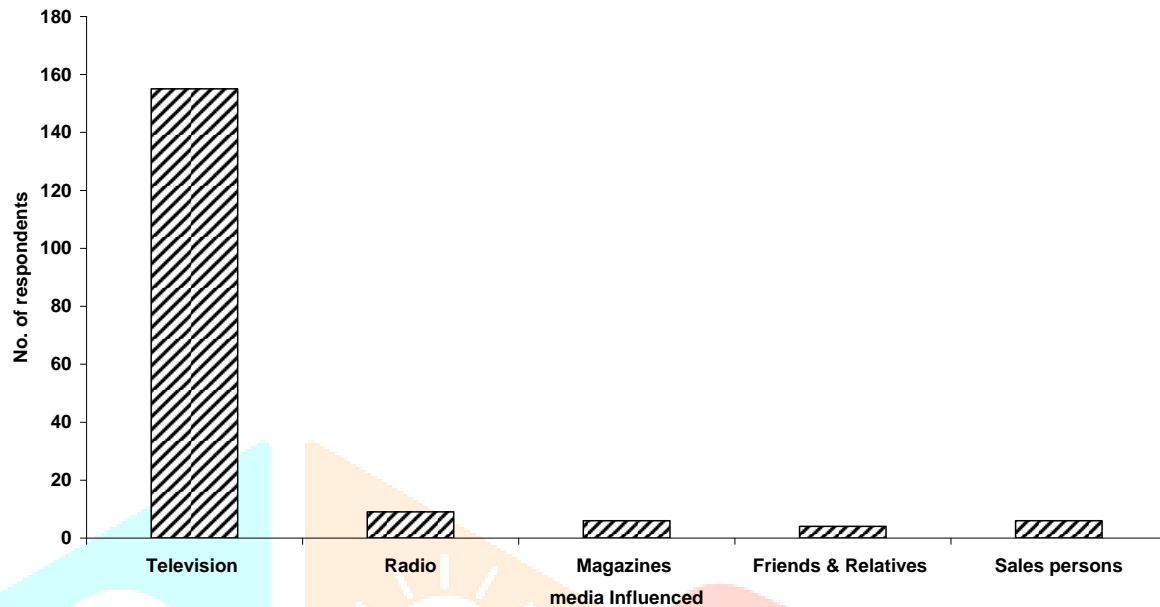


TABLE -10

NUMBER OF YEARS OF USING WASHING POWDER

| S.No. | Number of years | No. of respondents | Percentage (%) |
|-------|-------------------|--------------------|----------------|
| 1 | Less than 1 years | 32 | 16.00 |
| 2 | One years | 61 | 39.50 |
| 3 | Two Years | 58 | 29.00 |
| 4 | Above two year | 49 | 24.51 |
| | Total | 200 | 100.00 |

Source: Primary Data

It is interpreted that among the total number of 200 respondents, 30.5% of them consumers are 29% of the respondents using washing powder for two years and 24.51% of them are using for above two years and 24.51% of them are using for above two years and rest of the 16% of them using than one year.

TABLE -10

RESPONDENT'S OPINIONS ON THE PRICE OF SURF EXCEL

| S.No. | Opinion on the price | No. of respondents | Percentage (%) |
|-------|----------------------|--------------------|----------------|
| 1 | Higher | 39 | 20 |
| 2 | Medium | 141 | 70.5 |
| 3 | Cheaper | 20 | 10 |
| | Total | 200 | 100 |

Source: Primary data

Out of 200 respondents, 70.5% of them feel that the price of the surf excel is medium, 20% of them feel it is high and 10% of them feel it is cheaper.

CHI – SQUARE TEST

HO: Hypothesis is that the family monthly income and the likeness of the level of satisfaction to be appeared are independent.

| Family monthly income (RS) | Below 5000 | 5001 – 10000 | 10001 – 15000 | More than 1500 | Total |
|----------------------------|------------|--------------|---------------|----------------|-------|
| Very much satisfied | 25 | 32 | 13 | 07 | 77 |
| Very satisfied | 49 | 44 | 10 | 02 | 105 |
| Dissatisfied | 00 | 02 | 02 | 03 | 07 |
| Very much dissatisfied | 04 | 05 | 01 | 1 | 11 |
| Total | 78 | 83 | 26 | 13 | 200 |

| | | | |
|-------|-------|------|------|
| 11.70 | 14.26 | 3.84 | 2.19 |
| 19.02 | 23.18 | 6.24 | 3.57 |
| 26.70 | 32.54 | 8.76 | 5.00 |
| 2.56 | 3.12 | 0.86 | 0.48 |
| 4.02 | 4.90 | 1.32 | 0.75 |

| O | E | (O-E) | (O-E) ² | (O-E) ² /E |
|----|-------|-------|--------------------|-----------------------|
| 15 | 11.70 | 3.36 | 10.86 | 0.931 |
| 19 | 19.02 | -0.02 | 0.0004 | 0.00002 |
| 26 | 26.70 | -0.70 | 0.49 | 0.0183 |
| 0 | 2.56 | -2.56 | 6.554 | 2.560 |
| 4 | 4.02 | -0.02 | 0.0004 | 0.00009 |
| 12 | 14.26 | -2.26 | 5.108 | 0.3576 |
| 24 | 23.18 | 0.82 | 0.672 | 0.0290 |
| 35 | 32.54 | 2.46 | 6.052 | 0.1860 |
| 02 | 3.12 | -1.12 | 1.254 | 0.4019 |
| 05 | 4.90 | 0.10 | 0.01 | 0.0020 |
| 05 | 3.85 | 1.15 | 1.323 | 0.3436 |
| 7 | 6.24 | 0.76 | 0.578 | 0.0926 |
| 6 | 8.76 | -2.76 | 7.618 | 0.8696 |
| 2 | 0.84 | 1.16 | 1.346 | 1.6024 |
| 1 | 1.32 | -0.31 | 0.102 | 0.0773 |

| | | | | |
|---|------|-------|-------|-----------------|
| 0 | 2.19 | -2.19 | 4.796 | 2.1899 |
| 2 | 3.57 | -1.57 | 2.465 | 0.6904 |
| 6 | 5 | 1 | 1 | 0.2 |
| 3 | 0.48 | 2.52 | 6.350 | 13.229 |
| 1 | 0.75 | 0.25 | 0.063 | 0.084 |
| | | | | 23.86471 |

As shown in Test – II, the X^2 value is 23.86471, now we have to compare the tabular value with computed value X^2 value. To find tabular value, we have to find out the degree of freedom and level of significance. The degree of freedom in this case is:

$$\begin{aligned} \text{Degree of freedom} &= (c-1) \times (r-0) \\ &= (4-1) \times (5-1) \\ &= 12. \end{aligned}$$

The company wants to use the level of significance as 0.05 (5%). The tabular value at 9 degree of freedom on .05 level of significance is 21.0. If we compare the computed and tabular value of x^2 , the researcher finds the computed value (X^2 : 23.86471) for exceeds the tabular value (21.0). Hence, hypothesis is rejected, i.e. the family monthly income and the likeness of the level of satisfaction appear to be dependents.

Result:

The family monthly income and the likeness of the level of satisfaction appears of the level of satisfaction appears to be dependent.

RECOMMENDATIONS

- ❖ It is recommended that the company many introduce more promotional offers for increasing sales.
- ❖ The company should reduce the price of the surf excel, because it gives more impact while preferring.
- ❖ The company should concentrate on the advertisement relating to the varieties of surf excel.
- ❖ It is recommended that the company name may be used in advertisements because, most of the consumers not aware of the manufacturer's name. The Hindustan Lever Limited brand image may be helpful for first time users.
- ❖ The company is mostly highlighting their water consumption in advertisements than quality improvement. It is recommended that the company must give equal importance to inform the quality of the brand.
- ❖ The company may concentrate on the point of purchase display arrangements to promotion the sales, as tide & Arial doing.
- ❖ The profit margin of the retailers may be increased to promotion the sales.

CONCLUSION

This research is the brand preferences of washing powder with special reference to surf excel in Sivakasi Taluk. The main objective of those research studies is attained and the researcher gained knowledge in the area of preference of washing powder brands.

During the research, the customers have co-operated well and answered the questions best of their knowledge. The researcher understands the customer preference of different washing powder brand and it will be helpful to the detergent powder manufacturer to take decisions. In this research reopen the responses are analyzed and interpreted through tables and charts. The major findings of this research are that the sales promotion offered play a vital role for promotion the sales. Also it is found that frequent changes in the selling price will not support for increasing the sales volume and it affects the reputation of brand image. The researcher has given some suggestion to the marketer of detergent powder to overcome the competition.

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