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A Study On Consumer Brand Preference For Fast Moving Consumer Goods With Special Reference To Personal Care Products In Aruppukottai Town

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Abstract: The Fast-Moving Consumer Goods (FMCG) sector plays a significant role in shaping consumer lifestyles, with personal care products being one of its most dynamic segments. Consumer brand preference in this category is influenced by multiple factors such as quality, price, availability, packaging, brand image, and promotional strategies. This study aims to examine consumer brand preferences for personal care products in Aruppukottai town. A descriptive research design was adopted, and data were collected through structured questionnaires administered to a sample of consumers across different demographic groups. The findings highlight the key determinants of brand preference, reveal the most preferred brands in the personal care segment, and provide insights into the role of consumer perception and purchasing behavior in brand selection. The study concludes with suggestions for marketers to strengthen brand loyalty and align marketing strategies with consumer expectations in the competitive FMCG market.

Index Terms: FMCG, Brand Preference, Consumer Behavior, Personal Care Products, Aruppukottai, Brand Loyalty, Purchasing Decisions, Marketing Strategies

I. INTRODUCTION

Fast Moving Consumer Goods (FMCG) play a pivotal role in the daily lives of consumers, encompassing products such as packaged foods, beverages, toiletries, and other consumables. These products are characterized by their quick turnover and relatively low cost. The FMCG sector is highly competitive, with numerous brands striving to capture consumer loyalty and preference. Understanding consumer brand preference is crucial for companies to design effective marketing strategies and enhance their market share. Aruppukottai, a vibrant town in the Virudhunagar district of Tamil Nadu, is known for its commercial activities and growing consumer base. With the increasing availability of national and regional FMCG brands, consumers in Aruppukottai are exposed to a variety of choices. This study aims to delve into the factors influencing brand preference among consumers in this region, shedding light on their buying behaviour and decision-making processes.

1.1. Need for the Study

In the rapidly evolving FMCG sector, consumer preferences shift due to multiple factors such as price sensitivity, brand reputation, product quality, and promotional strategies. For businesses operating in Aruppukottai, understanding these preferences is vital to tailor their offerings and sustain in the competitive market. Additionally, insights from this study will help companies optimize their branding and marketing efforts, ultimately boosting customer satisfaction and loyalty.

1.2. Objectives of the Study

The primary objectives of this study are:

1. To identify the key factors influencing consumer brand preference for FMCG products in Aruppukottai.
2. To analyse consumer perception and satisfaction levels with various FMCG brands.
3. To assess the role of advertising and promotional activities in shaping brand preferences.
4. To provide recommendations for FMCG companies to enhance their brand strategies in Aruppukottai.

1.3.Scope of the Study

The study focuses on consumers residing in Aruppukottai, specifically targeting their brand preferences in the FMCG sector. It covers a range of product categories including personal care items, household cleaning products, packaged foods, and beverages. The study will gather data through surveys and interviews, providing both qualitative and quantitative insights. The findings will be relevant to local businesses, regional FMCG distributors, and national brands aiming to strengthen their foothold in Aruppukottai.

1.7. RESEARCH METHODOLOGY

1.7.1. Sampling Design:

The population of Aruppukottai town is approximately 126,000 people. For this study, a sample size of 150 respondents will be selected using a stratified random sampling method to ensure representation across various demographic segments such as age, gender, income, and education levels.

II. REVIEW OF LITERATURE

2.1 Indian Market

Marketing scenario in India changed with market liberalization policies after 1990"s (**Gopalaswamy, 1997**) Most of the Indian rural markets are „Virgin" in nature and they are now opening for most of the packaged goods (Habeeb-Ur-Rahman, 2007).

Matrade Chennai (2005), studied a lot of aspects related to consumer behaviour in India and found that Indian consumers are deeply concerned with the traditions, values and they consider their family advice in the purchase decisions. About rural Indian consumer the study revealed that rural consumers in India are changing rapidly related the education, awareness of the products. Through internet now they connected with the whole world.

Janmejaya Sinha and Williams (2002) argues that deviation in "attitude, motivation and value orientations associated with differences in occupational opportunities and demands, childhood socialization patterns and educational influences may lead consumers to vary in many of their purchase behaviours across social classes".

2.2 Brand Image

According to **Grönroos (2007)** marketing has three objectives which consist of: getting customers, keeping customers and growing customers into a customer relationship. The first brands emerged in the beginning of the 20th century. However, the brand as a concept evolved first during the 50s and today, a strong brand is recognized as a vital part of a firm's competitiveness **(Grönroos, 2007).** A brand is defined by its name, term, sign, symbol or any other feature. However, within the service industry, the key characteristic of a brand is the service process. A strong brand has many advantages. For example, a company can charge higher prices for their service although it does not differ from other services in the same category **(Apéria & Back, 2004).** A strong brand also leads to greater customer loyalty, less vulnerability to competitive marketing actions and increased marketing communication effectiveness. When a firm succeed with its marketing strategy, the intangible assets increase. The intangible assets create value to the firm which has become known as brand equity, but since the term has developed through the years, there is no consensus in its definition **(Kayaman & Arasli, 2007). Aaker (1996)** defines brand equity as a set of assets linked to a brand's name and symbol that adds or subtracts value, provided by a product or service, to a firm and its' customers. Furthermore, he states that the components of brand equity consist of: brand loyalty, brand awareness, perceived quality and brand associations **(Aaker, 1996).** From a marketing aspect brand equity builds and directs the brand assets by retaining and attracting customers and by avoiding the price competition, which in turn contributes to the profitability of a company (**Apéria & Back, 2004). Keller (1993, p.45),** on the other hand, approaches brand equity from a customer's perspective and defines it as:

2.3 Brand Awareness

Brand awareness is described as the extent to which a brand is recognized by potential customers **(Apéria & Back, 2004).** It is important to create brand awareness in order for customers to be able to develop positive attitudes towards the brand **(Apéria & Back, 2004).** Brand awareness has a positive influence on customers' buying decision. If high brand awareness is achieved, the customers' uncertainty regarding the service decreases and the probability that the product will be chosen for purchase increases even though other brand associations are missing **(Keller, 1993).** Hence, the consumer behaviour is affected in a positive way.

2.4 Consumer Behaviour And Brand Preference

Kotler & Keller (2016) highlight that personal care product choices are influenced by brand image, quality perception, and emotional connection. Consumers often associate premium brands with higher quality and effectiveness.

Gupta & Verma (2019) found that product packaging, fragrance, and ingredients significantly influence brand selection in personal care categories. Herbal and natural ingredients are becoming popular among health-conscious consumers.

2.5. Brand Loyalty And Switching Behaviour:

Choudhary & Singh (2018) found that trust and satisfaction drive brand loyalty in FMCG personal care products. However, consumers are willing to switch brands if they find better quality or value in a competing product.

Verma (2020) emphasized that millennials and Gen Z consumers are less brand-loyal compared to older generations, as they frequently experiment with new products based on trends and peer recommendations.

2.6 Consumer Attitude:-

According to Shah ad khan (2012) attitude is the conduct, nature, temperament thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product. Lars Perner (2010) defines consumer attitude simply as a composite of a consumers beliefs, feelings , and behavioral intensions toward some object within the context of marketing. Noel (2009) defined attitude that is a powerful and long term assessment for which the consumers are having well built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes 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 & pysarchik,(2004) have argued that there is a direct causal relationship between attitudes and behavior.

III. CONSUMER BRAND PREFERENCE FOR FMCG IN ARUPPUKOTTAI

3.1. Overview of FMCG Sector in Aruppukottai

Fast-Moving Consumer Goods (FMCG) are essential products that are sold quickly at relatively low cost. These goods include food and beverages, personal care products, household care items, and over-the-counter medicines. FMCG companies thrive in both urban and rural areas, with strong demand from consumers due to their daily utility.

Aruppukottai, a town in the Virudhunagar district of Tamil Nadu, has a unique consumer base that influences the FMCG sector in the region. With a mix of urban and semi-urban populations, the town has a diverse market for various FMCG products. The town's trading culture and proximity to larger markets like Madurai and Virudhunagar also contribute to its FMCG consumption patterns.

3.2. Consumer Demographics and Market Characteristics in Aruppukottai

Aruppukottai is home to a population that is primarily engaged in trade, small businesses, and agriculture. The town has a literacy rate of over 80%, indicating an informed consumer base that actively seeks quality products. The spending power of consumers in Aruppukottai varies, with both price-conscious buyers and brand-oriented consumers present in the market.

3.3. Key demographic aspects influencing FMCG consumption in Aruppukottai include:

- **Middle-Class Dominance:** The majority of the population belongs to the middle-income group, which drives demand for mid-range FMCG brands.
- **Traditional and Modern Consumption Habits:** While traditional food products and natural skincare items are preferred, consumers also embrace modern FMCG brands in various segments.
- **Preference for Herbal and Natural Products:** Tamil Nadu, as a whole, has a strong inclination towards herbal and ayurvedic products, and Aruppukottai is no exception. Brands like Medimix, Hamam, and Patanjali have a strong foothold in the region.

3.4. Growth Drivers and Challenges for the FMCG Sector in Aruppukottai

Growth Drivers:

- **Increase in Disposable Income:** As household incomes rise, consumers are shifting toward branded FMCG products.
- **Urbanization & Lifestyle Changes:** The younger generation prefers ready-to-eat and convenience-based FMCG products.
- **Retail Modernization:** The growth of supermarkets and online shopping is changing consumer buying habits.
- **Government Schemes & Rural Development**: Initiatives like PM Garib Kalyan Yojana help in improving FMCG accessibility in semi-urban areas.

3.5. Leading FMCG Brands in Aruppukottai

The FMCG market in Aruppukottai is dominated by a mix of national, international, and regional brands. Consumers prefer brands based on quality, affordability, availability, and traditional trust. Some categories witness strong competition between multinational corporations and locally established brands. The following are the ten major FMCG brands that have a significant presence in Aruppukottai:

3.5.1. Aachi & Sakthi Masala (Regional Leaders in Spices & Masala Products):

Aachi and Sakthi Masala are Tamil Nadu’s most trusted brands in the spices and masala category. These brands dominate home kitchens with a wide range of products like turmeric powder, chili powder, garam masala, and istant mixes. Consumers prefer them for their authentic Tail flavors, affordability, and availability in local stores.

3.5.2.Britannia & ITC (Popular in Bakery & Snack Items):

Britannia dominates the bakery segment with products like Good Day, Marie Gold, Bourbon, and Milk Bikis.

ITC's Sunfeast range (Yippee noodles, biscuits, and cakes) competes closely in the snacks and confectionery segment.

Both brands are preferred for their freshness, taste, and trusted quality.

3.5.3.Nestlé & Cadbury (Leaders in Dairy, Chocolates & Beverages)

Nestlé is popular for dairy products, chocolates, and beverages like Nescafé coffee, Milo, and Maggi instant noodles.

Cadbury Dairy Milk, 5 Star, and Bournvita have a strong consumer base, particularly among children and young adults.

These brands are trusted for their premium taste, variety, and international quality.

3.5.4. Horlicks, Boost & Complan (Health Drink Market Leaders):

Health drinks like Horlicks, Boost, and Complan are widely consumed in Aruppukottai. Horlicks and Boost are heavily marketed as strength and energy boosters, preferred by children and working professionals. Complan is known for its protein-rich formula, appealing to growing children and elders.

3.5.5.Hamam & Medimix (Traditional Herbal Personal Care Brands):

Hamam and Medimix soaps are household favorites for skincare, especially among Tamil Nadu consumers. Known for their herbal formulations (neem, turmeric, aloe vera), these brands cater to families looking for natural and chemical-free products. These brands have a strong rural and urban consumer base due to their affordability and long-standing reputation.

3.5.6.Colgate & Pepsodent (Dominant Brands in Oral Care):

Colgate and Pepsodent are the two most trusted toothpaste brands in Aruppukottai. Colgate's Strong Teeth and Active Salt variants are popular for cavity protection, while Pepsodent focuses on freshness and germ protection. Colgate's wide distribution network makes it the leading choice in both urban and rural areas.

3.5.7.Surf Excel & Tide (Top Brands in Laundry Care):

Surf Excel and Tide detergents are the leading choices for laundry needs. Surf Excel's tagline "Daag Acche Hain" resonates well with Indian households, making it a preferred choice for removing stains.

Tide is known for its affordability and strong cleaning power, appealing to middle-class consumers.

3.5.8. Lizol & Harpic (Best-Selling Home Hygiene Brands):

Lizol floor cleaner and Harpic toilet cleaner are the go-to brands for home hygiene. Lizol's antibacterial properties make it a trusted product for households, while Harpic's strong toilet-cleaning formula ensures hygiene and stain removal. Both brands have expanded their range with scented variants to appeal to different consumer preferences.

3.5.9.Aavin & Amul (Dairy Industry Leaders:

Aavin (Tamil Nadu's government-backed brand) and Amul (India's leading dairy brand) dominate the dairy market in Aruppukottai.

Aavin milk, curd, butter, and ghee are trusted for their afforda.

IV. DATA ANALYSIS AND INTERPRETATION

4.1. AGE – WISE CLASSIFICATION OF THE RESPONDENTS

AGE	No. of Respondents	Percentage %
Below 18	42	28
18-25	27	18
36-45	58	39
Above 45	23	15
Total	**150**	**100**

TABLE 4.1

4.2. GENDER – WISE CLASSIFICATION OF RESPONDENTS

Gender	NO of Respondent	Percentage
Male	102	38
Female	48	62
Total	**150**	**100**

TABLE 4.2

4.3. EDUCATIONAL QUALIFICATION OF RESPONDENTS

Educational level	No of Respondent	Percentage
HSC	12	8
UG	90	60
PG	29	19
Professionals	19	13
Total	150	100

TABLE 4.3

4.4. OCCUPATIONAL STATUS – WISE CLASSIFICATION OF RESPONDENTS

Occupational	No of Respondent	Percentage
Business	45	30
Professional	34	23
Employee	57	38
House Wife	14	09
Total	150	100

TABLE 4.4

4.5. MONTHLY INCOME – WISE CLASSIFICATION OF RESPONDENTS

Income	No of Respondent	Percentage
Upto 10,000	23	15%
10,001 - 20,000	35	23%
20,001 – 30,000	58	39%
Above 30,000	34	23%
TOTAL	150	100

TABLE 4.5

4.6. LIST OF FMCG Products

Shampoo	No of Res	Face wash	No of Res	Soap	No of Res	Hair oil	No of Res	Toothpaste	No of Res
Dove	25	Lakme	31	Lux	23	Parachute	39	Colgate	55
Head & Shoulder	31	Gariner	37	Pears	25	Dabur Amla	30	Pepsodent	30
Clinic Plus	48	Ponds	20	Hamam	48	Vatika	37	Close-up	20
Himalaya	28	Himalaya	50	Medimix	32	Indulekha	27	Dabur red	32
Others	18	Others	12	Others	22	Others	17	Others	13

TABLE 4.6

4.7. HOW OFTEN DO YO BUY PERSONAL CARE PRODUCTS?

Buying personal care products	No. of Respondents	Percentage %
Weekly	63	42
Monthly	56	37
Once in 2-3 months	15	10
Occasionally	16	11
Total	**150**	**100**

TABLE 4.7

4.8. WHERE DO YOU USUALLY BUY PERSONAL CARE PRODUCTS?

Stores	No. of Respondents	Percentage %
Supermarket/Hypermarkets	61	41
Online Shopping	44	29
Local Grocery Stores	16	11
Brand-specific Stores	11	7
Pharmacy Stores	18	12
Total	**150**	**100**

TABLE 4.8

4.9. HOW MUCH DO YOU TYPICALLY SPEND ON PERSONAL CARE PRODUCTS PER MONTH?

Money spend	No. of Respondents	Percentage %
Less than 300	43	29
300 – 600	38	25
600 – 900	56	37
Above 900	13	9
Total	150	100

TABLE 4.9

4.10 WHICH BRANDS OF PERSONAL CARE PRODUCTS DO YOU PREFER?

Brands	No. of Respondents	Percentage %
Dove	32	21
Nivea	7	5
Oreal	5	3
Himalaya	26	17
Neutrogena	6	4
Colgate	51	34
Johnson	23	16

Total	150	100

TABLE 4.10

4.11. WHAT IS THE MAIN REASON FOR CHOOSING YOUR PREFERED BRAND?

Reason	No. of Respondents	Percentage %
Affordability	18	12
Availability	26	17
Trust & Reliability	31	21
Packing	13	9
Natural/Herbal Ingredients	36	24
Dermatologist Recommended	11	7
Social Media Influence	6	4
Celebrity Endorsement	9	6
Total	**150**	**100**

TABLE 4.11

4.12. HAVE YOU EVER SWITCHED BRANDS FOR PERSONAL CARE PRODUCTS?

Have you Switched	No. of Respondents	Percentage %
Yes	93	62
No	57	38
Total	**150**	**100**

TABLE 4.12

4.13. IF YES, WHAT MADE YOU SWITCH BRANDS?

Reasons	No. of Respondents	Percentage %
Price Fluctuation	26	17
New Product Launches	58	39
Discounts & Offer	32	21
Change in Quality	20	14
Recommendations from others	8	5
Ingredients / Formula change	6	4
Total	**150**	**100**

TABLE 4.13

4.14. WHAT FACTORS DISCOURAGE YOU FROM PURCHASING A BRAND?

Discourage	No. of Respondents	Percentage%
High Price	51	34
Negative Review	18	12
Poor Packaging	8	5
Harmful Ingredients	29	19
Not Easily Available	28	19
Poor Advertisement Strategy	16	11
Total	**150**	**100**

TABLE 4.14

4.15 WOULD YOU BE WILLING TO TRY A NEW BRAND IF IT OFFERS BETTER FEATURE?

Try a new Brand	No. of Respondents	Percentage %
Yes	112	75
No	38	25
Total	**150**	**100**

TABLE 4.15

4.16. HOW DO YOU USALLY LEARN ABOUT NEW PERSONAL CARE PRODUCTS?

Learning from	No. of Respondents	Percentage %
Tv Advertisements	47	31
Social media Ads	39	26
Word of Mouth	27	18
Magazines/Newspapers	12	8
In-store Promotions	25	17
Total	**150**	**100**

TABLE 4.16

4.17. WHICH ADVERTISING MEDIUM INFLUENCES YOU THE MOST WHEN BUYING PERSONAL CARE PRODUCTS?

Advertising	No. of Respondents	Percentage %
Television	38	25
Online/social media	57	38
Print Media	16	11
Celebrity Endorsements	19	13
Influencer Marketing	20	13
Total	150	100

TABLE 4.17

4.18. DO YOU FOLLOW PERSONAL CARE BRANDS ON SOCIAL MEDIA?

Follow on social media	No. of Respondents	Percentage%
Yes	118	79
No	32	21
Total	**150**	**100**

TABLE 4.18

4.19. HAVE YOU EVER PURCHASED A PERSONAL CARE PRODUCT BECAUSE OF AN ONLINE INFLUENCERS RECOMMENDATION?

Recommendation	No. of Respondents	Percentage %
Yes	86	57
No	64	43
Total	**150**	**100**

TABLE 4.19

4.20. DO YOU PREFER ORGANIC/NATURAL PERSONAL CARE PRODUCTS OVER CHEMICAL BASED ONES?

Natural/Chemical Based	No. of Respondents	Percentage%
Yes	98	65
No	52	35
Total	**150**	**100**

TABLE 4.20

4.21. WOULD YOU BE WILLING TO PAY MORE FOR EC0-FRIENDLY /SUSTAINABLE PERSONAL CARE PRODUCTS?

Eco-friendly	No. of Respondents	Percentage%
Yes	63	42
No	87	58
Total	**Total**	**100**

TABLE 4.21

4.22. ON A SCALE OF 1 TO 5, HOW SATISFIED ARE YOU WITH YOUR CURRENT BRAND?

Satisfied Level	No. of Respondents	Percentage%
Very Dissatisfied	19	13
Dissatisfied	36	24
Neutral	24	16
Satisfied	56	37
Very Satisfied	15	10

Total	**150**	**100**

TABLE 4.22

4.23. HAVE YOU EVER FACED ANY ISSUES WITH A PERSONAL CARE PRODUCTS BRAND?

Issues faced	No. of Respondents	Percentage %
Yes	78	52
No	72	48
Total	**150**	**100**

TABLE 4.23

4.24. IF YES, WHAT KIND OF ISSUES?

Kind of Issues	No. of Respondents	Percentage %
Skin/Hair Reactions	43	29
Poor Quality	36	24
High Price for Quality provided	58	39
Poor Customer Service	13	8
Total	150	100

TABLE 4.24

4.25. WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE IN PERSONAL CARE BRANDS?

Improvements	No. of Respondents	Percentage %
Better Quality	50	34
Lower Price	42	28
More Natural Ingredients	30	20
Better Packaging	18	12
More Availability	10	6
Total	**150**	**100**

TABLE 4.25

4.26. WOULD YOU RECOMMENDED YOUR PREFERRED BRAND TO OTHERS?

Recommendation	No. of respondents	Percentage (%)
Yes	70	47
No	80	53
Total	**150**	**100**

TABLE 4.26

4.27. HOW LIKELY ARE YOU TO REMAIN LOYAL TO YOUR CURRENT BRAND FOR THE NEXT YEAR?

Brand loyalty	No. of respondents	Percentage (%)
Very likely	48	32
Somewhat likely	28	19
Neutral	32	21
Unlikely	27	18
Very unlikely	15	10
Total	**150**	**100**

TABLE 4.27

4.28. DO YOU FEEL THAT YOUR PREFERRED BRAND VALUES CUSTOMER FEEDBACK

Brand values customer feedback	No of Respondents	Percentage (%)
Yes	10	7
No	20	13
Not sure	120	80
Total	**150**	**100**

TABLE 4.28

4.29. WHAT IS ONE FEATURE OR SERVICE YOU WISH PERSONAL CARE BRANDS WOULD OFFER?

Features or service	No of Respondents	Percentage (%)
More customization	30	20
Better customer support	20	13
Subscription service for regular deliveries	20	13
Eco-friendly initiatives	80	54
Total	**150**	**100**

TABLE 4.29

V. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

The present study was undertaken with the main objective of analyzing the customers' attitude and brand preference towards Fast Moving Consumer Goods with special reference to Personal Care Products in Virudhunagar District. The important findings recorded at various quarters in the preceding chapters of the present research report are placed below with suitable suggestions.

5.2 SUMMARY OF FINDINGS

The following are the major findings of this study.

1. 39% of the respondents are in the age group of 36-45 years.
2. Majority of the respondents (62%) are Female and the remaining (38%) of the respondents are Male.
3. 60% of the respondents are Under Graduation.
4. Majority of the respondents (38%) are employee.
5. 39% of the respondents are having a monthly family income of ₹20,001-30,000.
6. Majority of the respondents, i.e 55% of the respondents use colgate toothpaste.
7. Majority of the respondents (42 %) purchases personal care products weekly, followed by(37%) of them purchase monthly.
8. 41% of the respondents are buying personal care products from the supermarket/hypermarket, 29% of the respondents are buying personal care product from online market.
9. Majority of the respondents (37%) are spending an amount of ₹600-900 for purchase of personal care products, followed by (29%) of them allocating an amount of less than ₹300 in their monthly budget for purchase of personal care products.
10. 30% of the respondents prefer colgate, followed by 21% of them prefer Dove product.

11. Majority of the respondent's (24%) main reason for choosing brand is natural/herbal ingredients, followed by 21% for trust & reliability.
12. Majority of the respondents (62%) have switched brands for personal care products, and followed by 38% have not switched brands for personal care products.
13. 39% of the respondents are reason for switch brand in new product launches and followed by 21% are reason for switch brand in discounts & offer.
14. Majority of the respondents 34% are factors discourage high price from purchase a brand, followed by 19%are factors discourage both harmful ingredients and not easily available from purchasing a brand.
15. Out of the total 150 respondents, 112 respondents (75%t) are willing to try a new brand if it offers better features, whereas 38 respondents (25%) prefer to stick with their current brand.
16. Majority of the respondents (31%) got the information on TV advertisement.
17. Majority of the respondents (38%) online/social media influences the most buying personal care products.
18. 79% of the respondents follows personal care brands on social media and followed by 21% of the respondents don't follow personal care brands on social media.
19. 57% of the respondents purchase personal care product because of an online influencers recommendation, followed by 43 per cent of the respondent don't purchase a personal care product because of an online influencers recommendation.
20. 65% of the respondents prefer organic/natural personal care products over chemical based ones and 35% of the respondents prefer organic/natural personal care products over chemical based ones.
21. Out of the total 150 respondents, 63 respondents (42%t) are willing to pay more for eco-friendly/sustainable personal care products, whereas 87 respondents (58%) are not willing to pay extra for such products.
22. Out of the total 150 respondents, 37% of the respondents come under the category of 'satisfied', 24% of the respondents 'dissatisfied'.
23. Out of the total 150 respondents, 78 respondents (52%) reported facing issues with personal care product brands, whereas 72 respondents (48%) did not face any issues.
24. Among the respondents who faced issues, 43 respondents (29%) experienced skin or hair reactions, while 36 respondents (24%) reported poor quality as their primary concern.
25. Out of the total 150 respondents, 58 respondents (39%) reported that the high price for the quality provide was the most common issue faced in personal care product. Additionally, 43 respondents (29%) experienced skin or hair reactions.
26. Regarding improvement in personal care brands, 50 respondents (34%) suggested better quality, followed by 42 respondents (28%) who preferred lower prices.
27. Out of the total 150 respondents, 70 respondents (47%) are willing to recommend their preferred personal care brand to others. However, 80 respondent (53%) are not satisfied enough to suggest it to others.

28. Regarding brand loyalty, 48 respondents (32%) are very likely to remain loyal to their current brand for the next year, while 28 respondents (19%) are somewhat likely.
29. Only 7% of respondent believe that their preferred brand values their feedback, While 13% feel that their brand does not consider their opinion. A significant 80% of respondent are unsure whether their brand values customer feedback. Regarding desired feature or services, 54% of respondents prefer eco-friendly initiatives, making it the most requested feature. More customization is preferred by 20% , while both better customer support and subscription services for regular deliveries are preferred by 13% each.

SUGGESTIONS:

The satisfaction level of respondents is very low on the cosmetic products. Hence it is suggested that the manufactures should identify the reasons behind this and then provide them with the requirements. The respondents feel that the prices of cosmetics are comparatively higher. 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.Brands should focus on maintaining consistent quality to retain consumer trust.Regular feedback mechanisms can help identify areas for improvement. Competitive pricing strategies can help brands attract price-sensitive consumers.Offering discounts, combo packs, and loyalty programs may increase customer retention. Ensuring widespread availability in local stores can improve brand visibility.Collaborating with retailers to avoid stockouts can enhance consumer satisfaction. Brands should leverage local media, social media, and influencer marketing to build a stronger brand image.Highlighting the unique benefits of products through testimonials can create a lasting impact. Increasing awareness about sustainable and organic personal care products can appeal to health-conscious consumers.Introducing eco-friendly packaging can enhance brand perception. Brands should consider tailoring products to suit local preferences and skin/hair types.Limited edition or seasonal products may engage consumers more effectively. Addressing consumer complaints promptly builds loyalty.Offering refund or replacement policies for defective products can improve brand trust. Organizing product sampling events and promotional campaigns can encourage trials.Engaging with consumers through feedback surveys can provide insights for innovation.

CONCLUSION

The study on consumer brand preferences for personal care products in Aruppukottai town reveals that consumer choices are influenced by factors such as quality, price, availability, and brand reputation. Most consumers prioritize value for money and product performance over brand loyalty. However, a rising preference for natural and eco-friendly products indicates a shift in consumer consciousness.

Brands must focus on adapting to changing consumer preferences by offering innovative and sustainable products. By maintaining quality, ensuring availability, and implementing effective promotional strategies, personal care brands can enhance consumer satisfaction and loyalty. Addressing local consumer needs with tailored marketing strategies and engaging directly with consumers will further help brands establish a strong market presence in Aruppukottai town.

Brand awareness and brand preference of rural consumers towards FMCG brands is the topic of the study selected because rural areas are the untapped market in India with high potential. Urban market to some extent is stagnant and highly competitive. To sustain their business and growth companies operating in urban market should go rural. Modification in the marketing mix elements attractive and suitable to the rural market is certainly beneficial to the FMCG players. This study focused mainly on the rural consumer behaviour towards selected Fast Moving Consumer Goods (FMCG) brands with reference to Dabur India,cadbury India, Nestlé India, ITC (Indian Tobacco Company) and Hindustan Unilever Ltd.This study is helpful for the FMCG brand players to understand the differences between rural and urban customers behaviour. An important contribution through this research study is that it proposed and tested hypothesis establishing the relationship between the various factors affecting consumers and their awareness preferences in buying FMCG brands using rural buyers as sample. This research study also identifies the factors influencing consumer preferences in making decision to buy FMCG brands. Studying differences among consumers of diverse socio-economic categories on factors influencing their awareness and preferences for FMCG brands is a significant contribution to examine the differences among users with various levels of exposure and preferences.

Cosmetic is a preparation extremely applied to change or enhance 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 diversity in population and also having a large population India is supposed 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.th findings of the study help cosmetic companies to make their strategies so as to capture this new emerging cosmeceutical market segment.

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