



SOCIO – ECONOMIC STATUS AND ITS IMPACT ON CONSUMER SATISFACTION OF PERSONAL CARE PRODUCTS' IN KUMBAKONAM TOWN

Dr. S. Mayilvaganan¹ and L. Jency Priya Mary²

¹Assistant Professor of Commerce, and A.V.C.College (Autonomous) Mannampandal, Mayiladuthurai.

²(Full-Time Research Scholar), PG & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai.

ABSTRACT

Manufactures are interested increase their profit, but Personal care products is margin of profit on every individual product is less. a seller, most of his time, seeks buyers and tries to please them. In this study of consumer behaviour will facilitate the marketer in determining the size, form, style, colour, package, brand etc. The real problem is to learn what a customer takes into consideration when chooses a particular brand. The survey was conducted with the help of structured questionnaire.



KEYWORDS: Consumer behaviour, Brands, Awareness, Buying pattern, Skin care, Oral care, Bath care products.

INTRODUCTION

The FMCG (Fast moving consumer goods) sector is one of the growth sectors. In the personal care segment products are Oral care, hair care, toiletries, Soaps & cosmetics. Responsible for providing employment for more than three million people in downstream activities which are generally carried out in smaller towns and also in rural and Urban India. The Consumption patterns, tastes and needs of the consumers are entirely different from the needs of urban consumers has adapted himself to the fast changing consumerism much faster than the rural consumer are not far behind.

The study of consumer behaviour is very useful in determining the form, style, packaging, brand, trademark etc, of the product. The whole aspect of buying behaviour determines the durability. The consumer or buyer behaviour is extremely important for an effective marketing planning. The success or failure of marketing depends largely on target consumer's individual and group reaction that manifest in the buying patterns.

People purchase products urged by mental and economic forces. Which create a desire and this desire is satisfied by the articles displayed for sale. Buying behaviour is all psychological, social and physical behaviour of potential customers, as they evaluate, purchase, consume and tell others about the products and services.

REVIEW OF LITERATURE

- **Mowen (1988)** many consumer decision was more on the feelings and emotions associated with acquiring or using the brand or with the environment in which it was purchased or used its attributes.

- **Kunt.J and ChrisAllen. T (1994)** consumer may have tried a familiar brand or they may have family and friends who have used the brand and told them something about it.
- **Baiding Hu (1997)** Consuming goods and services that were not previously part of their consumption pattern, Because of differences in economic and demographic characteristics not every household has been able to increase consumption.
- **Jarvis (1998)** Consumer acquires information from external sources that gets stored in long – term memory. For most consumer, usually this stored information, referred to as internal information.

OBJECTIVE OF THE STUDY

- To know the socio economic background of the consumers.
- To find the level of awareness among various personal care products.
- To identify the factors influencing purchases of personal care products.
- To analyze the overall satisfaction towards personal care products.

STATEMENT OF THE PROBLEM

Personal care products are sold quickly at a low price. The profit from these products is relatively very small & the selling is in large quantities and hence the cumulative profit on such products is large. The production of fast moving consumer goods companies has mass competition and they are forced to find new strategies to sell their personal care.

RESEARCH METHODOLOGY

This study is descriptive in nature and mainly based on primary data. The total 75 samples selected for the study from Kumbakonam city through Random Sampling method.

Primary data

The primary data were collected directly from the sample of consumers, for data collection the researcher visited the residence of the respondents more than once according to their convenience.

Secondary data

The secondary data relating to the study were collected from books, Journals, Research articles, Magazines, reports, Newspapers and websites. The researcher also visited the library.

DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patters of relationship that exist among data groups. Interpretation is a search for broader meaning of research findings.

Simple Percentage Analysis

Simple percentage method refers to specified which is used in making comparison between two or more series of data. The following formula can be used for calculating simple percentage.

$$\text{Simple Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} * 100$$

ANALYSIS AND INTERPRETATION

Table No.1
Demographic Profile of the Respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
GENDER WISE RESPONDENTS		
Male	30	45
Female	45	60
Total	75	100
AGE OF THE RESPONDENTS		
Less than 30 years	36	48
31 - 40 years	15	20
41 – 50 years	15	20
50 years and above	9	12
Total	75	100
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS		
Under graduate	6	8
Post graduate	36	48
Diploma	6	8
HSC. level	27	36
Total	75	100
MARITAL STATUS OF THE RESPONDENTS		
Married	45	60
Unmarried	30	40
Total	75	100
OCCUPATIONAL LEVEL OF THE RESPONDENTS		
Student	15	20
Employee	24	32
Self employee	12	16
Professionals	9	12
Others	15	20
Total	75	100
INCOME LEVEL OF THE RESPONDENTS		
10,001 - 20,000	36	48
20,001 - 30,000	15	20
30,001 - 40,000	7	9

40,001 - 50,000	12	16
50,000 above	5	7
Total	75	100
AREAS OF THE RESPONDENTS		
Urban	34	45
Semi urban	9	12
Rural	32	43
Total	75	100

Source: Primary data

Interpretation:

The Respondents selected for the study are more in case of less than 30 years. Maximum numbers of respondents selected for the study are post graduates. It has been observed that majority of the respondents are Married. Highest numbers of respondents contacted for the study are Employee. Maximum number of respondents contacted for the study the monthly family income earning above Rs 10,001 – 20,000. More number of respondents contacted for the study hail from Urban.

Chi-Square Test

Chi-square test enables the researcher to find out whether the divergence between expected and actual frequencies is significant or not. The following formula can be used for calculated chi-square value.

$$\text{Chi-Square Test} = \frac{\sum (O_i - E_i)^2}{E_i}$$

Where,

O - Observed frequency

E – Expected frequency

Table No.2

Chi square test of the relation between Gender of the respondents and Satisfaction level of branded personal care products.

H₀: There is no significant difference between the Gender of the respondents and Satisfaction level of branded personal care products.

Gender	Satisfaction level	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Male		18	9	3	0	0
Female		6	15	15	3	6
Total		24	24	18	3	6
Calculate value = 26.19						
Df = 4						
Table Value =9.488						
Rejected						

***at 5% level of significant**

The calculated value (26.19) of χ^2 is less than the table value (9.488). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between Gender of the respondents and Satisfaction level of branded personal care products.

Table No.3

Chi square test of the relation between Age of the respondents and Satisfaction level of branded personal care products.

H₀: There is no significant difference between the Age of the respondents and Satisfaction level of branded personal care products.

Age (in years)	Satisfaction level	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Less than 30 years		15	18	9	0	3
31- 40 years		3	0	9	0	3
41- 50 years		3	3	0	0	0
Above 50		3	3	0	0	0
	Total	24	24	18	3	6
Calculate value = 46.46*						
Df = 12						
Table Value =21.026						
Rejected						

***at 5% level of significant**

The calculated value (46.46) of χ^2 is less than the table value (21.026). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between age of the respondents and Satisfaction level of branded personal care products.

Table No.4

Chi square test of the relation between Family income of the respondents and Satisfaction level of branded personal care products.

H₀: There is no significant difference between the Family income of the respondents and Satisfaction level of branded personal care products.

Monthly income (in Rs.)	Satisfaction level	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
10,000 – 20,000		9	6	12	3	3
20,001 – 30,000		3	12	3	0	3
30,000 -40,000		0	3	0	0	0
40,001- 50,000		9	3	0	0	0
50,000 above		6	0	0	0	0
	Total	27	24	15	3	6
Calculate value = 67.27*						
Df = 16						
Table Value = 26.296						
Rejected						

***at 5% level of significant**

The calculated value (67.27) of χ^2 is less than the table value (26.296). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between Family income of the respondents and Satisfaction level of branded personal care products.

Table No.5**Chi square test of the relation between Education of the respondents and Satisfaction level of branded personal care products.**

H₀: There is no significant difference between the Education of the respondents and Satisfaction level of branded personal care products.

Educational Qualification	Satisfaction level	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
	Under graduate	6	0	0	0	0
	Post graduate	9	12	15	0	0
	Diploma	3	0	0	0	0
	HSC	9	9	3	3	3
	Total	27	21	18	3	6
Calculate value = 40.22						
Df = 12						
Table Value =21.026						
Rejected						

***at 5% level of significant**

The calculated value (40.22) of χ^2 is less than the table value (21.026). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between Education of the respondents and Satisfaction level of branded personal care products.

Table No.6**Chi square test of the relation between Family income of the respondents and Monthly budget of personal care products.**

H₀: There is no significant difference between the Family income of the respondents and Monthly budget of branded personal care products.

Monthly income (in Rs.)	Monthly spend	Rs 300	Rs 500	Rs 800	Rs 800 & above
	10,001 - 20,000	24	9	0	0
	20,000 - 30,000	15	6	0	0
	30,001 - 40,000	0	0	3	0
	40,001 - 50,000	0	6	0	0
	50,001 above	6	6	0	0
	Total	45	27	3	0
Calculate value = 87.58					
Df = 12					
Table Value =21.026					
Rejected					

***at 5% level of significant**

The calculated value (87.58) of χ^2 is less than the table value (21.026). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between Family income of the respondents and Monthly budget of branded personal care products.

Table No.7**Chi square test of the relation between Family income of the respondents and Size of the family of branded personal care products.**

H_0 : There is no significant difference between the Family income of the respondents and Size of the family of branded personal care products.

Monthly income (in Rs.)	Size of the family	Upto 3	4 to 6	4 to 6 above
	10,000 – 20,000	18	15	0
	20,001 – 30,000	18	3	0
	30,000 -40,000	3	0	0
	40,001- 50,000	6	0	0
	50,000 above	3	6	3
Total	48	24	3	
Calculate value = 53.27				
Df = 8				
Table Value =15.507				
Rejected				

***at 5% level of significant**

The calculated value (53.27) of X^2 is less than the table value (15.507). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between Family income of the respondents and Size of the family.

Table No.8**Chi square test of the relation between Education of the respondents and Factor influences to purchase personal care products.**

H_0 : There is no significant difference between the Education of the respondents and Factor influences to purchase personal care products.

Educational Qualification	Factors of influence	Price	Availability	Brand Image	Packaging	Design	Discount & offers
	Under graduate	0	6	0	0	0	0
	Post graduate	12	6	9	6	3	0
	Diploma	0	3	0	3	3	0
	HSC	9	9	0	3	0	3
	Total	21	24	9	12	6	3
Calculate value = 55.78							
Df = 15							
Table Value = 24.996							
Rejected							

***at 5% level of significant**

The calculated value (55.78) of X^2 is less than the table value (24.996). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between Education of the respondents and Factor influences to purchase personal care.

FINDINGS

- ✓ Majority 48 percent of the respondents were between age group less than 30 years.
- ✓ Most of 48 percent of the respondents are Post Graduates.
- ✓ The majority 60 percent of the respondents are married.

- ✓ 33 percent of the respondents are employed.
- ✓ Most of 48 percent of the respondents are earning the family monthly income Rs.10001-20000.
- ✓ The majority 45 percent of the respondents are living in urban areas
- ✓ All the Demographic factors like gender, age, marital status, qualification, occupation, monthly income, residential area and level of satisfaction are not significant of branded personal care products.
- ✓ The Education status of the respondents and Factor influences to purchase personal care products are not significant.

SUGGESTIONS

The companies shared manufacture the consumer goods based on taste and preference of the different age group of consumers. Companies shared adopt customization on the product marketing strategies. Consumer behaviour always looks for some extra benefit with purchasing the demand for affordable price for product and gift with purchasing. Company should do more publicity through road shows, newspaper and advertisement. As this will creating awareness.

CONCLUSION

Customer can identify the new products on the same brand name or company name established channels and manufactured goods understanding help to position the new products in the competitive market. Study of consumer behaviour enables marketing researchers to product how consumers will react to promotional messages and to understand why they made the purchase decision. The present study is focuses on gaining insight in to the influence of various factors on the purchase behaviour included were related to the personal care brands.

REFERENCES

1. Mowen J.C Beyond consumer decision making. Journal of consumer marketing. July 1988.
2. Baiding Hu "A profit Analysis of consumer Behaviour in Rural china" Mathematics and computers in simulation. Vol43, Issue – 36, Sep 1997.
3. Kunt.J and chrisAllen. T (1994) in his study "Competitive Inference Effects in consumes Memory for advertising. The Role of Brand Familiarity.
4. Jarvis (1998) "An exploratory investigation of consumer's Evaluation of External Information sources in pre- purchase search." Advances in consumer Research. Vol.35 No.3 Dec 1998.
5. Baumgartner, H., (2002), "Toward a Personology of the Consumer", *Journal of Consumer Research*, Vol.29, pp. 286-292.
6. "Fast Moving Consumer Goods – Competitive Conditions and Policies", ERC Working Papers in Economics 05/03, Economic Research Center, Middle East Technical University, Ankara, Turkey.
7. Deliya, M. (2012), "Consumer Behavior towards the New Packaging of FMCG Products", *Abhinav National Monthly Referred Journal of Research in Commerce & Management*, Vol. 1 (11), pp.199-211.
8. Kotler, P. (2002), "Marketing Management", The Millennium Edition, New Delhi, Prentice-Hall of India, pp.159-84
9. Kotler, P., Caslione, J. (2009), "How Marketers Can Respond to Recession and Turbulence", *Journal of Consumer Behavior*, Vol.8 (2), pp.187-191.
10. Kumar, R. (2011), "Consumer Behavior towards Electronic Goods With Reference to Occupational Factors - A Study in Cuddalore Town", *International Referred Research Journal*, Vol.2 (24).
11. Perreault, W.D. and McCarthy E.J. (2000), "Essential of Marketing", USA McGraw-Hill, pp.106-27
12. Rajput, A.A. Kalthoro, S.H. (2012), "Impact of Product Price and Quality on Consumer Buying Behavior: Evidence from Pakistan", *Interdisciplinary Journal of Contemporary Research in Business*, Vol.4 (4), pp.485-496.

13. Rasool, M.S., Rafique, Y., Naseem, M.A., Javaid, S., Najeeb, M. and Hannan, M. (2012), "Impact of Advertisement on Consumer Behavior of FMCG in Lahore City", *Academic Research International*, Vol.2 (3), pp.571-574.
14. Sauer, P. (2001), "Makeover for Personal Care Products and Industry Trends", *Chemical Market Reporter*, Vol.5 (1), pp.325-334.
15. Sciffmand, L.G. and Kanuk, L.L (2000), "Consumer Behavior", Sixth Edition, New Delhi, Prentice-Hall, pp.83-657.



L. Jency Priya Mary

(Full-Time Research Scholar), PG & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai.