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**PREFERENTIAL FACTORS OF FMCG (DENTAL CARE) PRODUCTS
WITH SPECIAL REFERENCE TO ORGANISED RETAIL STORES IN
ERODE**

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ABSTRACT

A Study on the Consumers' Brand Preference towards FMCG (Dental Care) Products with Special Reference to Organised Retail Stores in Erode was done with the primary objectives of the study as on above. Every customer in the market has his/her own Brand Preferences. Customers will be looking for certain attributes before purchasing the products i.e., FMCG. The research study used in this study is descriptive method. Under this study the survey is conducted with the customer generally around the erode city for the specified product. The major limitation in this study is that some customers led some problems in the customer service area. The study was limited to 200 customers only. The time taken for the survey was between July 2014 and September 2014. The present study shows the brand preference towards FMCG (Dental care) at organized retail stores only. Personal bias by the respondents may have script in while answering the questions.

The result of the study is that all the customers around erode city were satisfied with the FMCG products irrespective of brands. And also they need some improvement in the customer service. Next the Satisfaction level of customers towards the company products revealed the customer needs and the quality of the product they require. Majority of the customers give more preference towards the quality of the product followed by the price, design, sales and service etc. so it also deals with knowing the customer requirements and their satisfaction towards the FMCG goods.

In general, the study reveals the attributes of the customers towards the FMCG goods and services for their brand preference and satisfactions.

Key words: brand preference, customer service, satisfaction level

INTRODUCTION

The term 'retailing' although popular and frequently used does not have a standard definition and is generally used in India to refer to products of everyday use. Conceptually, however, the term refers to relatively fast moving items that are used directly by the consumer. Thus, a significant gap exists between the general use and the conceptual meaning of the term Retailing. FMCG products play a major role in Organized Retailing. The purpose of this paper is the study of factors responsible for brand preference in FMCG (Dental Care) products. Increasing competition more due to globalization is motivating many companies to frame their strategies almost entirely on building brands. Brand preference means to compare the different brands and decide on for the most preferred brand. This brand preference is influenced by various factors. According to this study, many factors were found out for preferring a brand like Quality, Co-Brand, Multi-Brand, Free Offers, Etc. Brand preference towards FMCG(Dental Care products) is to Measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

OBJECTIVES OF THE STUDY

- To study the Consumers' Brand preference towards FMCG (Dental care).
- To analyze the brand preference of the product that may attract the customer to buy.
- To identify the customer satisfaction levels on various FMCG(Dental care) brands
- To get suggestions from the customers regarding the features of the brand and its satisfactions.

RESEARCH METHODOLOGY

Research design

The main aim of the survey is to know the brand preference and find out the factors that would help the customer to choose the particular brand.

Therefore descriptive research is being adopted in this study to find out the brand preference and characteristics of consumers.

Area of the study

The survey was conducted among all sorts of customers who were the regular purchasers and occasional buyers of Dental care products at the organized retail stores in Erode.

Research approach

Sample frame

Primary data was collected through survey method. All the respondents are asked to fill in the questionnaire by themselves. The questionnaire contains open ended and closed ended questions and it is in a structured format is clear to the respondents.

Sampling Technique

As all the possible items are considered for research, the sampling method adopted is convenience sampling

Sample Size

Sample size taken in this study is 200

Tools for data analysis

The data collected are tabulated and analyzed and interpreted by applying the following tools:

Simple Percentage

Weighted Average Rank

Chi-square method

5. DATA ANALYSIS AND INTERPRETATION

5.1 GENERAL PROFILE OF THE RESPONDENTS

Table 5.1

General Profile of the respondent

Particulars	Classification	No. of Respondent	Percentage
Age	Below 25	35	17.5
	25-45	115	57.5
	45 and Above	50	25
Gender	Male	75	37.5
	Female	125	62.5
Educational Qualification	HSC	0	0
	Diploma	45	22.5
	Under Graduate	106	53
	Post Graduate	49	24.5
Monthly Income	Below 5000	29	14.5
	5000 - 10,000	55	27.5
	10,000- 20,000	68	34
	20,000 above	48	24

INFERENCE:

General profile of the respondents in the table 1 shows that 57.5% of the respondents are between 25-45 years of age, 62.5% of the respondents are female, 53% are graduates, 34% of the respondents income is between 10,000- 20,000

WEIGHTED AVERAGE RANK**Table 5.2**

Table showing the factors influencing Customer satisfaction towards their preferred FMCG (Dental Care) brand

S.No.	Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total score	Rank
1	Price	5 x 69	4 x 80	3 x 49	2 x 2	1 x 0	816	4
2	Quality	5 x 89	4 x 64	3 x 46	2 x 1	1 x 0	841	1
3	Brand Multi Varieties	5 x 79	4 x 65	3 x 56	2 x 0	1 x 0	823	2
4	No Side Effects	5 x 69	4 x 68	3 x 61	2 x 1	1 x 1	803	6
5	Available for Babies	5 x 56	4 x 58	3 x 85	2 x 1	1 x 0	769	10
6	Co-Brands	5 x 86	4 x 49	3 x 64	2 x 1	1 x 0	820	3
7	Hygienic and Protective	5 x 75	4 x 49	3 x 76	2 x 0	1 x 0	799	7
8	Free offers	5 x 67	4 x 74	3 x 59	2 x 0	1 x 0	808	5
9	Purchase Experience	5 x 59	4 x 78	3 x 62	2 x 1	1 x 0	795	8
10	Traditional Usage	5 x 59	4 x 69	3 x 69	2 x 2	1 x 1	783	9

Source: Primary data

INTERPRETATION:

The above table shows the factors that influence the customer satisfaction in FMCG (dental care) with the help of Weighted Average Rank. Respondents are felt quality and multi varieties are the important factor followed by co-brands, price, free offers, no side effects and etc.

CHI-SQUARE

Table 5.3

Table showing the relationship between gender of the respondents and their satisfaction level towards quality of their preferred brand

S.NO.	GENDER	SCORE					TOTAL
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	Male	41(33.37)	27(24)	6(17.25)	1(0.375)	0	75
2	Female	48(55.63)	37(40)	40(28.75)	0(0.625)	0	125
	Total	89	64	46	1	0	200

Source: Primary data

(Note: () The figures given in the parenthesis are expected frequencies)

Calculated value : 20.198

Degree of freedom : 3

Table value : 7.81

INTERPRETATION:

The above table shows that the calculated value is 20.198 which is greater than the table value of 7.81 at 5% level of significance with degree of freedom being $v=3$. This analysis supports the alternative hypothesis. So, there is a significant relationship between the quality of the preferred brands and gender of the respondents.

Table 5.4

Table showing the relationship between age of the respondent and their level of satisfaction towards multi - varieties of their preferred brand

S.No.	Age	SCORE					TOTAL
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	Below 25	19(13.82)	11(11.37)	5(9.8)	0	0	35
2	25 – 45	38(45.43)	35(37.37)	42(32.2)	0	0	115
3	45&above	22(19.75)	19(16.25)	9(14)	0	0	50
	Total	79	65	56	0	0	200

Source: Primary data

(Note: () The figures given in the parenthesis are expected frequencies)

Calculated value: 11.158

Degree of freedom: 4

Table value: 9.49

INTERPRETATION:

The above table shows that the calculated value is 11.158 which is greater than the table value of 9.49 at 5% level of significance with degree of freedom being $v=4$. This analysis supports the alternate hypothesis. So, there is a significant relationship between age of the respondents and the multi - varieties of their preferred brands

Table 5.5

Table showing the relationship between income of the respondents and their level of satisfaction towards co- brands

S.No.	INCOME	SCORE					TOTAL
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	>5000	18(12.47)	7(7.10)	3(9.28)	1(0.145)	0	29
2	5000-10000	31(23.65)	18(13.47)	6(17.6)	0	0	55
3	10000-20000	15(29.24)	6(16.66)	47(21.76)	0	0	68
4	<20000	22(20.64)	18(11.76)	8(15.36)	0	0	48
	Total	86	49	64	1	0	200

Source: Primary data

(Note: () The figures given in the parenthesis are expected frequencies)

Calculated value: 72.555

Degree of freedom: 9

Table value: 16.9

INTERPRETATION:

The above table shows that the calculated value is 72.555 which is greater than the table value of 16.9 at 5% level of significance with degree of freedom being $v=9$. This analysis supports the alternative hypothesis. So, there is a significant relationship between income of the respondents and their satisfaction level towards co-brands.

Table 5.6

Table showing the relationship between educational qualification of the respondents and their level of satisfaction towards the price of their preferred brand

S.No.	Educational Qualification	SCORE					TOTAL
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	HSC	0	0	0	0	0	0
2	Diploma	19((15.53)	21(18)	4(11.03)	1(0.45)	0	45
3	UG	28(36.57)	43(42.4)	35(25.97)	0(1.06)	0	106
4	PG	22(16.9)	16(16.6)	10(12.005)	1(0.49)	0	49
	Total	69	80	49	2	0	200

Source: Primary data

(Note: () The figures given in the parenthesis are expected frequencies)

Calculated value: 24.183

Degree of freedom: 6

Table value: 12.6

INTERPRETATION:

The above table shows that the calculated value is 24.183 which is greater than the table value of 12.6 at 5% level of significance with degree of freedom being $v=6$. This analysis supports the alternative hypothesis. So, there is a significant relationship between educational qualification and satisfaction level towards the price.

SUGGESTION

Majority of the respondents (57.5%) are between 24-45 years of age 63 percent of the respondents are female and the remaining are male. Maximum of the respondents are UG qualified (53 percent) Majority of the respondents are in the income group of 10,000-20,000 with 34 percent. 61 percent of respondents use their familiar brand on regular basis. Maximum number of the respondents (56%) knows about the brand through T.V. 51 percent of the respondents reply how their desired brand is good when compared with their competitive brands. 48 percent of the respondents say quality of the preferred brand is good. 42.5 percent of the respondents show their overall satisfaction. The majority of 60 percent of the respondents reply that the availability of the top branded in super market.

The Customer Service should be given more importance so that the customers will not face any difficulty on their queries regarding their preferred brands. Before purchasing the products, the customers look for the quality of the product. Considering the quality attribute, retailers have to give due importance to the existing customers so that they may not switch over to other competitors. The retailers should give the more importance to the multiple brands that were loyal to the brands. The Retailers should make an effort to retain the regular and new customers by serving the upgraded products to them.

CONCLUSION

The survey on the consumers' brand Preference helps the organized retailers to concentrate on the factors as price, quality, multi varieties, available for babies, co-brands, hygienic and protective, purchase experience, etc that may satisfy the customer's expectation towards the products. The suggestions were given to the concern to focus its attention mainly on delighting the customer and to fulfill the requirements and expectation toward the products. Thus, in this study the researcher had made an attempt to find out the customers' feedback about the availability of product and services and also varied alternative solution have been given to improve the customers' requirements, and service which in turn could earn goodwill among public.

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