10.48047/jocaaa.2024.33.08.302

A STUDY ON CONSUMER BRAND PREFERENCE TOWARDS TALCUM POWER IN THOOTHUKUDI DISTRICT

REVATHI M[1]

Ph.D Research Scholar Reg. No. 23114011012044,
PG & Research Department of Commerce,
St. Xavier's College (Autonomous), Palayamkottai;)
Affliated to Manonmaniam Sundaranar University, Abishekapatti,Tirunelveli-627 012

Dr. K. S. AROCKIASAMY[2]

Assistant Professor,
PG & Research Department of commerce,
St. Xavier's College (Autonomous), Palayamkottai)
Affliated to Manonmaniam Sundaranar University, Abishekapatti,Tirunelveli-627 012

ABSTRACT

Talcum powder is widely used in medical and pharmaceutical products and is usually applied to the skin to reduce friction and prevent rashes. Talcum powder can be contaminated with the associated phases like asbestos, dolomite, quartz, chlorite, and traces metal oxide, which are considered to promote chronic diseases. Many nations have already placed restrictions over the use of consumer talcum powder. To address these concerns, the representative international and local brands of talcum powder marketed in India were collected and analysed to assess its mineralogical and chemical composition.

Introduction:

Talcum powder is a cosmetic product made from finely ground talc, an extremelysoft mineral. One of the most common uses is in baby care, with some parents using it opine that reduce rashes and irritation from diapers. It can also be used on adults to prevent chafing rashes, and some people have come up for creative uses for this product, like sweeping it into the cracks of wooden floors to prevent them from squeaking.

This product's primary role is that o using it as a moisture absorber. By sucking up moisture from the surrounding area, talcum powder keeps the skin dry. This can reduce the risk of rashes and chafing from sweet, urine, and other bodily secretions, and it also increase comfort in hot water. Many babies find it very comforting, since they do not have any control when their diapers are changed.

It is also used on some bedbound people to prevent the development of rashes and sores, especially if they have thick folds of skin which could harbor moisture.

10.48047/jocaaa.2024.33.08.302

Statement of the problem:

Both men and women have been using cosmetic for thousands of years, cosmetics are those articles which are intended to be rubbed, poured. Sprinkled, or sprayed or otherwise applied to the human body or any parts for beautifying, promoting attractiveness, or altering the appearance. Cosmetics may clean the skin or change its colour but they do not prevent or cure any dermal condition. Talcum powder is one of the popular cosmetics used both by men and women. It has been traditionally used for its fragrance and feeling of freshness. There are numerous companies marketing the talcum powder under different brand names the major ingredients are more or less the same.

Definition:

Talc derived from persian; is a mineral composed of hydrated magnesium silicate with the chemical formula $H_2 Mg_3(Si0_3)_4$or $Mg_3Si_4O_{10}(OH)_2$. In loose form, it is the widely used substance known as talcum powder. It occurs as foliated to fibrous masses, and in an exceptionally rare crystal form.

Review of literature:

Dr. R. Sritharan (2020) in his research paper titled “Factors influencing Brand Choice – An investigation in FMCG Sector” Brand choice issues have spawned considerable attention in recent past both in academic and managerial fields. It has become full-size as companies spend hundreds of thousands of rupeesevery12 months in figuring out the factors that have an effect on choice preference. The main objective of the study was to determine the factors influencing brand choice. By using a convenience sampling method, data were collected from 100 respondents. The technique adopted to identify the factors influencing the consumers to prefer a talcum powder offered by the Factor Analysis. The principal factor method with Orthogonal Varimax Rotation was used. The results found out that brand choice is inevitable in purchase decisions, corporate have to look into account that ‘quality aspects’, price aspect, ‘promotional aspects’, ‘preferential aspects’, ‘image aspects’ and ‘retailers influence’ were to be considered for continuous growth.

Vibhuti, Ajay Kumar Tyagi, Vivek Pandey (2014) pointed out that in today's globalised world, customer demands and wants vary with time. The fast-moving consumer goods (FMCG) industry makes a significant contribution to economic growth. of India's Gross Domestic Product As a result, it's critical to track changes in customer buying habits when it comes to FMCG. (Tauseef, 2011) investigated the characteristics that influence consumer impulsive purchasing behaviour in the FMCG industry, focusing on the Indian

10.48047/jocaaa.2024.33.08.302

retail market. The study discovered that as each individual's income rises and more people adopt western culture in terms of dressing, eating, and so on, people's purchasing power has increased significantly, and thus impulsive commodity purchases are on the rise, owing to retail players' pricing strategies and year-round festival offers. (Md. Abbas Ali, V. R., 2012) investigated the factors that influence rural FMCG purchases in South India to find the most important influencing variables. The study discovered that the effect of merchant recommendations has emerged as the most important factor.

Objectives of the study:

1. To identify the factor influencing the consumers preference of a particular brand
2. To study the individual behaviour involved in the buying attitude of the respondents.
3. To ascertain the reasons for using talcum powder.
4. To study the brand loyalty of talcum powder consumers.

Scope of the study:

This study is confined to the consumers' brand preference towards talcum powder. This study is an attempt to analysis the consumers' brand preference towards talcum powder and examine the factor which influence the brand choice. This study is a micro study.

Sample Design:

To study the consumers' brand preference towards talcum powder, data are gathered from 200 respondents of which, 90 respondents are male and 110 respondents are female convenience sampling technique is used for the study to collect primary data.

Data Collection:

Both primary data and secondary data are employed to achieve the study's goals. The primary data was collected using a well-crafted interview schedule. On the other side, secondary data is gathered through papers, books, journals, and the internet.

Sample Size:

For the study, samples are selected convenience sampling method; altogether 200 respondents are contacted and interviewed.

Sampling Technique:

For the purpose of choosing samples, the researcher has used practical random sampling procedures.

10.48047/jocaaa.2024.33.08.302

Statistical Tools Applied:

The information gathered through the carefully planned interview schedule was categorized and collated for analysis in accordance with the guidelines established for the purpose of supporting the goals stated while creating the study design. Chi square test is one of the statistical techniques used in the study.

Chi-square test (X^2 test)

The X^2 test is one of the non-parametric tests in statistical work. The quantiy X^2 descries the magnitude of the discrepency between theory and observetion,it is defined as,

$$X^2 = \Sigma \frac{(O - E)^2}{E}$$

Where 'O' refers to the observed frequencies and 'E' refers to the expected frequencies. It involes the following steps:

1. Calculate the expected frequencies.
2. Take the difference between observed frequencies and expected frequencies and obtain the square of their differences i.e., obtain the value of $(O-E)^2$
3. Divide the value of $(O-E)^2$, obtained in the step (2), by the respective expected frequency and obtain the total

$$(O-E)^2/E$$

This gives the value of X^2 which can range from zero to infinity. If X^2 is zero means that the observed and expected frequencies completely coincide. The greater the discrepency between the observed and expected frequencies the greater shall be the value of X^2.

The calculated value of X^2 is compared with the table value of X^2 for given degrees of freedom at a certain specified level of significance. If at the stated level (generally 5% level is selected) the calculated value of X^2 is more than the table value of X^2, the differences between the theory and observation is considered to be the significant, i.e., it could not have arisen due to fluctuation of simple sampling. If on the other hand, the calculate value X^2 is less than the table value the differences between theory and observation is not considered as significant i.e., it is considered to have arisen due to fluctuation of simple sampling and hence ignored.

2. Demographic factor:

Data analysis is the process of looking at and summarizing data with the intent to extract useful information and develop conclusions. The completion of the project depents upon the

10.48047/jocaaa.2024.33.08.302

analysis and interpretation of the collected data. The data collected through questionnaries requires some analysis if their salient points are to be broght out. The analysis is being carried out based on the survey conducted among the talcum powder users in Thoothukudi. Each question in the questionnaire is analysed individually, sufficiently tabulated and presented graphically. The sample size of the data collected is 200.

Demographic factor of the respondents

S. No	Particulars	No. of. Respondents	Percentage
1.	Gender:		
	Male	90	45%
	Female	110	55%
2.	Age:		
	Below 20 years	56	28%
	21 – 30 years	48	24%
	31 - 40 years	60	30%
	Above 40 years	36	18%
3.	Marital status:		
	Married	125	63%
	Unmarried	75	37%
4.	Monthly income:		
	Rs. 5,000 – Rs. 10,000	31	15%
	Rs. 10,001 – Rs. 15,000	46	23%
	Rs. 15,001 – Rs. 20,000	39	20%
	Above Rs. 20,000	84	42%
5.	Educational qualification:		
	Primary level	28	14%
	Higher secondary	33	17%
	Graduate	50	25%
	Post graduate	60	30%
	Others	29	14%

Inference:

55% of the respondents are female, and the majority of them are 31 - 40 years old. 63% of the respondents are married.42% of the respondents monthly income is above

10.48047/jocaaa.2024.33.08.302

Rs20,000. The bulk of respondents have finished their post graduate of education with the percentage of 30%.

Relationship between gender and satisfaction level

To test the relationship following hypothesis is developed.

Null hypothesis (Ho)

There is no significance relationship between the gender and the level of satisfaction.

Alternative hypothesis (H_1)

There is a significant difference between the gender and the level of satisfaction.

Gender and level of satisfaction

Satisfaction / Gender	High	Medium	Low	Total
Male	46	38	6	90
Female	52	38	20	110
Total	98	76	26	200

Degree of freedom = (R-1) (C-1)

= (2-1) (3-1)

= (1) (2)

=2

Table showing the calculation of chi- square

O	E	$(O-E)^2$	$(O-E)^2/E$
46	44.1	3.61	0.081
38	34.2	14.44	0.422
6	11.7	32.49	2.776
52	53.9	3.61	0.066
38	41.8	14.44	0.345
20	14.3	32.49	2.272
			5.962

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total / Grand Total

Whereas Calculated value = 5.962

The 2 degree of freedom table value at 5% level of significance is 5.99. Since the calculated value is 5.962, it is independent of the table value.The null hypothesis is accepted.

10.48047/jocaaa.2024.33.08.302

Therefore, there is no significant relationship between gender and level of satisfaction of the respondents.

Relationship between marital status and satisfaction level

To test the relationship following hypothesis is developed.

Null hypothesis (Ho)

There is no significance relationship between the marital status and the level of satisfaction.

Alternative hypothesis (H_1)

There is a significant difference between the marital status and the level of satisfaction.

Marital Status and level of satisfaction

Satisfaction / Marital status	High	Medium	Low	Total
Married	73	46	6	125
Unmarried	45	27	3	75
Total	118	73	9	200

Degree of freedom = (R-1) (C-1)
= (2-1) (3-1)
= (1) (2)
=2

Table showing the calculation of chi- square

O	E	$(O-E)^2$	$(O-E)^2/E$
73	73.75	0.562	0.007
46	45.62	0.144	0.003
6	5.62	0.144	0.025
45	44.25	0.562	0.012
27	27.37	0.136	0.004
3	3.37	0.136	0.040
			0.091

O = Observed frequency

10.48047/jocaaa.2024.33.08.302

E = Expected frequency

Expected frequency = Row total x column total/ Grand Total

Whereas Calculated value =0.091

The 2 degree of freedom table value at 5% level of significance is 5.99. Since the calculated value is 0.091, it is independent of the table value.The null hypothesis is accepted. Therefore, there is no significant relationship between marital status and level of satisfaction of the respondents.

Product components and overall satisfaction:

Null hypothesis:

There is no significant relationship between Product components and level of satisfaction.

Particular	**Hs**	**S**	**No**	**DS**	**HDS**	**Total**
Quality & Quantity	69	52	45	24	10	200
Price	68	53	50	23	6	200
Easy availability	85	52	39	14	10	200
Feeling fresh	79	65	33	20	3	200
Long lasting	65	55	46	24	10	200
Total	366	277	213	105	39	1000

Degree of freedom = (R-1) (C-1)

= (5-1) (5-1)

= (4) (4)

=16

Table showing calculation of chi square test:

O	**E**	**$(O-E)^2$**	**$(O-E)^2/E$**
69	73.2	17.64	0.241
68	73.2	27.04	0.369
85	73.2	139.24	1.902
79	73.2	33.64	0.46
65	73.2	67.24	0.919
52	55.4	11.56	0.209
53	55.4	5.76	0.104
52	55.4	11.56	0.209

10.48047/jocaaa.2024.33.08.302

65	55.4	92.16	1.664
55	55.4	0.16	0.003
45	42.6	5.76	0.135
50	42.6	54.76	1.285
69	42.6	696.96	16.361
33	42.6	92.16	2.163
46	42.6	11.56	0.271
24	21	9	0.429
23	21	4	0.19
14	21	49	2.333
20	21	1	0.048
24	21	9	0.429
10	7.8	4.84	0.621
6	7.8	3.24	0.415
10	7.8	4.84	0.621
3	7.8	23.04	2.954
10	7.8	4.84	0.621
			34.954

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total/ Grand Total

Whereas Calculated value = 34.954

The 16 degree of freedom table value at 5% level of significance is 26.296. Since the calculated value is 34.954. the calculated chi square is more than the table value of 5% level of significance. Hence it is rejected. There is significant relationship between product components and the level of over all satisfaction.

Major Findings:

1. It is understood that most of the respondents (55%) are female.
2. It is clear from the study that majority of the respondents (30%) have come under the age group of 31- 40.
3. It is evident from the study that most of the respondents(63%) are married.
4. It is understood that most of the respondents (42%) are having the monthly income above Rs. 20,000.

10.48047/jocaaa.2024.33.08.302

5. It is clear that most of the respondents (30%) are post graduates.
6. It is understood that there is no significant relationship between gender and level of satisfaction of the respondents.
7. It is understood that there is no significant relationship between marital status and level of satisfaction of the respondents.
8. It is understood that there is significant relationship between product components and the level of overall satisfaction.

Conclusion:

From the study it is understood that most of the respondents are female and they have come under the age group of 31 - 40 and most of them are married and their income level falls on Rs. 20000. Most of the respondents are postgraduates. It is understood from the study there is no significant relationship between satisfaction level and gender as well assatisfaction level and marital status. It is understood from the study there is significant relationship between product components and level of overall satisfaction.

REFERENCES:

- Adamson, Allen (2003), ―What is Branding? Future of Branding Based on Current Trends,‖ Marketing Mastermind, 3 (2), 46 – 50.
- Aydin, Serkan and Gokhan Ozer (2005), ― National Customer Satisfaction Indices: an Implementation in the Turkish Mobile Telephone Market, ‖ Marketing Intelligence and Planning, 23 (5), 486 – 504.
- Ehrenberg, A. S. C., Goodhardt and T. P. Barwise (1990), ―Double Jeopardy Revisited,‖ Journal of Marketing, 54 (July), 82 – 91.
- Hellier, P., Geursen, G., Carr, R. and Rickard, J. (2003), ―Customer Repurchase Intention: A General Structural Equation Model,‖ European Journal of Marketing, 37 (11), 1762 – 1800.
- Keller, K. L. (2003), ―Brand Synthesis: the Multidimensionality of Brand Knowledge,‖ Journal of Consumer Research, 29 (4), 595 – 600.
- P Balathandayutham and R Sritharan (2013), Service quality survey in apartment industry: a study on residential satisfaction among urban residents, IISRO Multiconferences proceeding,
- R. Sritharan, KT Jyothi, CS Rajakumar, (2008). Role of Involvement in Predicting Brand Loyalty. Asia Pacific Business Review, 4 (1), 44-58.

10.48047/jocaaa.2024.33.08.302

- Shekhar, V. (1994), ―Product Positioning,‖ Indian Journal of Marketing, (February), 30 – 32.
- Sritharan R, and Samudhrarajakumar C. (2008). ―Loyalty Behaviour of Consumers' towards Non-Durable Products‖. SRM Management Digest, 6, 41- 46.