

FACTORS FOR SPECIFIC BRAND PREFERENCE- STUDY WITH REFERENCE TO PONDS TALCUM POWDER

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1.1 Introduction:

Consumer's preference involves a complicated series of stimulus and response reactions to many factors or motives. These motives may be expressed or unexpressed and are based upon deep seated needs or more openly felt wants. The number of decisions involved in a particular buying project varies with the type of buying situation. The buying preference will have to determine. 1)Product specifications 2) Price limits 3) delivery terms and times 4) Service times 5) Payment terms 6) Order quantities 7) Acceptable supplier and 8) the selected supplier.

According to Boonefkorzu, "Consumer behaviour is of the outcome of both individual and environmental influences".¹To be specific, consumer's behaviour refers to the act of consuming goods or service.

1.2 Statement of the problem:

Both men and women have been using cosmetics for thousands of years. Cosmetics are those articles which are intended to be rubbed, poured, sprinkled, or sprayed or other wise applied to the human body or any part for beautifying, promoting attractiveness, or altering the appearance. Cosmetics may cleanse 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 feeding of freshness.

There are numerous companies marketing the talcum powder under different brand names the major ingredients are more or less the same. However, the brand name of the product plays an important role in determining the product success or failure. The demand for

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talcum powder not only increased in cities but highly in rural areas also. Due to the high demand for talcum powder the companies introduce variety of talcum powder with special models and comfort to suit the consumer preference and complete in the market. Remarkable development in talcum powder had increased the competition among companies, agencies/dealers. The only tool to capture the market share is consumer satisfaction. It is influenced by many factors. Hence an attempt has been made to identify the factors influencing the consumers to prefer a Ponds brand. The study is undertaken with reference to Srivilliputtur in Rajapalayam District.

1.4 Objectives of the study:

To identify the factors influencing the consumers to prefer a Ponds brand

1.5 Review of Literature:

Malathi (1998)¹ in her study Consumer's Brand Choice Behaviour for Television is Salem District emphasized the major findings that Consumer awareness about the brand is created through advertisement and dealer's contact. Further her study focused that durability, brand image price after sales service are the main reasons for preferring particular brand.

Chandra (1997)² in her study Consumer preferences in washing powder. A study in Erode District, had analyzed the attributes of the product, reasons for brand selection, brand loyalty and factors influencing brand choice behaviour. The main findings that the Advertisements are the largest source of information to the consumer, A major part of consumers maintain brand loyalty, product quality plays a vital role in brand preference, Consumer brand preference is influenced by demographic variables.

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1.6 Framework of Analysis:

Arithmetic mean and percentages are used to describe the data.

The technique adopted to identify the factors influencing the consumers to prefer a Ponds brand talcum powder offered by the Factor Analysis. The principal factor method with Orthogonal Varimax Rotation is used. A table of co-efficient that expresses the ratios between the variables and the factors has been prepared. The sum of squares of the factor loading of a variable is called communalities (h^2).

The communality of a factor is its common factor variance. The factors with factor loading of 0.50 or greater are considered as significant factors. This limit is chosen because it had been judged that factors with less than 20 per cent common variation with the rotated factor pattern are too weak to report.

1.7 Scope of the study:

The researcher has attempted to study on the consumer preference of the Talcum powders with special reference in Srivilliputtur. The study analysed only the customers stand point.

1.8 Methodology:

The present study is an empirical one based on survey method. Data were collected from both primary and secondary sources. The primary data were collected from customers by means of interview schedule was used to collect data from the customers.

1.9 Sampling Design:

The study aims at analyzing the customer's satisfaction level of talcum powder. The customer's in srivilliputhur are large in number and hence a comprehensive list of customers could not be prepared. Therefore, the respondents inclusive of all type are selected

from convenient random sampling method with the help of agencies in Srivilliputtur. There are 100 consumers are selected as sample respondents

1.10 Analysis of the study:

Human attitudes are complex in nature. In this complex world, consumer behaviour changes from person to person. The preferences differ from one consumer to another. Hence an attempt is made to analyse the various reasons for preferring particular brand and the extent to which those factors affects the satisfaction level of consumer on talcum powder purchase decision with special reference to hero Ponds brand.

Factor Analysis

Factor Analysis is called the queen of analytical methods. Factor analysis is based on the fundamental assumption that some underlying or latent factors which are smaller in number than the number of observed variables, are responsible for the co-variation among the observed variables. Thus a certain correspondence exists between the underlying factors and observed variables. The mathematical properties of the correspondence are such that one causal system of factors leads to a unique correlation system of observed variables, but not vice versa. The correlation co-efficient is used as a measure of interrelationship (association) among the variables and those between the subsets. A factor analytical approach is used to address whether these observed correlations could be explained to the existence of a small number of hypothetical variables. Simply, it is a method for extracting common factor variances from sets of measures.

Principal component analysis method with vary-max rotation had been selected since it is an approach to factor analysis that considers the total variance in the data and also enhances interpretability. Principal component analysis is recommended when the primary concern is to determine the minimum number of factors that will account for maximum variance in the data for using subsequent multivariate analysis.¹ Vary-max procedure is an orthogonal method of factor rotation that minimizes the number of variables with high loadings on a factor thereby enhancing the interpretability of the factors.²

I Sample adequacy test

For that first KMO and Bartlett's Test is applied to assess the sample adequacy. Table 1 shows the results.

Table 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.586
Bartlett's Test of Sphericity	Approx. Chi-Square	235.340
	df	136
	Sig.	.000

Source : Primary data

The value of Kaiser-Meyer-Olkin Measure of sampling Adequacy is .586 is just adequate.

II Results of the Factor Analysis

Variables	Initial	Extraction
1. Availability	1.000	.638
2. Product sizes	1.000	.611
3. Product variety	1.000	.708
4. Skin suitability	1.000	.430
5. Advertisement	1.000	.572
6. Value	1.000	.447
7. Family size	1.000	.633
8. Gifts	1.000	.615

9. Price	1.000	.391
10. Package attraction	1.000	.499
11. Suitability to all	1.000	.655
12. Company name	1.000	.672
13. Fragrance	1.000	.626
14. Freshness	1.000	.586
15. Brand image	1.000	.573
16. Quality affecting	1.000	.629
17. Safeness of ingredients	1.000	.580

Table 2

Extracted Communalities of the Factors

Communalities Extraction Method: Principal Component Analysis.

The opinion about factors affecting choice of talcum powder are subjected to factor analysis and the initial and extracted communalities were found using principal component analysis. Both the initial and extracted communalities for all the 17 variables are shown above.

Table 3

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.541	14.949	14.949	2.541	14.949	14.949	2.081	12.244	12.244

2	1.760	10.355	25.304	1.760	10.355	25.304	1.796	10.565	22.809
3	1.737	10.215	35.519	1.737	10.215	35.519	1.762	10.367	33.175
4	1.554	9.141	44.660	1.554	9.141	44.660	1.560	9.178	42.354
5	1.215	7.145	51.805	1.215	7.145	51.805	1.377	8.100	50.453
6	1.057	6.215	58.020	1.057	6.215	58.020	1.286	7.567	58.020
7	.992	5.835	63.856						
8	.910	5.353	69.209						
9	.857	5.038	74.248						
10	.735	4.325	78.572						
11	.685	4.029	82.601						
12	.597	3.511	86.112						
13	.585	3.443	89.555						
14	.538	3.167	92.722						
15	.454	2.670	95.392						
16	.422	2.484	97.875						
17	.361	2.125	100.000						

Extraction Method: Principal Component Analysis

Six factor components were extracted by using principal component analysis for extraction and Varimax with Kaiser Normalization method of rotation.

Factor one extracted 14.949% of the variance, factor two extracted 10.355% of the variance, factor three extracted 10.215% of the variance, factor four extracted 9.141% of the variance, factor five extracted 7.145% of the variance, and factor six extracted 6.215% of the variance.. In total all the extracted components explained 58.020% of the variance.

On rotation Factor one extracted 12.244% of the variance, factor two extracted 10.565% of the variance, factor three extracted 10.367% of the variance, factor four extracted 9.178% of the variance, factor five extracted 8.100% of the variance, and factor six extracted 7.567% of the variance. In total all the extracted components explained 58.020% of the variance.

Table 4

Rotated Component Matrix

	Factor Component					
	1	2	3	4	5	6
Availability	.728	-.030	.013	-.193	.130	-.013
Product sizes	.626	-.009	.108	.194	.160	.399
Product variety	.575	.129	-.067	.176	-.158	.152
Skin suitability	.568	.220	.386	-.026	.103	-.313
Advertisement	-.234	.785	.130	-.051	.133	.018
Value	.368	.598	-.203	.084	-.153	-.214
Family size	.207	.550	.205	-.183	-.090	.265
Gifts	.226	.491	-.102	.371	-.063	.055
Price	-.004	.100	.682	-.081	.124	-.275
Package attraction	.155	-.206	.671	.107	.186	.130
Suitability to all	-.108	.281	.617	.185	-.216	.293
Company name	.077	-.172	-.029	.761	.130	-.032
Fragrance	-.044	.191	.270	.646	-.014	-.208
Freshness	.321	-.041	.109	-.142	.726	.091
Brand image	-.046	-.030	.109	.135	.587	-.111
Quality affecting	-.245	.090	-.304	.400	.510	.184
Safeness of ingredients	.114	.072	-.023	-.164	-.006	.780

Extraction Method: Principal Component Analysis. Rotation Method: Varimaxwith Kaiser Normalization.

A Rotation converged in 6 iterations.

Table 5

Variables loaded in factor 1

Variables	Factor 1
Availability	.728
Product sizes	.626
Product variety	.575
Skin suitability	.568

Source : Primary data

The factor 1 is named as **availability** on the basis of loading.

Table 6

Variables loaded in factor 2

Variables	Factor 2
Advertisement	.785
Value	.598
Family size	.550
Gifts	.491

Source : Primary data

The factor 2 is named as **advertisements** on the basis of loading.

Table 7

Variables loaded in factor 3

Variables	Factor 3
Price	.682
Package attraction	.671
Suitability to all	.617

Source : Primary data

The factor 3 is named as **price and package** on the basis of loading.

Table 8

Variables loaded in factor 4

Variables	Factor 4
Company name	.761
Fragrance	.646

Source : Primary data

The factor 4 is named as **company name** on the basis of loading.

Table 9

Variables loaded in factor 5

Variables	Factors
Freshness	.726
rand image	.587
Quality affecting	.510

Source : Primary data

The factor 5 is named as **freshness** on the basis of loading.

Table 10

Variables loaded in factor 6

Variables	Factor 6
Safeness of ingredients	.780

Source : Primary data

The factor 6 is named as **safeness of ingredients** on the basis of loading.

Suggestions:

1. The factor analysis result shows a positive sign on factors affecting the preference of brand selection and much effort is needed on its improvement promotional programmes.
2. The company should maintain the brand loyalty on sustaining the satisfaction level of customers by considering those factors to keep their position in the market.

Conclusion:

It is concluded from the above discussion, totally 17 statements were identified and it is extracted into six factors. These factors are availability, advertisements, price and package, freshness and safeness of ingredients. All these factors show a positive sign on satisfaction level of customers in the selection of Ponds brand.

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