



Study on the Consumer Preference for Detergent Powder in Kapurthala District of Punjab

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ABSTRACT

The present study was conducted in five villages of district Kapurthala by selecting 20 farm women from each village. Thus, a total of 100 farm women were interviewed to know the consumption pattern and preference for different brands of detergent powder used, factors influencing the brand choice, how the rural consumers get information regarding various brands and per capita consumption of detergent powder. It was observed that 32 per cent of the respondents preferred Tide and 13 per cent unbranded detergents. Farm women between the age group 21-30 yr had a preference for Surf Excel while those in the age group of 41-50 yr and 51-60 yr liked Wheel and Tide, respectively. Majority of the respondents (51.0%) got information regarding brand of detergent from television advertisements followed by newspaper and radio. Per capita consumption of detergent per month was found to be 500g irrespective of the detergent brand.

Key Words: Detergent powder, detergent brand, per capita consumption.

INTRODUCTION

The consumer behaviour is directly involved in obtaining, consuming, and disposing of products and services, including the decision process and follow action. Their expectations towards the buying product change from time to time. Now a day, rural marketing is gaining a significant importance because it is one of the fastest growing markets in India. The consumption pattern, lifestyle of the people and the buying behaviour of the people living in rural areas is also changing. The detergent powder is one of the most widely used household items used by the people of all age groups and is needed on daily basis for cleaning clothes. The preference of detergent generally depends on product quality, safety, functionality and packaging of product.

Jha (2013) suggested that for rural consumers the consumption pattern was influenced by family size and structure and all the selected brands were acceptable to the rural consumer. The sellers need to start exhibitions, road shows and arrange product trials to attract more consumers in rural

area. Kulkarni (2011) found that the rural consumer purchased only when it was extremely needed by them and not because of persuasive promotional offers. In the rural markets, the detergents were more than just a fabric wash. Detergents were used for the various purposes by the rural respondents like utensil clearers, toilet cleaners, and floor cleaners' and preferred low price brands. Katiyar and Katiyar (2014) reported that rural market had performed well and would continue to grow, consumers were very cost conscious due to current economic circumstances and private label offerings were competing with branded offerings, promoting similar benefits for a lower cost.

Thirumoorthy and Karthikeyan (2006) found that the consumers were influenced by brand name, price, quality, availability, packaging, advertisements, etc. during the purchase decision. The study also suggested that advertisement plays an important role for selection of a particular brand of detergent. Phadatare and Haldar (2015) observed that the consumers of Satara city purchased detergent on monthly basis. Most of the consumers

used Surf Excel and Aerial. It is a known fact that purchasing of different detergent brand by consumers is affected by various factors viz. family's choice, brand advertisement on Television, Radio, Newspaper etc., and various schemes like discounts, offers, coupons etc. Thus, the study was conducted to know the consumption pattern of detergent powder in rural consumers, identify the source of information of particular detergent brand, the factors influencing the brand choice and per capita consumption per month.

MATERIALS AND METHODS

The present study was conducted in five villages namely Bhagwanpur, Boolpur, Meripur, Miani Bakarpur and Swal in district Kapurthala during the year 2016. Twenty farm families from each village were purposefully selected and farm women in the age group 20-60 yr were interviewed personally to get the information through interview schedule prepared for this purpose. Thus, a total of 100 farm women were interviewed for this study. The interview schedule was divided into two parts. The first part contained information related to socio-economic indicators while second part consisted of information related to detergent powder brand used, frequency of buying the detergent powder, mode of washing clothes etc. The collected data were analyzed with the help of statistical techniques. Co-efficient of correlation was calculated between number of family members and total consumption of detergent powder and education of respondents with brand of detergent.

RESULTS AND DISCUSSION

General information of the respondents

The data showed that most of the respondents (30%) belonged to age group of 20-30 yr and 40-50 yr while 24 per cent were between 50-60 yr and 16 per cent between age group 30-40 yr. The average family size of 58 per cent respondents was 2 to 5 members while 42 per cent have 6 to 10 family members. This means that now a day nuclear family system is prevalent and shifting of

families to abroad in this region of Punjab may be the reason behind nuclear family system. It was found that most of the respondents were illiterate (21%) and only 11 per cent were graduate. The majority of the respondents (35%) were matriculate or senior secondary whereas 33 per cent studied up to primary or middle level. Likewise, 48 per cent women belonged to farming community and 37 per cent were serving as labourer in the agricultural fields of other farmers whereas 15 percent were doing other works. This means that rural women are helping their husbands in field whether in their own farms or as labourer. They are still not economically independent. There is need to motivate them to adopt some skill which could be used as source of income.

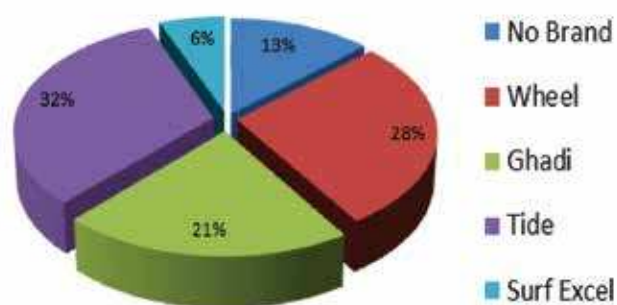


Fig. 1: Consumer Preference on the Brands:

It was found that Tide detergent powder was more popular when compared to other brands of detergent powder. Out of the total respondents, 32 preferred Tide, 28 preferred Wheel and 21 respondents preferred Ghadi detergent powder. Thirteen respondents were not using branded detergent while 6 respondents preferred Surf Excel. Painoli (2015) in his study also found that majority of the respondents (23.33%) were using Tide detergent in Uttarakhand state.

Effect of age on preference of the brands

Age wise preference of brand of detergent is shown in Fig. 2. It can be concluded that farm women in the age group of 21-30 yr preferred to use Surf Excel followed by Wheel and Tide, whereas those between 31-40 yr preferred Wheel followed

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by Tide. The respondents in the age group 41-50 yr and 51-60 yr had a preference for Wheel and Tide, respectively. This was in accordance with the findings observed by Goel and Kaur (2012).

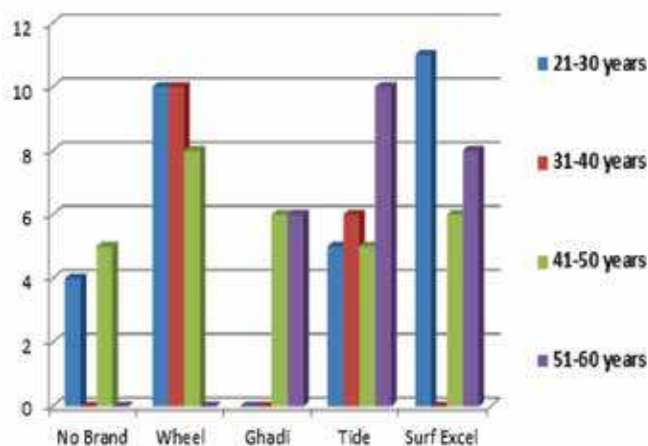


Fig. 2: Age-wise preference of the Brand of Detergents

The data (Table 1) depicted the mean score of selection of brands on the basis of education level. It indicated that illiterate respondents in all the villages were using Wheel detergent powder while those literate up to primary used unbranded detergent powder. The respondents having education level up to middle and matriculation preferred Wheel and Ghadi while graduate respondents preferred Tide and Surf Excel. If mean score of respondents of all the villages is compared, they preferred to use Ghadi detergent powder. This shows that educated respondents like to use costly brand detergent powder.

The data (Table 2) revealed that respondents in the age group of 21-30 yr and 31-40 yr preferred to use Ghadi and Tide while those in the age group 41-50 yr and 51-60 yr preferred Wheel. Thus, it can be inferred that with increase in the age the amount of money spend on washing of clothes decreased. If village wise mean score was compared respondents in the villages Boolpur and Bakarpur had liking for Ghadi detergent powder and those in Bhagwanpur, Meripur and Swal liked Wheel the most.

The respondents using washing machine as mode of washing clothes had a preference for Tide detergent powder while those using washing machine as well as hand washing preferred Wheel. Ghadi detergent powder was being preferred by those washing their clothes by hand. Thus, it can be inferred that for washing the clothes in washing machine people preferred good quality detergent powder so that the washing machine could not get damaged and those who washed their clothes by hand preferred cheap detergent powder.

The data (Table 4) showed the frequency of buying detergent powder. Respondents using Wheel detergent powder bought it on weekly basis and those using Tide bought after a fortnight. Ghadi detergent was bought after a month. Families with less than five members preferred Wheel as well as Ghadi detergent powder while more than five family members preferred Ghadi detergent powder.

Table 1. Mean score of selection of brands on the basis of education level.

Village	Education level of the respondents						Mean
	Illiterate	Primary	Middle	Matric	+2	B.A.	
Bhagwanpur	1.7	1.7	3.5	3.8	3.0	4.5	2.8
Meripur	2.2	1.8	3.5	3.8	2.5	4.5	2.9
Bakarpur	1.7	1.8	3.5	4.0	4.0	4.5	3.0
Boolpur	2.6	1.6	3.5	3.5	4.0	4.7	3.0
Swal	2.2	1.8	3.5	3.8	1.5	4.5	2.8
Mean	2.1	1.7	3.5	3.8	2.9	4.5	2.9

Table 2. Mean score of preference for brands on the basis of age of respondents.

Village	Age of the respondents (Years)				Mean
	21-30	31-40	41-50	51-60	
Bhagwanpur	3.8	3.7	1.6	2.3	2.8
Meripur	3.3	4.0	2.2	2.6	2.9
Bakarpur	4.2	3.7	2.0	2.4	3.0
Boolpur	4.0	3.7	1.8	2.5	3.0
Swal	3.2	3.7	2.2	2.6	2.8
Mean	3.7	3.7	2.0	2.5	2.9

Table 3. Mean score of preference of brands on the basis of method of washing clothes and fragrance of detergent.

Fragrance of detergent	Method of washing			Mean
	Hand wash	Machine wash	Machine + Hand	
No smell	2.5	0.0	0.0	2.5
Lemon	3.0	4.0	2.6	3.1
Floral	4.0	0.0	2.7	3.2
Mean	2.9	4.0	2.7	2.9

The per capita consumption/month was found to be 500 g irrespective of the brand of detergent used. The cost of detergent powder/head ranged between Rs. 14.90 to Rs. 98.00 with least cost Rs. 14.90 of unbranded detergent powder and maximum was Rs. 98.00 of Surf Excel. Thus, it can be concluded that the rural people preferred low price detergent brands.

The majority of the respondents (51%) got information from television followed by newspaper (23%), radio (13%) and friends/relatives (09%). This indicated that television advertising had a greater impact on the minds of consumers irrespective of the age. Patnaik *et al* (2011) had shown the same findings in Odisha. Hoardings had less impact; the reason may be the less number of hoardings in the rural areas.

The value of Co-relation of family members with the total consumption of detergent powder came out to be 0.89 which means there is a

strong co-relation between the two variables and as the number of family members increases the consumption of detergent powder also increases. Brand of detergent and educational qualification were also strongly co-related ($r= 0.72$), it showed that education had great impact on preference of detergent brand and educated respondents preferred good quality detergent powder.

CONCLUSION

It was observed that Tide detergent powder was more popular when compared to other brands of detergent powder. The study showed that educated and young respondents used costly brand detergent powders like Surf Excel and Tide while illiterate and older people had preference for Wheel and Ghadi. Respondents used Tide detergent powder for washing clothes in washing machines and Ghadi detergent powder when washing clothes with hands. Television advertising was found to be the most effective source of information

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Table 4. Mean score of preference for brands on the basis of number of family members and frequency of buying detergent.

Frequency of buying detergent	Number of family members							Mean
	2	3	4	5	6	7	8	
Weekly	0.0	4.0	1.0	3.5	2.0	2.5	1.0	2.3
Fortnightly	0.0	3.0	3.0	3.0	3.5	3.3	3.8	3.3
Monthly	2.9	3.2	2.5	2.9	3.4	2.5	3.3	2.9
Mean	2.9	3.2	2.5	3.0	3.2	2.6	3.3	2.9

Table 5. Mean score of selection of brands in relation to cost per head and per capita consumption of detergents.

Brand	Cost/head (Rs.)	Per capita consumption (Kg)
No Brand	14.9	0.5
Wheel	24.8	0.6
Ghadi	21.9	0.5
Tide	50.9	0.6
Surf Excel	98	0.6
Mean	35.7	0.5

Table 6. Source of information for brand selection.

Sr. No.	Particular	Frequency (n=100)
1	Television	51
2	Radio	13
3	Newspaper	23
4	Friends/Relatives	09
5	Hoardings	04

among all the consumers in rural area in all age groups. Frequency of purchase in different age group was different. Per capita consumption/month was 500g irrespective of the detergent brand. Thus, the results of the study may be of help to the Government

especially the ministry of trade as it would help in understanding the expectations of the rural consumers.

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