

Enrich, X(II) : 18 - 24, Jan – June, 2019

A Study on Customer Attitude towards Liquid Detergent in Thoothukudi

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Abstract

FMCG includes Food and Beverages, personal care, oral care, hair care, skin care, household care products and Electronic goods. Household care products consist of laundry soaps, synthetic detergents, powder washing detergents, liquid washing detergents, dish washing liquid, dish washing gel, floor cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellents, metal polish, furniture polish and so on. The liquid detergents come under the household care products of the FMCGs. The consumer has to consider various factors such as brand image, price, quality, user suggestion, taste and flavour which influences their decision before buying the consumer goods. A sample size of two hundred respondents is selected for the research from Thoothukudi district. The study quantitatively analyses the consumers' attitude, factors influencing the attitudes of customer in using liquid detergent. Appropriate findings and suggestions are given in the paper.

Introduction

Consumer attitude may be defined as a feeling of favourableness or unfavourableness that an individual has towards an object. Since we all understand that an person with a favorable attitude is more likely to purchase a product, this may lead to a product being liked or disliked the product. Consumer attitude basically comprises of beliefs towards, feelings towards and behavioural intentions towards some objects. Belief plays a crucial role for customers as it can either be positive or negative to an item. Human views are not precise and depending on circumstances may alter. Consumers feel particular about certain goods or brands. Sometimes these feelings are based on certain beliefs and sometimes they are not. Behavioural intentions show the plans of consumers with respect to the products. This is a logical result of beliefs or feelings sometimes, but not always. For example, an individual personally might not like a restaurant, but may visit it because it is the hangout place for his friends

Detergents predominantly have three functions – to improve wetting ability of water, to loosen and remove soils and to emulsify, suspend or eliminate soils in the washing solution. Liquid detergent will take time to become popular considering the Indian environment, available water quality and product cost. Liquid detergents dissolve better, reducing water temperature

worries or soap cake lumps on clothes. Liquids are especially effective on food and greasy soils and in pre-treating spots and stains prior to washing. Liquid detergents are becoming popular around the world due to its convenience in dispensing, easy dispersion and dissolution in the wash water. Liquid detergents are most common in bigger laundries where they have auto-dosing system. Further mixing of chemicals with liquid detergent becomes much easier as it is aqueous based.

Review of Literature

Jha Mridanish (2013) suggested that for rural consumers the consumption pattern is very much influenced by family size and structure & all the selected brands are acceptable to the rural consumer. The marketers need to start exhibitions, road shows & arrange product trials to attract more consumers of rural area.

Kulkarni (2011) find that the rural consumer purchase only when it is extremely needed by them not because of persuasive promotional offers. In the rural markets the detergents are more than just a fabric wash Detergents are even used for the various purposes by the rural respondents like Utensil clearers, Toilet cleaners, and Floor cleaners. Rural consumers prefer low price brands.

Banerjee (2004) found that liquid detergent manufacturers need to major more on the price of the product and the quality. These two variables are critical to ensuring a successful and viable fresh company detergent venture. Banerjee (2004: 3) found that the major variables influencing detergent brand choice seem to be the attitudinal variables such as the perception regarding the quality of the brand, closely followed by the perception of the price of such a liquid detergent brand.

Objectives of the Study

The objectives of the study are given below

1. To study socio-economic factors influencing the customers to buy liquid detergents.
2. To study washing behaviour of the customers in using liquid detergents.
3. To offer suggestion to improve the quality of the liquid detergent.

Hypothesis of the Study

The following are the null hypothesis to be tested in the study

- There is no relationship between on gender, marital status, type of family, household size of the respondents and their mode of washing by using liquid detergents.

Research Methodology

The study aims to understand consumer attitude towards product from the prospective of students, business people and professional, government employee and private employee. This study further identifies the factor influencing in using the liquid detergent.

Sampling Design

By adopting random sampling method respondent were selected from various parts of Thoothukudi district. The sample size of this study is 200. Structured questionnaire schedule was used to collect the relevant data among the consumers in Thoothukudi.

Scope of the Study

The present study covers the Thoothukudi district of Tamil Nadu. It deals with the consumers' behaviour in buying goods online. The period of this study is about one year (i.e.) from June 2018 to November 2019.

Source of Data

The present study is based on both primary data and secondary data. Primary data were collected through interview schedules. Secondary data were collected through websites, articles, books and journals.

Collection of Data

A well-structured questionnaire was used to collect primary data from the respondents. Questionnaire consists of different important parts like demographic profile of the respondents, brand preference, factors influencing to buy liquid detergent, satisfaction level of consumer and problem faced by the consumer

Framework If Analysis

For analyzing the data from the consumers, relevant statistical tools were used to fulfil the objectives of the study. Statistical package for the Social Science (SPSS) software package version 20 was used to analyze the data. The tool includes Chi-square test.

Result and Discussion

Table No: 1 Demographic Profile of the respondents

Demographic Factors	Options	Frequency	Percentage
Age	Below 18 years	16	8.0
	18 years - 25 years	83	41.5
	25 years - 35 years	37	18.5
	35 years - 45 years	46	23.0

	Above 45 years	18	9.0
Gender	Male	24	12.0
	Female	176	88.0
Education	Illiterate	3	1.5
	School level	37	18.5
	Graduate	85	42.5
	Post graduate	75	37.5
Occupation	Government employee	15	7.5
	Private employee	103	51.5
	Business	10	5.0
	Profession	16	8.0
	Others	56	28.0
Income	Upto Rs.10,000	78	39.0
	Rs.10,001 – Rs.20,000	67	33.5
	Rs.20,001 – Rs.30,000	28	14.0
	Rs.30,001 – Rs.40,000	14	7.0
	Above Rs.40,000	13	6.5
Marital Status	Married	98	49.0
	Single	102	51.0
Type of family	Joint	61	30.5
	Nuclear	139	69.5
Size of family	Below 3	35	17.5
	3 – 5	124	62.0
	Above 5	41	20.5

The above table discloses that 8 percent of the respondents are below 18 years, 41.5 percent belongs to the age group of 18 – 25 years, 18.5 percent is in the age group of 25 – 35

years, 23 percent is between 35 – 45 years and the remaining 9 percent is above 45 years. In gender, 12 percent of the respondents are male and 88 percent is female. In education wise classification, 1.5 percent of the respondents are illiterate, 18.5 percent has finished their school level education, 42.5 percent is graduates and 37.5 percent is post graduates. In income wise classification, 39 percent of the respondents are earning upto Rs 10,000, 33.5 percent is getting income between Rs 10,001 to Rs 20,000, 14 percent salary is between Rs 20,001 and Rs 30,000, 7 percent is earning Rs30, 001 to Rs 40,000 and 6.5 percent draws salary above Rs 40,000. In marital status wise classification, 49 percent of the respondents are married and remaining 51 percent is single. In type of family wise classification, 30.5 percent of the respondents is in joint family and 69.5 percent is living in a nuclear type of family. In family size wise classification, 17.5 percent of the respondents family size is below 3 members, 62 percent has between 3- 5 members and remaining 20.5 percent has more than 5 members in their family.

Table No: 2 Mode of washing habits of the respondents

Mode of washing	Frequency	Percentage
With hands	86	43.0
Washing machine	61	30.5
Both	53	26.5
Total	200	100.0

It is clearly inferred that 43 percent of the respondents is washing their clothes with hands, 30.5 percent is using washing machine to wash their clothes and remaining 26.5 percent washes their clothes with hands and also use washing machine.

Null Hypothesis: There is no relationship between on gender, marital status, type of family, household size of the respondents and their mode of washing by using liquid detergents.

Table No. 3 Chi-square test on gender, marital status, type of family, household size of the respondents and their mode of washing by using liquid detergents

Factor	Chi-square value	df	Significant value
Gender	7.035	2	.030*
Marital Status	14.745	2	.001*
Type of family	.165	2	.921*

Household size	17.678	4	.001*
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*Significant value @ 5%

This table shows the association between gender, marital status, type of family, household size and their mode of washing clothes by using liquid detergent.

In Age, significant value (0.030) is less than the level of significance (0.050). So, the null hypothesis is rejected. It is concluded that there is a relationship between the gender of respondents and their mode of washing by using liquid detergent.

In Gender, significant value (0.001) is less than the level of significance (0.050). Therefore, the null hypothesis is rejected. So, it is concluded that there is significant difference between marital status and their mode of washing of the respondents.

In type of family, significant value (0.921) is more than the level of significance (0.050). It is said that null hypothesis is accepted. This shows that there is no relationship between the type of family of the respondents and their mode of washing by using liquid detergents.

In household size, significant value (0.001) is less than the level of significance (0.050). It is shown that null hypothesis is rejected. Therefore, it is concluded that there is relationship between household size and mode of washing of the respondents.

Findings

1. Majority of the respondents (41.5%) are using liquid detergent at the age of 18 to 25 years. Most of the female respondents (88%) use liquid detergent in a high proportion compared to the male respondents. Majority of the respondents (42.5%) with graduation mostly purchase liquid detergent. A major part of the respondents (51.5%) working in private concerns use liquid detergents. Majority of the respondents (78) earning upto Rs 10000 mostly purchase liquid detergent. Single respondents (51%) typically use much of liquid detergent as they feel it has high level of comfort. Most of the respondents (69.5%) are living in nuclear type of family using liquid detergent. Majority of the respondents (62%) family size is 3 to 5 members and they use liquid detergent. A major part of the respondents (43%) washing their clothes with hands are using liquid detergent.
2. It is concluded that there is a relationship between the gender of respondents and their mode of washing by using liquid detergent.
3. It is concluded that there is significant difference between marital status and their mode of washing of the respondents.

4. This shows that there is no relationship between the type of family of the respondents and their mode of washing by using liquid detergents.
5. It is concluded that there is relationship between household size and mode of washing of the respondents.

Suggestions

1. Most of the young graduated female members purchase liquid detergent. Manufacturing companies should improve their products to sustain this consumer group.
2. Even now it is very hard to attract buyers and make them buy new products because branded products make the consumers feel safe and secure. Therefore, more awareness should be given on the easy usage of liquid detergents.
3. Most of the nuclear type families and private employees use liquid detergent. Hence it can be concluded that usage of liquid detergent depends upon the type of the family and their earnings.

Conclusion

In this age of mass media which have commercials in galore, consumers are attracted towards newly introduced commodities. Hence the responsibilities of the advertisers become enormous. Detergents have filled up the racks in petty shops, super markets and even hypermarkets. Consumers are pushed to the point of serendipity in choosing the detergents. It is hard for the manufacturers to find a steady market among the competitors whereas the consumers find it hard to choose from the various products of detergents that are flooded in the racks. As it is natural, brand names often easily find their way into any type of families and size of income groups.

References

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