

STUDY OF CONSUMER PREFERENCE FOR UNBRANDED DETERGENT POWDER AT BHIWANDI RURAL IN THANE DISTRICT



I ntroduction:

Use of detergent for washing clothes for purity in ancient India is mentioned in Hindu scripture i.e. Manusmriti. which was written in 2nd century BCE to 3rd century CE. It is declared that in ancient time for cleaning purpose material used were alkaline earth, arista fruit, Sripada fruit and the paste of white mustard. After the revolution of industries and many research in laundry product lead to manufacturing of detergent in various forms such as powder, liquid and bar. Now a days fabric softener, eco-friendly detergents are as an advance version of detergent concept are running in the market.

Various premium as well as popular brands are playing major role in the detergent market such as Tide, Ariel and Surf, Tide, Henko, Rin, Mr White, Wheel, Nirma and Ghari etc. more than 65 detergent industries in the organised sector and more than 6000 units in small scale, cottage

or unorganised sectors are engaged in the production of soaps and detergents. According to "India Detergent Market Overview, 2016", these detergent brands are considered organized players in the industry and comprise 60% of the total market. The remaining 40% of the market is saturated with regional and small unorganized players. Manufacturers of branded detergent faces competition from unbranded detergent powder. So to penetrate in remaining market, marketer appeal customer preference. Appealing to the preferences of customers is a basic marketing technique that is useful for branding, product development, distribution and customer experience.

This research paper is related to identify the preference for unbranded detergent powder by Bhiwandi rural region customer. For this we should have knowledge about glory of Bhiwandi. Bhiwandi is situated in the Kokan coastal lowlands of Thane district. In Moghul period Bhiwandi city was known by the name of "Islamabad". There are many hills surrounding Bhiwandi, which add to its scenic beauty. In the early twentieth century, Bhiwandi was a small town, inhabited by Maharashtrians and Konkani Muslims. Their main occupation was agriculture, fishing and handlooms. This handlooms were replaced by power loom with the advent of electricity. It became hub of textile industry in the

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1930s. It has the largest number of power looms in the country and therefore dubbed as 'The Manchester of India'. A major portion of the population is employed by these power loom sector.

In terms of the **definition** of detergent powder "It is a mixture of surfactants used for the purpose of cleaning dirty surfaces like clothes, utensils etc."

Branded Product

As per Business Jargons, Definition of Branding is the marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.

Branded products are those products which sourced directly from specific Brands, sole suppliers or official authorized distributors. Adversely unbranded products are available with multiple suppliers and distributors without any popular name.

Unbranded Product

An unbranded product is any product that sold under the name of a shop or under the name of the product itself, or the name of the company that made it without creating any awareness among the prospectus.

Meaning of "unbranded" in Business

Unbranded products do not have a brand name and do not legally belong to a particular company, so any company can manufacture them.

Consumer

A consumer refers to a current or potential buyer or user of the products.

Customer preferences

Customer preferences are expectations, likes and dislikes, motivations and inclinations that drive customer purchasing decisions. They complement customer needs in explaining customer behaviour. For example, a customer needs detergent powder and they'd prefer with a particular specification, fragrance, touch brand, colour, environmentally friendly products etc.

Review of Literature

Bhatt And Jaiswal (1986) Conducted a study to analyse the consumer's reaction towards washing powder advertising and the buying behaviour of consumer in Bhiwandi city. In this research found that the maximum number of

consumer watch television advertisement and are unintentionally affected by them. Nirma was found to be the most popular brand in the market.

Thirumoorthy And Karthikeyan (2006) found that the consumer were influence by brand name price, quality, availability, packaging advertisement etc. during the purchases decision.

Katiyar (2014) reported that rural market had performed well and would continue to grow consumers were very cost conscious due to current economy circumstances and private label offering were competing with brand offering promoting similar benefit for a lower cost.

Dr. S. K. Laroia Conducted a comparative study on Indian detergent market they found that the satisfaction depends on the detergent quality of the product (DR.S.K.LAROIYA, 2004). Another research conducted by Ariel on the Indian laundry market indicates that fragrance in detergent is an important factor of delight for the home-maker in her daily laundry chore. There was case about the price wars in Indian detergent market was developed.

Pranesh Shukla prepared a project report on Nirma washing powder in 1990 and its supply chain management. In study he found that for harried housewives, struggling to balance their monthly budget Nirma came as a boom. It was much cheaper than surf, which had already gone well out of their reach and it washed clothes nearly as well. Its cleansing power was far superior to that of the slabs of cheap washing detergents that had been their sole alternative until then.

Francies Gnanasekar (1997) In his study titled "A Study on Brand positioning of detergent soaps and powers in Bhiwandi City". Suggested that the manufactures of various brands should take necessary steps to ascertain the positions of their brand.

Kotler (2000) state in his report that even after two decades of economic liberalization and availability of foreign branded product in India, branding is "a major issue in product strategy". He further reported that unbranded products continue to compete with the branded ones.

Phadatare And Haldar (2015) Observed that the consumer of Satara City purchases detergent on monthly basis. Most of the consumers used Surf

Excel and Aerial. It is known fact that purchasing of different detergent brand by consumers is affected by various factors viz. family choice brand advertisement on Television, Radio, Newspaper, etc. and various schemes like discounts, offers, coupons, etc.

JHA (2013) Suggested that the consumption pattern of rural consumers was influenced by family size and structure and all the selected brands were acceptable to the rural consumers. The sellers need to start exhibitions, roads shows and arrange product trials to attract more consumers in rural area.

Objective of the study:

1. To identify the demand for unbranded detergent powder in Bhiwandi.
2. To study preference for unbranded detergent powder in Bhiwandi.
3. To recognise the factors and forces that induce people to buy unbranded detergent powder.
4. To know the reason of preference for branded or unbranded detergent powder among people in Bhiwandi rural.

Hypothesis:

Ho: Rural consumer don't have more preference for unbranded detergent powder

HI: Rural consumer having more preference for unbranded detergent powder.

Research Methodology:

Survey method is used for Primary data collected with the help of a self-administered questionnaire from users of detergent.

Secondary data collected as per the need of the study through various e-journals, reports, and websites.

Data analyzed in Simple Percentage Method.

Scope of the study:

- I. The study is confined to Bhiwandi rural.
- ii. The sample size is only 100.
- iii. The study is restricted to customer perception for unbranded detergent in Bhiwandi rural.

Data analysis and Interpretations of findings:

Data collected from Total numbers of 100

respondents from Bhiwandi which is rural area. Demographic characteristic of Respondents are among them female and male are 74 and 26 respectively. Most of them are home makers within age group of 31 years to 40 years and mostly from lower income group that is below 20,000/- monthly income of family.

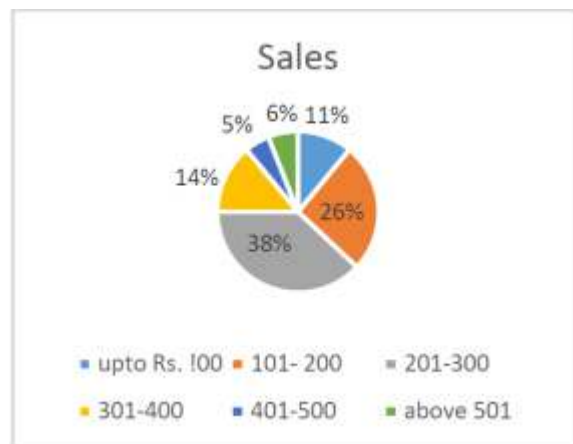


Table 1 Monthly expense on washing soap/detergent

Above pie chart shows that 38% respondent spend upto 300 on washing material including soap, detergent and liquid and only 6% spend above 500 which are professional and higher income group.

93% people said that they are using branded detergent powder such as Ariel, Surf Excel, Wheel, Rin, Ghadi While remaining 7% are using unbranded detergent powder such as Sasha Green, Well wash detergent powder.

Composition of form of detergent shows that 66% respondent are using powder form of detergent for washing clothes and 29% are using bar form of detergent while only 5% of respondent are using liquid form detergent. Most of the respondents are using the powder form, the reason behind these are Our Indian style of washing clothes. We first soak the clothes in detergent powder for more than hour then go for hand washing or machine washing. As many people are using detergent powder so the consumption of powder form detergent is also high as compared to other two forms. Powder form is economical in using as with less amount of powder more clothes can wash as compared to soap. As clothes are soak in powder

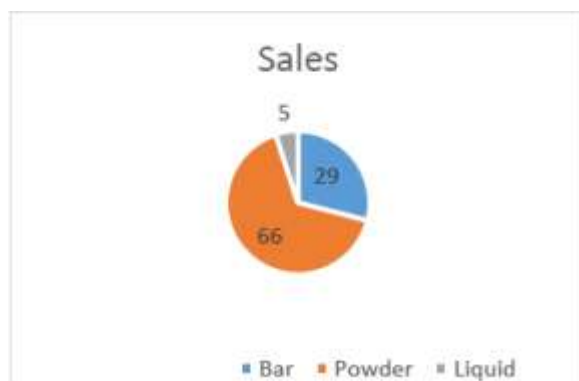


Table 2 form of detergent

They 60% respondent are using the current detergent more than a year. 95% respondent don't want to change the soap or detergent they are currently using, it shows that they are satisfied with the product they are using.

At times if people find difficult to get their preferable detergent in their convenient place, 55% respondent mentioned that they not willing to purchase the product available with the shopkeeper but 45% respondent declared that they can purchase whichever unknown brand available with the shopkeeper.

Most of the people highly rated the quality factor in selecting detergent powder as most of the respondent are with small family so they give second preference to quantity and such other factor. It means first preference to quality and then other factors such as quantity, price, brand, advertisement etc.

67% respondent mentioned that detergent related decision influenced by their family and mostly the elder person of their family have say in such decision. They come to know about the availability of detergent brand they are using from their social group such as family, friend and peer group, it seems that they don't have influence of any other marketing strategy such as social networking site or advertising. Any promotional scheme won't divert their buying decision regarding detergent powder, also they said that they are satisfied with the effect of current detergent powder they are using and never intend to shift another brand.

Hypothesis Testing:

As per data collected 55% customer stucked to the branded detergent powder but 45% customer are flexible in their decision and they give priority to the need. It showed that H1 hypothesis proved false and H0 proved true. Rural consumer having less preference for unbranded detergent powder

Conclusion:

As people from Bhiwandi rural are with lower income group give preference to branded detergent powder, it depict that manufacturers of branded detergent powder has keep low prices to attract the mass population. They attract the people through creative and innovative advertisement. So people become loyal to their product and do recommendation to others.

In emergency situation people are ready to purchase unbranded detergent powder from local area. It shows that people don't have issue of branded or unbranded in case of detergent powder but due to impact of their family, friend they inclined to purchase branded one.

People prefer those product which are easily available to them and satisfy their impulse need.

Suggestions:

Manufacture of unbranded product should enhance their boundaries to make their product available to customer at convenient place at reasonable price and also of best quality. They should focus on demographic factors to track potential customers and also keep track on supply chain management by adopting push strategy.

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