



A COMPARATIVE STUDY ON CONSUMER BEHAVIOR ABOUT LUX AND MEDIMIX

B. Neethu

Assistant Professor

Department of Management Studies

Dhanalakshmi Srinivasan College of Engineering, Coimbatore

ABSTRACT

India is a vast country with abundance of natural resources. It is having a population of 1,030 million. There are large number of consumers with different kinds of needs, tastes, preferences, attitude, behaviour, character, conduct, nature, likes and dislikes which must be taken into consideration while going for segmenting, targeting and positioning of the products in the minds of the consumers. In recent times, India has witnessed a wave of change. With media exposure and increasing literacy levels, people in India are now demanding a better lifestyle. The Indian market is a place where life has revolved around deep rooted community values, joint families and social customs. Indian consumers think of a purchase in terms of how it serves their needs and how well it suits the family, rather than the individual.

Key Words: Consumer Behaviour, Consumer Research, Consumer Satisfaction, Consumer Awareness.

I. INTRODUCTION

The Indian Toilet Soaps Market is worth Rs.4, 265 crore, a consumption of close to 48,000 tones of soap. It's hardly surprising that the competition in the market is fierce. There are 68 companies throwing 205 brands at the consumer. The soap market can be broadly segmented on the basis of price into four major categories.

- The Super Premium Segment which includes soaps like Dove
- The Premium Segment like Lux International, Palmolive Extracare etc.
- The Popular Segment with soaps like Lux, Cinthol Lime etc
- The Sub-Popular Segment like Lifebuoy, Hamam etc.

Of these segments the popular segment has the largest share of the soap market with 39%. The next biggest segment is the Sub-Popular Segment, which includes the Carbolic Soap segment with 28% of the market share.

The price of the premium segment products is twice that of sub-popular segment products. The popular and sub-popular segments are 4/5 of the entire soaps market. The penetration level of toilet soaps is 88.6%. However, the per capita consumption of soap in India is at 460 grams per annum.

II. Review of Literature

This chapter presents a brief review of the literature of various researches conducted and articles relating to understanding of the consumer market. Thus, the consumer market is very complicated

bundle of contradictory values, attitudes and behaviours, as shown by the study on Indian Consumers by MARG, the Genie Study by O & M, articles in the press and experiences of consumer markets. Foxman (1989) stated that recent changes in demographic and household structure have increased consumers impact on their decisions and their general involvement in family decision-making. It was found that consumers tended to have more said in the purchase of products that are less expensive and for their own use. It was found that they perceived themselves to have greater influence in the purchase power.

Moschis (1989) dealt with an important type of inter personal communication – Family communication. They are found to play an important role in the consumer socialization of their offspring and are instrumental in teaching them the national aspects of consumption. The family can affect consumer learning indirectly by influencing the youngster's interaction with other sources of consumer influence. Family communication leads to rather different interaction. Patterns with other sources of consumer learning. The evidence also indicates that the family mediates the effect of other socialization agents.

Hoyer and Brown (1990) revealed the subtle difference between awareness and recognition. Awareness represents a state of knowledge possessed by the consumer, whereas recognition is a cognitive process which results from awareness. In this study the effects of brand awareness on choice, brand sampling and the frequency with which the highest quality brand is selected after a series of trials are examined. It was found that brand awareness is a prevalent choice among inexperienced consumers who are faced with a new decision task. Consumers who were aware of a particular brand in a choice set sampled fewer brands across a series of product trials. Consumers who were aware of one brand in a choice set tended to choose the known brand even if it was lower in quality than other brand sampled by them.

Brand Loyalty

Customer brand loyal describes that a buyers dedication to repurchase or otherwise continue using the item and can be confirmed by recurring buying of products or services, or other positive actions such as testimonials. It is also described as the degree to which a consumer continually buys the same item within an item class. This concept is otherwise known as repeated buying habit (repurchase actions) of specific product for different reasons. Brand loyalty is may be mediating and dominating factor for the brand preferences. Unless brand loyalty no marketer can do the business in the present business era.

Consumer Behaviour

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Scope of the Study

A lot of brands of Lux and Medimix products are available in the market. But the consumers prefer a particular brand which is much affordable to them. In the modern business world, due to the development of science and technology, many new brands have been introduced in the market every

year. Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance. The study aims to understand the Consumers Brand loyalty towards variable Lux and medimix products from the respondents of in Coimbatore area.

III. RESEARCH METHODOLOGY

Chi-Square Test Demographic Variables and Price

S.No	Chi-square Comparison between Demographic Variables and Price	Chisquare Value	Degree of Freedom	Sig
1	Age and Price	21.552	6	.001
2	Income and Price	6.492	4	.093
3	Gender and Price	4.991	2	.082

H0- There is no significant relationship between demographic variables and price. H01- There is no significant relationship between age and price.

H02- There is no significant relationship between income and price.

H03- There is no significant relationship between gender and price. The above table depicts that P value is less the 0.05 for age (.001).

Null hypotheses (H01) is rejected, hence there is significant relationship between demographic variables (age) and Price. From the table, P value is greater the 0.05 for gender (.082) and Income (.093).

Null hypotheses (H02,H03) is accepted hence there is no significant relationship between demographic variables (gender and income) and Price.

Chi-Square Test Age and Quality

S.No		Sum of Squares	df	Mean Square	F	Sign
1	Between Group	1.525	3	.508	2.147	.107
2	With in Group	10.895	46	.237		

H0-There is no significant relationship between demographic variable viz., age and quality. The above table depicts that the significant level is .107(p=.107), which is greater than 0.05and therefore there is no significant relationship between age and quality.

III. CONCLUSION

Understanding the customer mind is important for the survival and growth of the company by way of attracting and selling the products to them. Competition is inevitable for dairy products -especially packaged Lux and medimix. Branded Lux and medimix like Aavin needs to maintain its existing quality and type of distribution channels. Arokyia Lux and medimix brand needs to correct its pricing strategies by compare with other Lux and medimix. KC packaged Lux and medimix brand needs to improve their distribution strategies and advertising methods. Vijay packaged Lux and medimix brand needs to concentrate on taste and design of the package. In order to maintain the customer brand loyalty, packaged Lux and medimix brands need to strengthen their unique strategies and proposed research model developed by this research.

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