

A STUDY ON CONSUMER PREFERENCE OF HAIR OIL WITH REFERENCE TO MANAMPANDAL VILLAGE

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Abstract :

Rural marketing can be seen as a function which manages all those activities involved in assessing, Stimulating and converting the purchasing power into an effective demand for specific products and services, and moving them to the people in rural area to create satisfaction and a standard of living to them and thereby achieves the goals of the organization. The study is conducted in Mannampandal village. An attempt has been made by the researcher to know the consumer preference regarding the brand preference of the oil, Factors influencing brand preference of consumers, Factors influencing the Purchase Decision, Factors influencing to buy the brand decision and satisfaction of the respondents

Key words : Consumer, Hair oil, Preference.

Introduction

The study of consumer helps firms and organisation improve their marketing strategies understanding issues such as how the psychology of how the consumers think,feel,reason,and select between different alternative [e.g.,brands,products],the psychology of the consumer is influenced by his or her environment[e.g.,culture,family and media],the behaviour of consumer while shopping or making other marketing decisions, limitation in consumer knowledge or information processing abilities influence decisions and marketing outcomes. How marketers can adopt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Profile of the Area

The study is conducted in Mannampandal village.The Mannampandal village is in the

Nagappattinam district. In this area population of more than 6091 dispersed over an extent of 24.88 hectares. Two primary schools, one middle school, and A.V.C group of institutions like, one Arts & Science College, Engineering College and a polytechnic are situated in this area. The main occupation of the people in the village is Agriculture.

Objective of the study

- To know the availability of hair oil in Mannampandal village.
- To know the factors affecting the purchase decisions.
- To know the factors influencing brand preference of consumers.

Methodology

Data have been collected both primary and secondary data.

The primary data collected through personal interview and questionnaire methods. A total of 70 sample consumers selected for the purpose of the study.

The secondary data collected through Books, Journals, and Websites.

Data Analysis

Table: 1
Brand preference of Hair oil

Sources	No.of Respondents	Percentage
Vatika	13	19
Dabour Amala	17	24
Aswini	20	29
Himalayas	10	14
Others	10	14
TOTAL	70	100

Source: Primary Data

Table: 1 reveals that Aswini was the first choice of the consumers out of 70 sample respondents. 17(24%) prefer Dabour Amala as their favourite brand of hair oils followed by the Vatika 13 (19%). Himalayas and other brand 10(14%).

Table: 2
Factors influencing brand preference of consumers.

Preference	No. of Respondents	Percentage
Quality	09	13
Fragrance	19	27
Attractive packing	21	30
Brand image	10	14
Small packs and low price	11	16
TOTAL	70	100

Source: Primary Data

Table: 2 Shows that out of 70 sample respondents 09(13%) was preferred hair oil with Quality, 19(27%) preferred hair oil with the Fragrance, while 21(30%) respondents was given consideration to Attractive packing. It was observed that small packs were popular in the rural area. out of 70 respondents 11(16%) was using Small packs and low price of hair oil. Brand image was attracting as a fascinating factor for only 10(14%) respondents.

Table: 3
Factors influencing the Purchase Decision

Factors	No. of Respondents	Percentage
Availability of Commodiies	25	36
Affordable Price	30	43
Brand loyalty	15	21
TOTAL	70	100

Source: Primary Data

Table: 3 Shows that affordable Price 30(43%) was the main factor for purchasing decision in case of the remaining two like availability of Commodities and Brand loyalty.

Findings

- Aswini was the first choice of the consumers out of 70 sample respondents.
- 21(30%) respondents was given consideration to Attractive packing, followed by Fragrance.
- Affordable Price 30(43%) was the main factor for purchasing decision.

Suggestions

- The manufacturers give much importance to the quality of hair oils and more concentrate to make environment friendly packages.
- The people may develop he attitude of using hair oils.
- As the people in this area belong to rural area, they may give more importance to aesthetic values also, it may lead the people to aware of such cosmetic products.

References

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