

BRAND SELECTION ATTRIBUTES OF WOMEN TOWARDS FMCG PRODUCTS

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Abstract

Women consumers are highly involved in marketing and these consumer structures as an important part of the Indian marketing. Significant information is available on the reasons behind male and female purchases with respect to residing place, age, education and income groups. The variables taken for brand selection are date of manufacturing, medical value, freshness, company image, size available, price, herbal, package, advertisement, colour and taste. For the purpose of the study, the products like Tooth Paste, Health Drinks, Toilet soap, Cosmetics and Hair Care are considered. The data which has been collected from 250 housewives and 250 working women regarding their brand selection attributes towards FMCG product is analysed with the help of weighted average and correlation. On an overall assessment, it is assessed that the women whether working or at home prefer the FMCG products mainly on the basis of Date of manufacturing, Freshness and Medical Value. The women are least bothered about the Price, Advertisement, Colour and taste of the products.

Key Words: *Attributes, Brand, Housewives, Market, Selection, Working Women*

Introduction

India's FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. FMCG Industry is characterized by a well established distribution network, low penetration levels, low operating cost, lower per capita consumption and intense competition between the organized and unorganized segments. The productions of Fast Moving Consumer Goods companies have massive competition and they are forced to find new ways of making money. They did this by learning the consumer common needs and buying motives, and to developing the solution. This is very difficult because of the consumers has different needs, different expectations and also a sea changes in the standard of living and life styles. At present the consumers are more dynamic, their taste, preferences are also changing. The consumers are also looking product differentiation and the convenience offered. The consumer has certain expectation from branded items in terms of its quality, price and packaging. Presently, rural India accounts for 34 percent of total FMCG consumption, but it accounts for more than 40 percent consumption in major FMCG categories like as personal care, hot and fabric care. The rural market is not homogeneous. The individual sections of this market are not too big, although the overall size is large. There are Geographical, demographical, statistical and logistical differences. Positioning and realities regarding the potential of each of these market segments differ and lie at

the very core of forming the strategy for the rural markets. Gone are the days when rural consumer went to nearby city to buy 'branded products & services'.

Brand Selection Attributes

Consumers are faced with a multitude of product choices. Typically they seek to reduce the complexity of their buying decisions by focusing on key pieces of information. In order to influence the decision making process a brand name should symbolize the image and values desired to be associated with the brand. The variables taken for brand selection are date of manufacturing, medical value, freshness, company image, size available, price, herbal, package, advertisement, colour and taste. For the purpose of the study, the products like Tooth Paste, Health Drinks, Toilet soap, Cosmetics and Hair Care are considered. The data which has been collected from 250 housewives and 250 working women regarding their brand selection attributes towards FMCG product is narrated as below.

Table 1 Overall Brand Selection Attributes of Housewives

Attributes	Weighted Average					Average	Rank
	Tooth Paste	Health Drinks	Toilet soap	Cosmetics	Hair Care		
Date of manufacturing	660	652	656	638	661	653	1
Medical Value	618	609	622	656	626	626	2
Freshness	650	580	646	0	0	625	3
Company Image	578	575	582	685	596	603	4
Size available	602	596	594	609	611	602	5
Price	485	547	629	603	611	575	6
Herbal	554	548	556	609	571	568	7
Package	538	551	539	603	547	556	8
Advertisement	528	528	539	589	544	546	9
Colour	486	498	497	564	0	511	10
Taste	341	654	0	0	0	498	11
Average	549	576	586	617	596	585	
Rank	6	5	3	1	2	4	

Source: Primary Survey

With regards to the brand selection of FMCG products, the sample women who belong to the housewives segment, they give more importance to the Date of manufacturing (653) while making their purchase which is followed by Medical Value (626),

Freshness (625), Company Image (603), Size available (602), Price (575), Herbal (568), Package (556), Advertisement (546), Colour (511) and Taste (498). Hence it is noted that the housewives give more importance to the Date of manufacturing and Medical Value than Colour and Taste of the products.

Table 2 Overall Brand Selection Attributes of Working Women

Attributes	Weighted Average					Average	Rank
	Tooth Paste	Health Drinks	Toilet soap	Cosmetics	Hair Care		
Freshness	695	685	692	0	0	691	1
Date of manufacturing	687	678	685	635	674	672	2
Medical Value	654	648	649	648	643	648	3
Company Image	640	633	635	682	628	644	4
Size available	607	602	600	600	593	600	5
Herbal	597	592	591	589	585	591	6
Package	574	570	567	579	568	572	7
Advertisement	546	544	536	547	542	543	8
Colour	539	549	529	524	0	535	9
Price	374	619	495	620	499	521	10
Taste	302	689	0	0	0	496	11
Average	565	619	598	603	592	595	
Rank	6	1	3	2	5	4	

Source: Primary Survey

With regards to the brand selection of FMCG products, the sample women who belong to the working women segment, they give more importance to the Freshness (691) while making their purchase which is closely followed by Date of manufacturing (672), Medical Value (648), Company Image (644), Size available (600), Herbal (591), Package (572), Advertisement (543), Colour (535), Price (521), and Taste (496). Hence it is noted that the working women give more importance to the Freshness and Date of manufacturing than price and Taste of the products.

Table 3 Overall Brand Selection Attributes of Women

Attributes	Housewives	Working Women	Average	Rank
Date of manufacturing	653	672	663	1
Freshness	625	691	658	2
Medical Value	626	648	637	3
Company Image	603	644	623	4
Size available	602	600	601	5

Herbal	568	591	579	6
Package	556	572	564	7
Price	575	521	548	8
Advertisement	546	543	544	9
Colour	511	535	523	10
Taste	498	496	497	11
r	0.90			

Source: Primary Survey

On an overall assessment, it is assessed that the women whether working or at home prefer the FMCG products mainly on the basis of Date of manufacturing, Freshness and Medical Value. They are least bothered about the Price, Advertisement, Colour and taste of the products. The correlation analysis proves the same as it shows a positive and perfect relationship between the two with the value of 0.90. Hence it is concluded that the preference lie the same irrespective of their occupation.

Conclusion

The Indian marketing is passing through a phase of change and also through the period of significant growth. Women consumers are highly involved in marketing and these consumer structures as an important part of the Indian marketing. Significant information is available on the reasons behind male and female purchases with respect to residing place, age, education and income groups. The survey shows that with regards to the brand selection of FMCG products, the housewives give more importance to the Date of manufacturing and Medical Value than Colour and Taste of the products and the working women give more importance to the Freshness and Date of manufacturing than price and Taste of the products. On an overall assessment, it is assessed that the women whether working or at home prefer the FMCG products mainly on the basis of Date of manufacturing, Freshness and Medical Value. They are least bothered about the Price, Advertisement, Colour and taste of the products. The correlation analysis proves the same as it shows a positive and perfect relationship between the two with the value of 0.90. Hence it is concluded that the preference lie the same irrespective of their occupation. Thus it is high time that marketers and manufacturers realize, understand and recognize women as a lucrative segment and start developing concepts and create branded products that are women centric, which reap high growth potential. Price can be as a reason for women to turn them brand loyal and should plan the marketing strategy to attract this segment, satisfy their needs and retain them by the way of proving good quality, more attractive and durable goods and services.

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