

## **STANDARDIZATION OF PRODUCTS AND CONSUMER SATISFACTION IN INDIA [WITH SPECIAL REFERENCE TO FMCG'S]**

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### **ABSTRACT**

A Study on the Consumers' Brand Preference towards FMCG (Dental Care) Products with Special Reference to Organized Retail Stores in Erode was done with the primary objectives of the study as on above. Every customer in the market has his/her own Brand Preferences. Customers will be looking for certain attributes before purchasing the products i.e., FMCG. The research study used in this study is descriptive method. Under this study the survey is conducted with the customer generally around the Erode city for the specified product. The major limitation in this study is that some customers led some problems in the customer service area. The study was limited to 200 customers only. The time taken for the survey was between July 2011 and September 2011. The present study shows the brand preference towards FMCG (Dental care) at organized retail stores only. Personal bias by the respondents may have script in while answering the questions. The result of the study is that all the customers around Erode city were satisfied with the FMCG products irrespective of brands. And also they need some improvement in the customer service. Next the Satisfaction level of customers towards the company products revealed the customer needs and the quality of the product they require. Majority of the customers give more preference towards the quality of the product followed by the price, design, sales and service etc. so it also deals with knowing the customer requirements and their satisfaction towards the FMCG goods. In general, the study reveals the attributes of the customers towards the FMCG goods and services for their brand preference and satisfactions.

**KEYWORDS:** Brand Preference, Customer service, Satisfaction level, FMCG,

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### **INTRODUCTION**

The term 'retailing' although popular and frequently used does not have a standard definition and is generally used in India to refer to products of everyday use. Conceptually, however, the term refers to relatively fast moving items that are used directly by the consumer. Thus, a significant gap exists between the general use and the conceptual meaning of the term Retailing. FMCG products play a major role in Organized Retailing. The purpose of this paper is the study of factors responsible for brand preference in FMCG (Dental Care) products. Increasing competition more due to globalization is motivating many companies to frame their strategies almost entirely on building brands. Brand preference means to compare the different

brands and decide on for the most preferred brand. This brand preference is influenced by various factors. According to this study, many factors were found out for preferring a brand like Quality, Co-Brand, Multi-Brand, Free Offers, Etc. Brand preference towards FMCG(Dental Care products) is to Measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

### **Objectives of the Study**

- To study the Consumers' Brand preference towards FMCG (Dental care).
- To analyze the brand preference of the product that may attract the customer to buy.
- To identify the customer satisfaction levels on various FMCG(Dental care) brands
- To get suggestions from the customers regarding the features of the brand and its satisfactions.

### **Scope of the Study**

The research is conducted in order to find out the brand preference among the customers before and after purchasing the product and their preferences to measure the various factors as price, quality, brand loyalty, quality, side effects, co-brands, attractiveness, celebrity influence, multi channel exposure that may satisfy their expectation towards the products. The main purpose of the study is to analyze the satisfactory level of the customer towards the products. The company also focuses its attention mainly on delighting the customer and to fulfill their requirements and expectation towards the products. The study is to analyze the various factors that may create a brand preference in the mind of the customer and to measure the customer services that the store is providing to their customers.

### **Research Methodology**

#### **Research Design**

The main aim of the survey is to know the brand preference and find out the factors that would help the customer to choose the particular brand. Therefore descriptive research is being adopted in this study to find out the brand preference and characteristics of consumers.

#### **Area of the Study**

The survey was conducted among all sorts of customers who were the regular purchasers and occasional buyers of FMCG Dental care products at the organized retail stores in Erode.

#### **Research Approach**

#### **Survey Method and Questionnaires Method**

Primary data was collected through survey method. All the respondents are asked to fill in the questionnaire by themselves. The questionnaire contains open ended and closed ended questions and it is in a structured format is clear to the respondents.

### Sample Size and Sampling Technique

Sample size taken in this study is 200. As all the possible items are considered for research, the sampling method adopted in his study is convenience sampling

### Tools for Data Analysis

The data collected are tabulated and analyzed and interpreted by applying the following tools:

- Simple Percentage
- Chi-square method
- Weighted Average Rank

### Data Analysis and Interpretation General Profile of the Respondent

**Table 5.1:** General Profile of the respondent

Particulars	Classification	No. of Respondent	Percentage
Age	Below 25	35	17.5
	25-45	115	57.5
	45 and Above	50	25
Gender	Male	75	37.5
	Female	125	62.5
Educational Qualification	HSC	0	0
	Diploma	45	22.5
	Under Graduate	106	53
	Post Graduate	49	24.5
Monthly Income	Below 5000	29	14.5
	5000 - 10,000	55	27.5
	10,000- 20,000	68	34
	20,000 above	48	24

### Inference

General profile of the respondents in the table 1 shows that 57.5% of the respondents are between 25- 45 years of age, 62.5% of the respondents are female, 53% are graduates, 34% of the respondents income is between 10,000- 20,000

### Weighted Average Rank

**Table 5.2:** Table showing the factors influencing Customer satisfaction towards their preferred FMCG

S.No.	Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total score	Rank
1	Price	5 x 69	4 x 80	3 x 49	2 x 2	1 x 0	816	4
2	Quality	5 x 89	4 x 64	3 x 46	2 x 1	1 x 0	841	1
3	Brand Multi Varieties	5 x 79	4 x 65	3 x 56	2 x 0	1 x 0	823	2
4	No Side Effects	5 x 69	4 x 68	3 x 61	2 x 1	1 x 1	803	6
5	Available for Babies	5 x 56	4 x 58	3 x 85	2 x 1	1 x 0	769	10
6	Co-Brands	5 x 86	4 x 49	3 x 64	2 x 1	1 x 0	820	3
7	Hygienic and Protective	5 x 75	4 x 49	3 x 76	2 x 0	1 x 0	799	7
8	Free offers	5 x 67	4 x 74	3 x 59	2 x 0	1 x 0	808	5
9	Purchase Experience	5 x 59	4 x 78	3 x 62	2 x 1	1 x 0	795	8
10	Traditional Usage	5 x 59	4 x 69	3 x 69	2 x 2	1 x 1	783	9

(Dental Care) brand

Source: Primary data

### Interpretation

The above table shows the factors that influence the customer satisfaction in FMCG (dental care) with the help of Weighted Average Rank. Respondents are felt quality and multi varieties are the important factor followed by co-brands, price, free offers, no side effects and etc.

### Chi-Square

**Table 5.3:**Table showing the relationship between gender of the respondents and their satisfaction level towards quality of their preferred brand

S.NO.	GENDER	SCORE					TOTAL
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	Male	41(33.37)	27(24)	6(17.25)	1(0.375)	0	75
2	Female	48(55.63)	37(40)	40(28.75)	0(0.625)	0	125
	<b>Total</b>	<b>89</b>	<b>64</b>	<b>46</b>	<b>1</b>	<b>0</b>	<b>200</b>

Source: Primary data

(Note: ( ) The figures given in the parenthesis are expected frequencies)

**Calculated**

**value :** 20.198

**Degree of**

**freedom :** 3

**Table value :**

7.81

### Interpretation

The above table shows that the calculated value is 20.198 which is greater than the table value of 7.81 at 5% level of significance with degree of freedom being  $v=3$ . This analysis supports the alternative hypothesis. So, there is a significant relationship between the quality of the preferred brands and gender of the respondents.

**Table 5.4:** Table showing the relationship between age of the respondent and their level of satisfaction towards multi - varieties of their preferred brand

S.No.	Age	SCORE					TOTAL
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	<b>Below 25</b>	19(13.82)	11(11.37)	5(9.8)	0	0	<b>35</b>
2	<b>25 – 45</b>	38(45.43)	35(37.37)	42(32.2)	0	0	<b>115</b>
3	<b>45&amp;above</b>	22(19.75)	19(16.25)	9(14)	0	0	<b>50</b>
	<b>Total</b>	<b>79</b>	<b>65</b>	<b>56</b>	<b>0</b>	<b>0</b>	<b>200</b>

Source: Primary data

(Note: ( ) The figures given in the parenthesis are expected frequencies)

**Calculated**

**value:** 11.158

**Degree of**

**freedom:** 4

**Table value:**

9.49

### Interpretation

The above table shows that the calculated value is 11.158 which is greater than the table value of 9.49 at 5% level of significance with degree of freedom being  $v=4$ . This analysis supports the alternate hypothesis. So, there is a significant relationship between age of the respondents and the multi - varieties of their preferred brands

**Table 5.5:** Table showing the relationship between income of the respondents and their level of satisfaction towards co- brands

S.No.	INCOME	SCORE					TOTAL
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	<b>&gt;5000</b>	18(12.47)	7(7.10)	3(9.28)	1(0.145)	0	<b>29</b>
2	<b>5000-10000</b>	31(23.65)	18(13.47)	6(17.6)	0	0	<b>55</b>

**Table 5.5:** Table showing the relationship between income of the respondents and their level of satisfaction towards co- brands – continued

3	<b>10000-20000</b>	15(29.24)	6(16.66)	47(21.76)	0	0	<b>68</b>
4	<b>&lt;20000</b>	22(20.64)	18(11.76)	8(15.36)	0	0	<b>48</b>
	<b>Total</b>	<b>86</b>	<b>49</b>	<b>64</b>	<b>1</b>	<b>0</b>	<b>200</b>

Source: Primary data

(Note: ( ) The figures given in the parenthesis are expected frequencies)

**Calculated**  
**value:** 72.555  
**Degree of**  
**freedom:** 9  
**Table value:**  
 16.9

**Interpretation**

The above table shows that the calculated value is 72.555 which is greater than the table value of 16.9 at 5% level of significance with degree of freedom being  $v=9$ . This analysis supports the alternative hypothesis. So, there is a significant relationship between income of the respondents and their satisfaction level towards co-brands.

**Table 5.6:** Table showing the relationship between educational qualification of the respondents and their level of satisfaction towards the price of their preferred brand

S.No.	Educational Qualification	SCORE					TOTAL
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	HSC	0	0	0	0	0	0
2	Diploma	19(15.53)	21(18)	4(11.03)	1(0.45)	0	45
3	UG	28(36.57)	43(42.4)	35(25.97)	0(1.06)	0	106
4	PG	22(16.9)	16(16.6)	10(12.005)	1(0.49)	0	49
	<b>Total</b>	<b>69</b>	<b>80</b>	<b>49</b>	<b>2</b>	<b>0</b>	<b>200</b>

**Source:**  
 Primary  
 data

(Note: ( ) The figures given in the parenthesis are expected frequencies)

**Calculated**  
**value:** 24.183  
**Degree of**  
**freedom:** 6  
**Table value:**  
 12.6

**Interpretation**

The above table shows that the calculated value is 24.183 which is greater than the table value of 12.6 at 5% level of significance with degree of freedom being  $v=6$ . This analysis supports the alternative hypothesis. So, there is a significant relationship between educational qualification and satisfaction level towards the price.

**Results and Discussions**

Majority of the respondents (57.5%) are between 24-45 years of age 63 percent of the respondents are female and the remaining are male. Maximum of the respondents are UG

qualified (53 percent) Majority of the respondents are in the income group of 10,000-20,000 with 34 percent. 61 percent of respondents use their familiar brand on regular basis. Maximum number of the respondents (56%) knows about the brand through T.V. 51 percent of the respondents reply how their desired brand is good when compared with their competitive brands. 48 percent of the respondents say quality of the preferred brand is good. 42.5 percent of the respondents show their overall satisfaction. The majority of 60 percent of the respondents reply that the availability of the top branded in super market.

The Customer Service should be given more importance so that the customers will not face any difficulty on their queries regarding their preferred brands. Before purchasing the products, the customers look for the quality of the product. Considering the quality attribute, retailers have to give due importance to the existing customers so that they may not switch over to other competitors. The retailers should give the more importance to the multiple brands who were loyal to the brands. The Retailers should make an effort to retain the regular and new customers by serving the upgraded products to them.

### **Conclusion**

The survey on the consumers' brand Preference helps the organized retailers to concentrate on the factors as price, Quality , Multi Varieties , Available for Babies , Co-Brands , Hygienic and Protective , Purchase Experience ,etc that may satisfy the customer's expectation towards the products. The suggestions were given to the concern to focus its attention mainly on delighting the customer and to fulfill the requirements and expectation toward the products. Thus, in this study the researcher had made an attempt to find out the customers' feedback about the availability of product and services and also varied alternative solution have been given to improve the customers' requirements, and service which in turn could earn goodwill among public.

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