

Women's Brand Awareness towards Personal Care Products - an Exploratory Study of Karad Taluka

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Abstract - The personal care product market has been growing steadily over the years. Now it covers more than 30 percent share. The purpose of the study is to explore the brand awareness among women's towards personal care products. The brand awareness about these products is increasing. But still there are some products and brands where women's are unsung. To examine the validity of the statement made by researcher. Mentioned topic is taken up.

Keywords - Brands, Brand awareness, Personal care products.

I. INTRODUCTION

Today world has become modern and attraction of the brand changes by the period of time. Daily new brands enter in a market as well as some gets declined. The change in overall marketing and cut throat competition in market makes marketer to spend huge amount on branding of product, which takes any brand to next level in the market. Well known brands have the power to command price. Brand differ marketer from other brand. Product features can be easily copied but brand delivers a certain promise of value. Each customer is different from everyone in the universe everyone behaves different from time to time and place to place. Today consumers are not only buying a product but also brands in market. If we talk about personal care products, very few brands are known to consumers, again if we come down to women's awareness about brand the number reduces in terms of recall and recognition.

Brand awareness

Brand awareness plays an important role in the sales turnover of the company. Many brands are unknown to the consumers and for some other brands there is high level of awareness.

There are **two** types of awareness aided awareness and unaided awareness.

- **Unaided awareness**- When the name of the company is automatically recalled because the Consumer very closely associates the brand or the product category; it is called a top of the mind awareness.
- **Aided awareness**-It means the customer recognise the specific brand from given list., it is known as aided awareness.

Reasons for increased personal care products awareness in women

- **Concern about own beauty and personality**-Now a days working women's, college going girls are more curious about new personal care brand products in market.
- **Increased income level**-This is another reason which leads to women's to know more about personal care product brands in market.
- **Western culture influence**-One more fact which affects on awareness of brands that women's are trying to adopt western culture.
- **Aggressive marketing of brands**- Marketing made by companies makes women to create curiosity of new brands.

II. OBJECTIVES

- 1) To find the brand awareness towards personal care products among women in Karad Taluka.
- 2) To know the sources influencing awareness.
- 3) To find the factors influencing on identification of brands.

III. NEED AND SIGNIFICANCE OF THE STUDY

Rural India is not so rural now but still women's are not completely free. Personal care products are used to maintain hygiene and enhance the physical appearance. About 30 to 40 percent of market is covered by personal care products. Still in rural India women's are unsung about the shampoo, conditioner and sanitary napkins or its directions to use. Due to which women's health is not maintained properly. This study helps to understand the women's conscious towards these products and to know whether the products posses attribute that met consumer's expectations or not.

IV. METHODOLOGY

Present study is exploratory and confined to Karad Taluka. Primary data is randomly collected from women's in Karad Taluka based on socio economic classification during personal interview. Though the market has Hundreds of personal care products among them eighty eight brands were studied for brand awareness and eight products are chosen for the study. Secondary data is collected from the journals, websites, and books.

Data Interpretation and analysis

Table-1 Demographic profile of respondents

Sr. No.	Characteristics	Categories	Frequency	Percentage
1	Age	15-20	5	5
		21-30	40	40
		31-40	25	25
		41-50	17	17
		51-55	3	3
2	Marital Status	Married	63	63
		Unmarried	35	35
		Widow	2	2
3	Education	Lower Secondary	10	10
		Secondary Education	15	15
		Higher Secondary	13	13
		College but not graduate	16	16
		Graduate	35	35
		Post graduate	10	10
4	Occupation	Doctorate	1	1
		Student	20	20

		Labour	13	13
		Business	11	11
		Salaried	24	24
		Unemployed	1	1
		House wife	21	21
		Govt Employee	10	10
5	Income	Less than 10,000	23	23
		11,000-20,000	23	23
		21000-30000	8	8
		31000-40000	16	16
		41000-50000	13	13
		51000-60000	6	6
		61000-70000	2	2
		Above 1 lakh	9	9
6	Earning members	1	29	29
		2	57	57
		3	11	11

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Source- primary data

The study was conducted with a sample size of 100 respondents. On the basis of Demographic factors, maximum (40%) women's are from an age group of 21-30 years and (25%) in the age group of 31-40. Women's are from the age group of 15-20 years are (5%). Only (3%) women's are from the age group of 51-55. According to marital status (63%) women's are married. Whereas (35%) women's are unmarried. Women's from the widow category are (2%). The educational levels of the respondents were also moderate and it varied significantly between the qualifications 10th to Graduate. In occupation maximum i.e. (24%) numbers of respondents are salaried. Which are followed by housewife (21%), the number of respondents in the category of student is significant (20%). Monthly income of family also varies in between category of 10,000 Rs to more than 1 lakh.

Table -2

1. Brand awareness in percentage of personal care products among women.

Toothpaste brands	Frequency and %	Hair oil Brands	Frequency and %	Soap Brands	Frequency and %	Deodorant Brands	Frequency and %
Close up	98	Parachute	100	Lux	72	Spinz	78
Colgate	100	Almond drops	91	Hamam	98	Wild stone	74
Pepsodent	100	Dabar Amla	97	Medimix	100	Envey1000	52
Miswak	96	Kesh kanti	92	Dettol	100	Nivea	78
Babool	97	Hair and care	88	Santoor	100	Fogg	78
Vicco	96	Coco nourish	71	Dove	99	Engage	67
Anchor	74	Nihar shanti	88	Doy care	65	Nike	59
Himalaya	94	Nirmal hair oil	69	Diana	59	Layerer Watergirl	47
Sensodyne	89	Kesh king	93	Fiamo Dvills	64	Fa	59
Dant kanti	90	Sesa	89	Vivel	86	Yardley	64
Dabar red	95	Trichup	57	Superia	75	Secret temptation	49
Average	93.54		85.00		83.45		64.09

Source- primary data

Table 2 Depicts information about brand awareness of personal care products among women in Karad Taluka. Majority of the women's are aware about toothpaste brands (93.54%). Where as awareness of hair oil brands is (85%) and hair oil has (83.45%). Women's are less aware about deodorant brands available in the market (64.09%).

Table -3

2. Brand awareness in percentage of personal care products among women

Body lotion Brands	Frequency and %	Lipstick Brands	Frequency and %	Sanitary Napkin Brands	Frequency and %	Shampoo & conditioner Brands	Frequency and %

Parachute	78	Lakme	96	Sofy	76	Clinic plus	100
Nivea	87	Loreal	80	Don't worry	56	Dove	99
Vaseline	93	Elle 18	73	Carefree	64	Loreal	86
Ponds	90	Ambar	77	Whisper	98	Sunsilk	99
Lakme	87	ADS	54	Stayfree	95	Tressme	77
Ayur	77	Mayblime	64	Cozy care	54	Head&sholuders	98
VLCC	56	Oriflame	64	Pro ease	52	Garnier	92
Dove	86	MAC	45	Nurture	27	Kesh kanti	90
Boro plus	90	Revlon	49	Lady anion	18	Dr.Batra	47
Santoor	84	Lotus	70	Wonder wings	36	Himalaya	90
Himalaya	81	Blue heaven	50	Paree	30	Biotique	43
Average	82.63		65.63		55.09		83.11

Source- primary data

Table 3 also depicts information about brand awareness of personal care products among women in Karad Taluka. Majority of the women's are aware about Shampoo brands (83.11%),and body lotion brands(82.63%),lipstick brands have(65.63%) awareness. Sanitary napkins have less awareness it is just (55.09%).

Hence it is concluded that toothpaste posses the higher awareness(93.54%) and sanitary napkins has lesser awareness (55.09%)among all of the selected personal care products.

Graph 1
Womens source of awareness about personal care products

■ TV ■ Family ■ Friends ■ Newspaper ■ Magazines

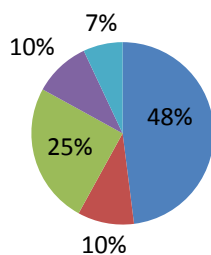


Table 4-Women's sources of awareness about personal care products.

Sources	Frequency	Percentage
1) TV	48	48
2) Family	10	10
3) Friends	25	25
4) Newspaper	10	10
5) Magazines	7	7

Source- primary data

Table 4 shows that majority of the respondents come to know about personal care product brands from TV (48%). Friends are another major source of brands awareness (25%). Family and newspaper are having equal share for creating awareness (10%). Another source of brand awareness magazine (7%) has least share for creating awareness about brands as per the women's response.

Hence it is concluded that TV (48%) is the main source of brand awareness among women's.

Graph No.2
Purchase places of personal care products

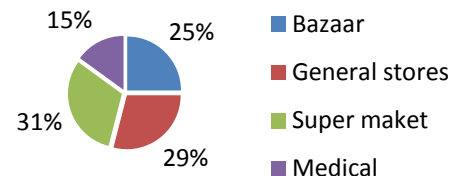


Table-5 Purchase places of personal care products.

Location	Frequency	Percentage
1) Bazaar	25	25
2) General stores	29	29
3) Supermarket	31	31
4) Medical	15	15

Source- primary data

According to table 5 majority of the customers purchase personal care products from supermarket (31%), few customers buy personal care products from bazaar (25%) and general stores (29%). Very few customers purchase personal care products from medical (15%).

Hence it is concluded that supermarket is the main purchase place of personal care products.

Graph 3
Factors influencing identification of brands

- Colour
- Logo
- Writing style of brand name
- Symbol

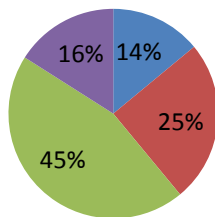


Table- 6

Identifying factor	Frequency	Percentage
1) Colour	14	14
2) Logo	25	25
3) Writing style of brand name	45	45
4) Symbol	16	16

Source- primary data

Table 6 depicts that most of the customer identify brands by its writing style(45%). Logo(25%) is another major factor of identification. Symbol(16%) and colour (14%)has less influence on creating identity of a brand.

Hence it is concluded that writing style of brand name is the most influencing factor for identification of brands.

V. FINDINGS

- Average (93.54%)of the women’s are aware about toothpaste brands. More than half of the women’s (55.09 %) women’s are aware about sanitary napkins brand.
- Women’s are not aware about many sanitary napkins brands, deodorant and lipsticks brands in the market.
- Television plays vital role in creating brand awareness, it has maximum share (48%). Magazines have least impact with just (7%) in creating brand awareness.
- Majority of the customers purchase products from supermarket (31%).
- The study finds that consumers can identify a product by its brand name (45%) when they want to purchase personal care products.

VI. SUGGESTIONS

- The study suggests that personal care product manufacturers should pay attention to the influences of brand.
- More awareness should be created about sanitary napkins, deodorant and lipsticks Brands. Since these products are also helpful for maintaining personal care.
- Personal care product manufacturers have to build a brand and promote its brand awareness through sales promotion, advertising, and other marketing activities especially in case of sanitary napkins.

- There should be more mediums to create awareness among women like internet and social media. Eventually when brand awareness is high, its brand loyalty will also increase.

VII. LIMITATIONS

- Only eight products and Eighty eight brands are considered for the study.
- Present study is carried out only in Karad taluka. Women’s do not reveal personal data easily.

VIII. CONCLUSION

Women’s awareness about personal care products is increased in Karad taluka. Sources like T V, Magazines, and Family help women have to become familiar about product. The study concludes that both the marketer and consumer are important to create and enhance awareness about personal care products .Consumers are well aware about their choice of brand. The change in attitude to spend more on highly priced branded products among high income group. There is a high scope of such products to capture the market. Increasing more sources of awareness like, Internet, Social media promotional activities will lead to more recognition of brands as well as unaware products. Marketers can restudy the market segment and reform the marketing strategies. Increasing supply of products will create more awareness.

IX. REFERENCES

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