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An Empirical Investigation on Factors Influencing Choice of Talcum Powder Amongst Consumers in Mumbai

Dr. Poonam Kakkad

Assistant Professor
Nirmala Memorial Foundation College of
Commerce and Science, Mumbai
University of Mumbai (Maharashtra, India)
E-mail: poonamkakkad0803@gmail.com

ABSTRACT:

The study's major goal was to figure out what characteristics and which element of marketing mix influence the choice of Talcum Powder. Data was collected from 200 respondents using the convenience sample approach. The findings revealed that the ranking of influencing factors on the choice of Talcum powder amongst the consumers is significantly different. Out of the Five marketing mix factors (Product quality, Price, Promotion, Place and Good will) identified, "Product" as it has the highest rank of 3.70. The least influencing factor is "Promotion" as it has the lowest rank of 2.58. This implies that the consumers are most influenced by the product quality itself, while have least influence of Promotions on their choice of Talcum powder. The finding of research showcasing the influencing factors, shall enable the marketer to effectively devise his marketing mix strategy to attract the consumers.

Keywords: Factors Influencing Choice of Talcum Powder and devising marketing mix strategy.

INTRODUCTION:

Talcum powder is a popular cosmetic that is used by both men and women. It has long been prized for its scent and ability to replenish freshness. There are a variety of firms that sell talcum powder under various names. The primary components are more or less the same regardless of brand name. Talcum powder use has risen dramatically not only in cities but also in rural regions. Because of the increased demand for talcum powder, firms have introduced a range of talcum powder with particular models and comfort to fit the preferences of consumers and to fill the market. The

remarkable advancement in talcum powder has heightened rivalry among businesses, agencies, and dealers. Consumer pleasure is the only way to gain market share. Many elements have an impact on it. The talc market was valued at Usd 2.63 billion in 2018 and is projected to reach Usd 3.72 billion by 2026, Growing at a Cagr of 4.42% from 2019 to 2026. Hence an attempt has been made to identify the factors influencing the consumers decision in choice of talcum powder.

REVIEW OF LITERATURE:

Dr. R. Sritharan (2020) in his research paper titled "Factors influencing Brand Choice – An investigation in FMCG Sector" Brand choice issues have spawned considerable attention in recent past both in academic and managerial fields. It has become full-size as companies spend hundreds of thousands of rupeesevery12 months in figuring out the factors that have an effect on choice preference. The main objective of the study was to determine the factors influencing brand choice. By using a convenience sampling method, data were collected from 100 respondents. The technique adopted to identify the factors influencing the consumers to prefer a talcum powder offered by the Factor Analysis. The principal factor method with Orthogonal Varimax Rotation was used. The results found out that brand choice is inevitable in purchase decisions, corporate have to look into account that 'quality aspects', price aspect, 'promotional aspects', 'preferential aspects', 'image aspects' and 'retailers influence' were to be considered for continuous growth.

Vibhuti, Ajay Kumar Tyagi, Vivek Pandey (2014) pointed out that in today's globalised world, customer demands and wants vary with time. The fast-moving consumer goods (FMCG) industry makes a significant contribution to economic growth. of India's Gross Domestic Product As a result, it's critical to track changes in customer buying habits when it comes to FMCG. (Tauseef, 2011) investigated the characteristics that influence consumer impulsive purchasing behaviour in the FMCG industry, focusing on the Indian retail market. The study discovered that as each individual's income rises and more people adopt western culture in terms of dressing, eating, and so on, people's purchasing power has increased significantly, and thus impulsive commodity purchases are on the rise, owing to retail players' pricing strategies and year-round festival offers. (Md. Abbas Ali, V. R., 2012) investigated the factors that influence rural FMCG purchases in South India to find the most important influencing variables. The study discovered that the effect of merchant recommendations has emerged as the most important factor.

OBJECTIVES OF THE STUDY:

1. To study the most influencing Factor for Choice of Talcum Powder amongst consumers in Mumbai

2. To Study if any relationship exist between age and factors influencing Choice of Talcum Powder

3. To Study if any relationship exist between gender and factors influencing Choice of Talcum

Powder

4. To Study if any relationship exist between income and factors influencing Choice of Talcum Powder

RESEARCH METHODOLOGY:

Information relevant to the study on "Factors Influencing Choice of Talcum Powder Amongst Consumers in Mumbai." is collected through a structured Questionnaire. Consumers with different demography in Mumbai are considered as the primary respondents. There are 200 such respondents. The required information collected through the questionnaire is classified and presented below

DATA ANALYSIS:

Information related to the study on "An Empirical Investigation on Factors Influencing choice of Talcum Powder amongst Consumers in Mumbai" is collected through a structured Questionnaire. There are a total 200 respondents considered for this study. The demographic information of these 200 respondents is classified and presented as follows:

Demographics		Frequency	Percent
Gender	Male	77	38.5
	Female	123	61.5
Qualification	12th pass	12	6.0
	Undergraduate	40	20.0
	Graduate	41	20.5
	Postgraduate	95	47.5
	Other	12	6.0
Monthly Family Income	Less than Rs 25000	51	25.5
	Rs 25000 to Rs 50000	39	19.5
	Rs 50000 to Rs 75000	26	13.0
	Rs 75000 to Rs 100000	35	17.5
	More than Rs 100000	49	24.5
Age group	18 to 25 years	50	50.0
	26 to 35 years	29	14.5
	36 to 45 years	32	16.0
	46 to 55 years	21	10.5
	More than 55 years	18	9.0

The above table indicates that out of 200 respondents 77 are male and 123 are female respondents. Among these, 12 are 12th pass, 40 are undergraduates, 41 are graduates, 95 are postgraduates and 12 have other degrees. Also, 51 respondents have monthly family income of less

than Rs 25000, 39 have monthly family income of Rs 25000 to Rs 50000, 26 have monthly family income of Rs 50000 to Rs 75000, 35 have monthly family income of Rs 75000 to Rs 100000 and 49 have monthly family income of more than Rs 100000. Furthermore, 50 respondents are aged between 18 to 25 years, 29 are aged between 26 to 35 years, 32 are aged between 36 to 45 years, 21 are aged between 46 to 55 years and 18 are aged more than 55 years.

For this study, five main factors are extracted using the questions asked in the questionnaire, namely, Product, Price, Promotion, Place and Goodwill. Depending on responses to the respective questions, mean scores for these factors are calculated and described as follows:

Product:

The mean score for influencing factor 'Product' is calculated using the responses on questions including Quality, Fragrance, Long lasting Fragrance, Ingredients and Attractive packaging. Using the appropriate formula, the mean score is calculated to be 66.70 percent, corresponding standard deviation is 21.77, suggesting high variation in the responses.

Price:

The mean score for influencing factor 'Price' is calculated using the responses on questions including Price and free offers. Using the appropriate formula, the mean score is calculated to be 55.80 percent, corresponding standard deviation is 20.60, suggesting high variation in the responses.

Promotion:

The mean score for influencing factor 'Promotion' is calculated using the responses on questions including eye catching display, advertisement and other available brands. Using the appropriate formula, the mean score is calculated to be 56.90 percent, corresponding standard deviation is 21.31, suggesting high variation in the responses.

Place:

The mean score for influencing factor 'Place' is calculated using the responses on questions including Easy availability and retailer's influence. Using appropriate formula, the mean score is calculated to be 57.25 percent, corresponding standard deviation is 21.52, suggesting high variation in the responses.

Goodwill:

The mean score for influencing factor 'Goodwill' is calculated using the responses on questions including Corporate image, Brand name and recommendations. Using the appropriate formula, the mean score is calculated to be 64.26 percent, corresponding standard deviation is 21.80, suggesting high variation in the responses.

Cronbach's alpha test:

Test of reliability of scale: This test is used for validation of Likert scale used in the questionnaire. To validate the scale in this study Cronbach Alpha test is applied. Test is applied for all 200

respondents.

For the Cronbach Alpha test related sub questions for all five factors are considered. The results indicate that the Cronbach Alpha values for Product, Price, Promotion, Place and Goodwill is 0.884, 0.707, 0.815, 0.700 and 0.835 respectively. It is more than the required value of 0.700. Hence the test is accepted. Conclusion is that scale **is reliable and accepted.**

Objective 1: To study the Factors influencing Choice of Talcum Powder amongst consumers in Mumbai.

To investigate the above objective, the following hypothesis is created and tested for its statistical significance.

Null Hypothesis H_{01}: There is no significant difference in the influencing factors on the choice of Talcum powder amongst the consumers.

Alternate Hypothesis H_{11}: There is a significant difference in the influencing factors on the choice of Talcum powder amongst the consumers.

To test the above Null Hypothesis, Friedman's test is applied and p-value is calculated. Results are shown in the table below:

Test Statistics[a]	
N	200
Chi-Square	108.270
Df	4
p-value	.000
a. Friedman Test	

Interpretation:

The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, Friedman's test was rejected. Hence Null hypothesis is rejected and Alternate hypothesis is rejected.

Conclusion:

There is a significant difference in the influencing factors on the choice of Talcum powder amongst the consumers.

Finding:

is that the ranking of influencing factors on the choice of Talcum powder amongst the consumers is significantly different. It is observed that there is a significant difference in the mean rank of the most influencing and the least influencing factors. This can be observed in the following table:

Ranks	
	Mean Rank
Product	3.70
Price	2.63
Promotion	2.58
Place	2.63
Goodwill	3.46

The above table indicates that the most influencing factor on the choice of Talcum powder amongst the consumers is "Product" as it has the highest rank of 3.70. The least influencing factor is "Promotion" as it has the lowest rank of 2.58. This implies that the consumers are most influenced by the product quality itself, while have least influence of Promotions on their choice of Talcum powder.

Objective 2: To Study if any relationship exists, between age and factors influencing Choice of Talcum Powder.

To investigate the above objective, following hypothesis is created and tested for its statistical significance.

Null Hypothesis H_{02}: There is no significant difference in the five influencing factors across age groups of consumers.

Alternate Hypothesis H_{12}: There is no significant difference in the five influencing factors across age groups of consumers.

To test the above Null Hypothesis ANOVA is obtained and F-test is applied. Results are shown in the table below:

Five Influencing factors across Age group		
Influencing Factor	p-value	Result
Product	0.001	Significant difference
Price	0.470	No Significant difference
Promotion	0.553	No Significant difference
Place	0.288	No Significant difference
Goodwill	0.019	Significant difference

Interpretation:

The above results indicate that the calculated p-value is 0.001, 0.470, 0.553, 0.288 and 0.019 respectively for Product, Price, Promotion, Place and Goodwill. It is more than 0.05 for all except for

Product and Goodwill. Therefore F-test is accepted for all except for Product and Goodwill. Hence Null hypothesis is accepted and Alternate hypothesis is rejected for all except Product and Goodwill.

Conclusion:

There is no significant difference in the Price, Promotion and Place as Influencing factors across age groups of consumers but there is a significant difference in the influence by Product and Goodwill across the age group of consumers.

Finding:

The influence of Price, Promotion and Place on choice of talcum powder is similar across all age groups of the consumers, but the influence of Product and Goodwill is higher in consumers with higher age groups. It is observed that the mean score of Product is highest at 77.33 percent for the consumers aged above 55 years, while it is lowest at 60.24 percent. Similarly, the mean score of Goodwill is highest at 74.81 percent for the consumers aged above 55 years, while it is lowest at 59.53 percent.

Objective 3: To Study if any relationship exists, between gender and factors influencing Choice of Talcum Powder.

To investigate the above objective, the following hypothesis is created and tested for its statistical significance.

Null Hypothesis H_{03}: There is no significant difference in the five influencing factors across gender of consumers.

Alternate Hypothesis H_{13}: There is no significant difference in the five influencing factors across gender of consumers.

To test the above Null Hypothesis ANOVA is obtained and F-test is applied. Results are shown in the table below:

Five Influencing factors across Gender		
Influencing Factor	p-value	Result
Product	0.007	Significant difference
Price	0.852	No Significant difference
Promotion	0.035	Significant difference
Place	0.044	Significant difference
Goodwill	0.003	Significant difference

Interpretation:

The above results indicate that the calculated p-value is 0.007, 0.852, 0.035, 0.044 and 0.003 respectively, for Product, Price, Promotion, Place and Goodwill. It is less than 0.05 for all except for Price. Therefore F-test is rejected for all except for Price. Hence Null hypothesis is rejected and

Alternate hypothesis is accepted for all except Price

Conclusion:

There is a significant difference in the Product, Promotion, Place and Goodwill as Influencing factors across gender of consumer, but there is no significant difference in the influence by Price across the gender of consumers.

Finding:

The influence of Price on choice of talcum powder is similar across gender of the consumers, but the influence of Product, Promotion, Place and Goodwill is higher in the female consumers as compared to the male consumers. It is observed that the mean score of Product is highest at 69.95 percent for the female consumers, while it is lowest at 61.50 percent for male consumers. Similarly, the mean score of Promotion is highest at 59.40 percent for the female consumers, while it is lowest at 52.90 percent for male consumers. Also, the mean score of Place is highest at 59.67 percent for the female consumers, while it is lowest at 53.37 percent for male consumers. Further, the mean score of Goodwill is highest at 67.85 percent for the female consumers, while it is lowest at 58.52 percent for male consumers.

Objective 4: To Study if any relationship exists, between monthly family income and factors influencing Choice of Talcum Powder.

To investigate the above objective, the following hypothesis is created and tested for its statistical significance.

Null Hypothesis H_{04}: There is no significant difference in the five influencing factors across monthly family Income of consumers.

Alternate Hypothesis H_{14}: There is no significant difference in the five influencing factors across monthly family Income of consumers.

To test the above Null Hypothesis ANOVA is obtained and F-test is applied. Results are shown in the table below:

Five Influencing factors across Monthly Family Income		
Influencing Factor	p-value	Result
Product	0.000	Significant difference
Price	0.015	No Significant difference
Promotion	0.052	Significant difference
Place	0.001	Significant difference
Goodwill	0.000	Significant difference

Interpretation:

The above results indicate that the calculated p-value is 0.000, 0.015, 0.052, 0.001 and 0.000

respectively, for Product, Price, Promotion, Place and Goodwill. It is less than 0.05 for all except for Promotion. Therefore F-test is rejected for all except for Promotion. Hence Null hypothesis is rejected and Alternate hypothesis is accepted for all except Promotion.

Conclusion:

There is a significant difference in the Product, Price, Place and Goodwill as Influencing factors across monthly family income of consumers, but there is no significant difference in the influence by Promotion across the monthly family income of consumers.

Finding:

The influence of Promotion on choice of talcum powder is similar across monthly family income of the consumers, but the influence of Product, Price, Place and Goodwill is lower in the consumers with lower monthly family income as compared to the other consumers. It is observed that the mean score of Product is highest at 75.18 percent for the consumers with monthly family income of more than Rs 100000, while it is lowest at 49.88 percent for consumers with monthly family income less than Rs 25000.

Similarly, the mean score of Price is highest at 61.53 percent for the consumers with monthly family income between Rs 25000 to Rs 50000, while it is lowest at 48.23 percent for consumers with monthly family income less than Rs 25000. Also, the mean score of Place is highest at 65.42 percent for the consumers with monthly family income between Rs 75000 to Rs 100000, while it is lowest at 47.64 percent for consumers with monthly family income less than Rs 25000. Further, the mean score of Goodwill is highest at 70.06 percent for the consumers with monthly family income more than Rs 100000, while it is lowest at 51.24 percent for consumers with monthly family income of less than Rs 25000.

CONCLUSION and SUGGESTIONS:

The ranking of influencing factors on the choice of Talcum powder amongst the consumers is significantly different. The study also indicated that the most influencing factor on the choice of Talcum powder amongst the consumers is "Product" as it has the highest rank of 3.70. The least influencing factor is "Promotion" as it has the lowest rank of 2.58. This implies that the consumers are most influenced by the product quality itself, while have least influence of Promotions on their choice of Talcum powder.

It is observed that there is a significant difference in the mean rank of the most influencing and the least influencing factors. The study has concluded that there is a significant difference in the Product, Price, Place and Goodwill as Influencing factors across monthly family income of consumers.

There is no significant difference in the influence by Price across the gender of consumers. There is a significant difference in the influence by Product and Goodwill across the age group of

consumers.

The marketers should consider the factors and their variables influencing the purchase of customers to capture the market share.

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