

AN EMPIRICAL ANALYSIS OF POST-PURCHASE BEHAVIOUR OF CONSUMER'S AND ITS IMPACT ON SATISFACTION TOWARDS ITC PERSONAL CARE PRODUCTS

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ABSTRACT

The Fast Moving Consumer Goods (FMCG) industry in India is the largest sector and over the years has been growing at a very high rate, the market is expected to grow at US\$ 110.4 billion during 2012-2020. Changing the lifestyles of Consumer's has been the key growth drivers for the Consumer market. India's policies and regulatory framework is developed recently to provide relaxation of license rules and approval of 51 per cent foreign direct investment (FDI) in multi-brand and 100 per cent in single-brand retailing. With this increasing market the Consumer satisfaction and behaviour has attracted much attention in recent years. Various organizations are doing research and analysis in understanding the consumers, and their behaviour and satisfaction level on personal care products. Satisfaction is an outcome of purchase and use of product by the buyer's. Measures of Consumer satisfaction may potentially be good, concurrent, and leading predictors of sales, competitive markets, societal performance of the firm and measures of Consumer behavior may be particularly useful for firms to identify and correct problems in the marketing process. This study analyses the post-purchase behaviour of consumer's and estimate the level of satisfaction of ITC personal care products. The primary data is collected from consumers and statistical tools like simple percentage method, t-test and ANOVA are used to draft analysis.

Keywords: FMCG sector, Personal Care Products, Post Purchase behaviour and Consumer Satisfaction.

INTRODUCTION

Globally accepted fact is that marketers have become dynamic and the Consumer has control over the strategic decisions made by the companies. Recent years companies are strengthening

to understand the pulses of Consumers and their buying pattern. India, it is being a nation of diverse cultures and traditions, understanding the Consumers buying pattern become a difficult task. Increasing of globalization and the continuous changes in the country, many multinational companies have started making a foray into Indian FMCG market due to its sky-scraping potential.

In this competitive place where Consumer are the kings, success depends on the efficiency of the marketers in delivering what they have promised. The responsibility lies in the hands of organizations to develop business ethics, value and quality services are offered to achieve higher level of Consumers satisfaction.

For achieving Consumer satisfaction understanding dynamic Consumer behaviour is essential for organizations or marketers. As true believers in the marketing concept marketer should try their best to meet needs of Consumers. organizations should follow a proactive approach i.e. begin the satisfaction management process before they even come in and also be reactive i.e. look forward for Consumer complaints, welcome them and tell them what to do. This study is an attempt to develop a thought on consumer behaviour and identifying the satisfaction level and framing marketing strategies to increase relationship with customer.

Review of Literature:

Review of literature is an indispensable part of research which opens the eyes of researcher to carry out their research in various dimensions. Through the review of earlier studies related to a relevant area in which research is intended to be carried on, the researcher came across the various ways in which the research was started. The path through which such research journeyed and how such research reached its destination. Hence this study was born out of the earlier studies related to consumer satisfaction and behavior in FMCG sector. The review highlighted the present study into a meaningful, thought provoking and a brighter one. Further the review of earlier studies has helped this research to have a good shape in analytical terms. Dr. Vibhuti, Dr. Ajay Kumar Tyagi, Vivek Pandey Study reveals that consumer behaviour is largely effected by place, product, price, promotion, physiological and pshycological factors. However effect of these factors also differ from product to product.

Mr. S. Thanigachalam, Dr. K. Vijayarani, focused on consumer behavior towards purchase decision, pre-purchase behaviour, consumer behavior at the time of purchase and post-purchase behaviour towards fast moving consumer goods in Puducherry.

According to Kotler and Armstrong, consumer buying behavior refers to the buying behavior of the individuals and households who buy goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they purchase of goods and services. This

behavior then impacts how products and services are presented to the different consumer markets. There are many components which influence consumer behavior namely; cultural, social, personal, and psychological.

Chitra. R (2014) “An empirical study on Customers Purchase Intention towards Branded Apparels”, this paper aims to study factors affecting customer’s purchase intention towards branded apparel. Purchase intention is explained in terms of general consumer variables (normative influence, consumer confidence) and brand specific variables (perceived quality, emotional value).

Rajasekaran, B and Saravanan, P. A. (2014) highlighted, “Consumer’s Satisfaction on Fast Moving Consumer Goods”. The study concentrates on the attitudes, values, beliefs and perception of the consumers with regards to the consumption of fast moving consumer goods. To study the brand preference of fast moving consumer goods, the preference and opinion of consumer towards popular brands have been taken into consideration.

Shanmugapriya .G and Sethuraman .R, (2014) “Consumers” Satisfaction towards Hamam Soap in Thanjavur Town”, the marketing scenario in India has undergone vast change since 1991 due to the economic reforms. Post-liberalization, competition intensified in every product line and market, which forced brands to redefine their norms of existence in all industries. In the FMCG industry, especially in toilet soap sector there has been severe competition among the MNCs, national and local players. Brand loyalty is determined by several distinct psychological processes of the consumers and entails multivariate measurements.

Sonia and Garima Dalal, (2014) “To Study the Satisfaction Level of Customers towards the Brand of Consumer”s Goods - A Study Carried out on Rural Masses”, The Indian Fast Moving Consumer Goods (FMCG) industry began to shape during the last fifty odd years. The FMCG sector is a corner stone of the Indian economy. This sector touches every aspect of human life. Indian FMCG market has been divided into organized sector and the unorganized sector.

Anil Chandhok suggested that many companies have attempted multiple segmentation approaches in the rural market but it is clear that one cannot rely on a specific segmentation approach. Rather, one needs to explore and understand customers through behavioral research or by undertaking pilot projects in rural areas to identify well- defined segments. The greatest problem is that the rural market is still evolving in efficient dissemination of information and there is no set format to understand consumer behavior. A lot of research is still to be carried out in order to understand the rural market. The future is certainly bright for the Indian rural market through the effective implementation of STP strategy, which will create more room for all players, including consumers, marketers and investors.

Mowen found that the focus of many consumer decisions was on the feelings and emotions associated with acquiring or using the brand or with the environment in which it was purchased or used than its attributes. Whether consumer decision was attribute-based or driven by emotional or environmental needs, the decision process discussed helps to gain insights into all types of purchases.

T.Mamatha in her study 'Post purchase behavior and consumerism' says that consumer behavior is a very complex phenomenon, which needs more efforts to understand, explain and predict. In order to get a clear understanding of the same, every marketer should realize that consumer behavior is, in fact, an assumption every marketing manager must make, if he plans to market on any basis other than hit-or-miss. Although some individuals find it difficult to make this assumption, one must agree that behavior is not so erratic or mysterious that it defies explanation.

Susan Chirayath (2007) explains in their research 'Impact of Promotional Activities on Consumer Buying Behavior' that, FMCG Sector in India is characterized by cut throat competition, which leads to brand proliferation in various categories. In matured urban markets consumer sales promotion to differentiate one's offer is a very common practice. In fact consumers are lured by the ever increasing budget allocated to these activities. In such a scenario it is very essential to study how consumers make their choices in FMCG category where there are several brands in the consideration set of the consumer. Since the final risk being low, consumers do not mind switching from one brand to another due to sales promotion offers. Thus it becomes imperative to the marketer to learn about consumer preferences with respect to sales promotion offers, what schemes do the consumers prefer for what kinds of brands, which media they prefer to learn about the schemes, whether they prefer incentives immediately or at a later date.

Dr. T. Duraipandi, R. Kalaiselvi Paper focused on the factors influencing the consumers to choose a particular brand of skin care cosmetic product.

Saima Ulfat (2013) studied the role of brand consciousness and price sensitivity in relation with satisfaction of females with their selected beauty care products.

Scope of the study:

The study is limited to the consumers from chittoor town and collecting post purchase behaviour information and the satisfaction level of consumers on ITC personal care products.

Need of the Study

The research focused on understanding the need and wants of consumers through investigating their post purchase behaviour and satisfaction level.

Objectives of the study:

To analyze the satisfaction level of consumers related to ITC personal care products through post purchase behaviour.

To study how demographic information plays a significant role in purchasing of ITC Personal care products.

Research Methodology

The study uses samples randomly chosen among the targeted population from chittoor town. The total of 100 consumers were taken, out of which 6 consumers did not be responded. So, total of 94 consumer’s analyzed. This study is based on completely primary data collected through the questionnaire “A survey on ITC Personal Care products”. The collected data was analyzed by using qualitative and quantitative techniques. The primary data collected from the consumers was analyzed by using the frequencies, t-test, Anova, with SPSS Software.

Data Analysis

Table 1: Shows Frequency Distribution Age		
Particulars	Frequency	Percent
Above 20	21	22.3
20 to 30	32	34
30 to 40	26	27.7
Below 50	15	16
Total	94	100
Gender		
Particulars	Frequency	Percent
Male	31	33
Female	63	67
Total	94	100

Income		
Particulars	Frequency	Percent
5000 to 10000	18	19.1
10000 to 20000	14	14.9
20000 to 30000	20	21.3
30000 to 40000	20	21.3
Below 50000	22	23.4
Total	94	100
Education		
Particulars	Frequency	Percent
SSC	18	19.1
Intermediate	24	25.5
UG	17	18.1
PG	35	37.2
Total	94	100
Marital Status		
Particulars	Frequency	Percent
Married	35	37.2
Not Married	59	62.8
Total	94	100

Table 2:t-test

Ho: There is no relationship between price , Promotion, product and distribution on the basis of gender

Group Statistics							
	Gender	N	Mean	Std. Deviation	Std. Error Mean	t-value	P-Value
Do you staisfied with price offered by ITC?	Male	31	2.03	.983	.176	-5.61	0.014
	Female	63	2.73	1.273	.160		
ITC promotional aspects are good	Male	31	2.68	1.833	.329	1.344	1.007
	Female	63	2.41	1.756	.221		
Do you satisfied with product offered by ITC	Male	31	2.16	1.655	.297	-3.907	0.11
	Female	63	2.90	1.811	.228		
Do you satisfied with distribution system of ITC products	Male	31	2.77	1.586	.285	2.834	.321
	Female	63	2.27	1.658	.209		

Table 2:t-test

Ho: There is no relationship between price , Promotion, product and distribution on the basis of gender

Source: Computed from the primary data * significant at 1 % level

Interpretation: It was observed from the above table that the calculated p value is higher than 1 percent significance level so it shows the relationship between marketing mix elements and gender that’s why null hypothesis is rejected.

Table 3:t-test

Ho: There is no relationship between price, Promotion, product and distribution on the basis of marital status.

Group Statistics							
	MaritalStatus	N	Mean	Std. Deviation	Std. Error Mean	t-value	P-Value
Are you satisfied with price offered by ITC?	Married	35	3.03	1.339	.226	6.592	
	Not Married	59	2.19	1.042	.136		0.003
ITC promotional aspects are good	Married	35	2.71	1.919	.324	1.771	0.758
	Not Married	59	2.37	1.691	.220		
Are you satisfied with product offered by ITC	Married	35	1.94	1.589	.269	-6.356	0.004
	Not Married	59	3.08	1.774	.231		
Are you satisfied with distribution system of ITC products	Married	35	2.66	1.862	.315	1.954	0.664
	Not Married	59	2.31	1.500	.195		

Source: Computed from the primary data * significant at 1 % level

Interpretation: It was noticed from the above table price and product was not having that much effect on marital status ,so null hypotheses is accepted and for promotion and distribution has a greater price that p value that’s why we reject null hypothesis.

Table 4

Ho: There is no relationship between price, Promotion, product and distribution on the basis of educational qualification

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Are you satisfied with price offered by ITC?	Between Groups	12.215	3	4.072	2.337	.079
	Within Groups	156.775	90	1.742		
	Total	168.989	93			
ITC promotional aspects are good	Between Groups	4.503	3	1.501	.467	.706
	Within Groups	288.997	90	3.211		
	Total	293.500	93			
Are you satisfied with product offered by ITC	Between Groups	53.933	3	17.978	8.281	.000
	Within Groups	195.397	90	2.171		
	Total	249.330	93			
Are you satisfied with distribution system of ITC products	Between Groups	4.486	3	1.495	.546	.652
	Within Groups	246.631	90	2.740		
	Total	251.117	93			

Source: Computed from the primary data * significant at 1 % level

Interpretation: It was noticed from the above table price, promotion and distribution has a greater p value that's why we reject null hypothesis and product was not having that much effect on education ,so null hypotheses is accepted.

Findings

- From the study it was found more female respondents and un married respondents are highly preferred to purchase personal care products.

- It was found that the price, place, promotion and product plays an important role in purchasing product.
- The observation from my study is the demographic information i .e. age, gender, education and Martial status plays very important role in purchasing of product.
- Majority of people are satisfied with the price of ITC personal care products
- It was observed that the dissatisfaction on promotional aspects are high related to ITC personal care products

Suggestions

- The company should focus more on promotional aspects and it should build loyalty towards their customer related to personal care products so that dissatisfaction can be removal.
- All ready ITC brand occupied very good market and because of the competitors it was suggested to the company to maintain better and continuous CRM so that satisfaction can increase.
- It was suggested consumer's need and wants are important in launching of product it helps in innovating the new product so that the existing problem related to personal care products can remove.

CONCLUSION

The present study concluded that, successes of many businesses depend on their ability to create and retaining the consumers. Companies to sell their products in standard price with good quality, availability of brands in all stores and is less cost to attracting new customers. Brand Loyalty provides companies strong and competitive weapons to fight with competitors in the market place. To achieve all the factors influencing the consumer's behaviour towards the purchase the marketer should understand the sensitivity of consumers on brand, quality, packaging, promotion, distribution and price of the product.

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