

Factors affecting Purchasing of Deodorant: a consumer behavioral study on Kamasutra Deodorant in Thane, Maharashtra

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Abstract - In today's world, with the increase in self-service and change in consumer lifestyle it has become necessary to study role of packaging elements and labeling information on consumer buying behavior. Primary packaging and labeling elements plays an important role in consumer buying decision and it could be treated as driving force for buying decision. This Primary Research has been conducted in Thane, Maharashtra, India on a sample size of 304. When it comes to packaging elements, Single Spray Dispensing Mechanism plays the role of the most appealing element due to which consumers are attracted towards purchasing deodorants. When it comes to labeling information, the "Variant" of the deodorant is always checked by most of the consumers while purchasing. The study found that most of the consumers liked Bottle made up of Aluminum material instead of PET. It was also found that most of the consumers liked deodorant bottles which were tall in height and small in diameter rather than short in height and big in diameter.

Key Words: Spray dispensing mechanism, packaging elements, labeling information, PET

I. INTRODUCTION

India's deodorant market is in initial phase of developing and spreading into the vast consumer base of the world's second largest population – 1.28 billion. According to global report and market research firm Nielsen, in the 12 months to May 2014, Indian deodorant sales revenues were £214.994m (US\$338m). And according to Mintel, this figure is expected to increase by a staggering 26.8% to total £273.604 in 2015. This is just a six to seven year-old story for deodorants in India. The annual growth rate of the industry is about 18% and this rate is hoped to continue for another four to five years. India is hoped to be one of the fastest growing markets in the world for deodorant sprays over 2012-2016, with the category set to supplement 77 million units to global consumption. Indian per capita consumption of deodorant sprays is expected to increase from 12.5ml in 2012 to 20.3ml in 2016. This is only be just over a third of the global average consumption rate, which indicates plenty of scope for further penetration and product development, according to market research company Euromonitor. The high growth rate is due to the low market ingress of deodorant products, which are currently used by only 10% of the population. Furthermore, India's tropical climate makes deodorants more popular. Here climate is dusty, it is smelly, and the weather is very hot and humid. Nobody wants to smell and stink, 85% of all deodorant sales happen in the big cities. For the resulting sweat problems, there is already a big market for talcum powder in India with annual sales of £159m (US\$250m). The market

presently is upgrading to deodorants because talcum powders do not destroy bacteria and the smell remains with the consumer. Spray and share Aerosol sprays are the most popular deodorant format, because of their ease of application, immediate dryness and durability. Other sub-categories of deodorants, such as roll-ons and gels constitute only 5% of the Indian market.

II. BRANDED PLAYER

Brand leaders The major deodorant brands in India consists of Kama Sutra (J K Ansell Ltd); Axe (Hindustan Unilever); Fogg (Vini Cosmetics); Engage (ITC Ltd); Spinz (CavinKare Ltd), Nivea (Beiersdorf); Old Spice (Procter & Gamble); Park Avenue (Raymond Group); Yardley London (Wipro Ltd); Brut (Idelle Labs Ltd); Adidas (Coty); Reebok (Reebok International Ltd); and Garnier (L'Oréal) In January this year, Indian personal care company Vanesa Care Ltd introduce its ENVY After Dark series, with an eye on the upper segment of the market and advertising heavily on television channels. Vanesa Care's ENVY brand, consists After Dark, aims to challenge the stereotypes of the category, like the use of deodorants to attract girls. Brands have also been employing increasingly high profile stars to promote their products. For example, in June 2014, Emami Ltd introduced its He deodorant brand in 23 cities with the top Bollywood action Hero Hrithik Roshan as its official brand ambassador. Axe, Wild Stone, Garnier, Adiction (Mankind Pharma) and several other brands also use Bollywood actors to promote their brands,

The durability of a fragrance is a very important parameter for deodorant manufacturers. In their briefs for perfumers, companies always wish something that lasts six to eight hours. They also usually display some specific perfume notes for further development, but sometimes also go for fragrances that are already popular. Deodorant companies also generally have a strict budget for the purchase of fragrances. At any given time they have several fragrances in their library. Sometimes they tweak them according to the requirement or they might accept. The perfume making company only charges for the price of fragrance and there is generally no separate developmental cost. Depending on the client, the cost of the fragrance is in between \$20-\$40 per kilogram. It never use very high end materials like pure essential oils when working on deodorants. However, the largest cost component when developing a deodorant is the expense of manufacturing metal cans. Scents of attraction with increased focus on male customers, deodorant companies are looking for attractive male fragrances, which is to be more citrusy, woody, amber-orientated, ozonic, watery and fresh, while female fragrances are more of floral and sweet. Manufacturers of consumer products generally use the label in their products. Basically they states manufacturer detail, where it was made, when it was made, What it contains how to use it etc

Packaging elements can be divided into two major parts which are verbal elements and visual elements. Color, graphic, size, form and material are understood as visual elements, while product information, producer, country-of-origin and brand considered are verbal elements. Consumer purchase behavior can be studied on both verbal and visual elements.

Objective of the study

- To find out the most appealing aesthetic element of packaging due to which most of the consumers are attracted towards purchasing deodorants.
- To identify which labeling element consumers do always check before purchasing deodorant.



III. RESEARCH METHODOLOGY

The theoretical framework for dependent and independent variable are as follow.

Dependent Variable	1. Consumer Buying behavior
Independent variables (Packaging elements)	1. Packaging Color
	2. Size of the bottle
	3. Shape of the bottle
	4. Material of the bottle
	5. Dispensing Mechanism
Independent Variables (Labeling Information)	1. Variant of deodorant
	2. Parent brand
	3. Net Content
	4. Manufacturer detail
	5. Direction for usage
	6. Manufacturing & Expiry date
	7. Caution
	8. Ingredients

This study is based on descriptive research. Structured questionnaire was used as data collection tool. Research was conducted on the sample size of 344 and Non-probability convenience sampling method was used as sampling method. Target audience was taken as 18-35-year age group individual and user of deodorant. MS-Excel 2016 and SPSS V17 was used as data analysis tools. Descriptive analysis, Friedman test and Cross-Tab were used as data analysis methods.

IV. DATA ANALYSIS

1. Level of Importance for different packaging element while buying deodorant.

	Not at all Important	Low Important	Doesn't Matter	Moderately Important	Very Important
Color	72	112	80	24	16
Size	8	96	88	80	32
Shape	64	120	56	48	16
Packaging Material	56	88	56	48	56
Dispensing Mechanism	24	56	40	96	88

2. Importance of labeling information on consumer buying behavior.

	Always	Sometimes	Rarely	Never
Variants of deodorant	256	40	8	0
Parent Brand	136	120	40	8
Net Content	112	136	16	40

Manufacturer Detail	80	104	80	40
Directions for Usage	64	152	32	56
Manufacturing and Expiry Date	240	24	16	24
Caution	104	144	48	8
Ingredients	48	152	64	40

Hypothesis 1:

Test for Non-Parametric Data: Friedman’s Test

H0: color, size, shape, Packaging material and dispensing mechanism have same effect on consumer while purchasing deodorant.

H1: At least one aesthetic element has different effect on consumer while purchasing deodorant.

Total N	304
Test Statistic	192.980
Degrees of Freedom	4
Asymptotic (2-sided Test)	0.000

P Value for Aesthetic element data is 0.000 which is less than the level of significance 0.05, thus we can conclude that at least one out of five elements has significantly different effect.

	Color	Size	Shape	Packaging Material	Dispensing Mechanism
Valid	304	304	304	304	304
Missing	0	0	0	0	0
Mean	2.3421	3.1053	2.4474	2.8684	3.5526
Median	2.0000	3.0000	2.0000	3.0000	4.0000

In above table we can see mean and median values for responses of all five elements. In the questionnaire one being Not at all important and 5 being very important, element having higher median value will be the most important parameter for consumer while purchasing deodorant. Thus, from above table Dispensing Mechanism is the most important aesthetic element for consumer while purchasing deodorant.

Hypothesis 2:

Test for Non-Parametric Data: Friedman’s Test

H0: All labeling elements have same effect on consumer while purchasing deodorant.

H1: At least one labeling element has different impact on consumer while purchasing deodorant.

Total N	304
Test Statistic	534.950
Degrees of Freedom	7
Asymptotic (2-sided Test)	0.000

P Value for labeling element data is 0.000 which is less than the level of significance 0.05, thus we can conclude that at least one out of eight elements has significantly different effect.

	Variant of the deodorant	Parent Brand	Net Content	Manufacturer Detail	Directions for Usage	Manufacturing and Expiry Date	Caution	Ingredients
N Valid	304	304	304	304	304	304	304	304
Missing	0	0	0	0	0	0	0	0
Mean	1.1842	1.7368	1.9474	2.2632	2.2632	1.4211	1.8684	2.3158
Median	1.0000	2.0000	2.0000	2.0000	2.0000	1.0000	2.0000	2.0000

Friedman’s Test Mean Rank	
Labeling Information	Mean Rank
Variant	2.78
Manufacturing and Expiry Date	3.32
Parent Brand	4.11
Net Content	4.53
Caution	4.58
Manufacturer Detail	5.43
Directions for Usage	5.45
Ingredients	5.82

In the above table, we can see Mean Rank responses of all the eight elements. In the questionnaire 1 being “Always” and 4 being “never”, element having Lower Mean Rank value will be the most important parameter for consumer while purchasing deodorant. Thus, from above table we can conclude that Variant of the deodorant is the most important element of labeling for consumer while purchasing deodorant.

V. CONCLUSION

Result of the study regarding role of packaging elements and labeling information on consumer buying behavior can be concluded as following:

All the packaging elements including Dispensing mechanism, Size of the bottle, Shape of the bottle, Color/Graphics of the bottle and Packaging material of the bottle plays significant role on consumer buying behavior thus companies should focus on all the aspects of packaging while developing deodorant.

Labeling Information includes variant of deodorant, Manufacturing and Expiry date, Parent Brand, Net content, Caution, Manufacturer details, Direction for usage and ingredients plays an important role on consumer buying behavior while purchasing deodorant. Companies should focus on labeling information also because consumers do check that before purchasing deodorant.

VI. RECOMMENDATIONS

It is highly recommended to the business unit that single spray dispensing mechanism is the most appealing packaging elements for consumer while purchasing deodorants. In Indian deodorant market, there are only few deodorants with single spray dispensing mechanism thus company can develop such product to increase the market share.

It is also recommended that marketer should give more focus on variant of the deodorant while developing deodorant as it is the most checked labeling information by consumers while purchasing deodorant.

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