BUYERS' PREFERENCE OF VILVAH PRODUCTS IN COIMBATORECITY

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ABSTRACT

An attempt is made to examine the buyers' preference of Vilvah products in Coimbatore City. The survey was administered among 100 Vilvah product users. Each of the survey responses were entered in SPSS and analysed using Chi-Square test, Ranking and ANOVA. From Chi-square analysis it is clear that there is significant association between monthly income of respondents and price factor. From Ranking it is clear that offers provided for the product secured the 1stRank followed by the price of the product, free shipment, attractive package of the product and the 5th rank is given for the quality of the product. From ANOVA it is inferred that the opinion among the age group of the respondents towards price satisfaction does not differ significantly.

Key Words: Buyers Preference, Vilvah Products, Marketing, Cosmetics

INTRODUCTION

In recent years Indian cosmetics and personal care industry, has seen a tremendous growth. Personal care and cosmetics are available at retail stores, boutiques around the world. Indian cosmetics are divided into 5 major categories such as body care, face care, hair care,hand care and color cosmetics. BPC (Beauty and Personal Care) industry net worth is of 8 billion US$during 2016.In India's GDP BPC plays a vital role. Hindustan Unilever, Colgate-Palmolive India and L'oreal are the 3 top most international players in cosmetic industries. Gillette India, Johnson & Johnson (India), Procter & Gamble home products plays a prominent role in Indian cosmetic market. Domestic players were catching up over the review period with the emergence of

the trends towards natural, herbal and ayurvedic products. Prominent domestic players include Godrej Consumer Products, Dabur India, Marico, Wipro Consumer Care & Lighting, Emami and Patanjali Ayurved. The introduction or emergence of social media, had led to each and every organization to start to perform their marketing activities on social media websites which are frequently used by the people due to the advent of technological advancements and internet.

OVERVIEW OF VILVAH

The founder of Vilvah products is Mrs.Kruthika Kumaran. Vilvah Store is a sustainable skincare brand, which makes skincare goodies with the freshest ingredients and high-performance formulation which brings the right mix of agricultural produce, carrier oils, butter and essential oils to nourish the skin by embracing the simple yet effective properties of the ingredients. The produce is obtained in its purest form, without any harsh chemicals, additives, synthetic oils or perfumes and this is the very basis of Vilvah Store. Their products have no sulfates, no silicones, no parabens, no artificial fragrance, no harsh chemicals, no glycols, no GMOs.So Vilvah gives each product with finest natural ingredients like carrier oils, essential oils, nourishing butter and other agricultural produce sourced ethically from local produce. All the products are made in small batches and not mass produced. This helps to establish control over the quality of the product. All the products are biodegradable even the paper used is ethical paper. They ship all over the world and also, they process the international orders within 3 to 7 business days.

STATEMENT OF THE PROBLEM

The present study is an attempt to examine the buyers' preference towards Vilvah products in Coimbatore District. Consumers are highly influenced towards cosmetics products therefore marketers need to implement various strategies and tactics frequently in order to create and maintain customers. Hence, this article aims to explore the consumers buying preference and attitude towards Vilvah products in Coimbatore District.

OBJECTIVES OF THE STUDY

1. To study the demographic profile of the respondents.

2. To identify the awareness, preference, satisfaction level and problems faced by consumerstowards Vilvah products.

LITERATURE REVIEW

Abdullah Bin Junaid, Reshma Nasreen, Ravichandran, N. (2013) the researchers found out the role of brand in purchasing cosmetics product, and to find out the most preferred place for purchasing cosmetic products. The data were collected from 3 different cities of India like Lucknow, Shimla and Chandigarh. The data were

collected from 360 respondents. The collected data were analysed using SPSS software.From the study it is clear that 59.7% of respondents felt that brandplays a very important role in purchasing the cosmetics products. 44.4% of respondents purchase cosmetic products from the cosmetic store and 29.4% of respondents purchase from the drug store.

Nilesh BalvantAnute and Anand Deshmukh (2015) aimed to study the consumer buying behaviour towards cosmetic products. The data were collected in Pune City from 200 respondents by using Non-probability convenience sampling technique. From the study it is clear that majority of the respondents belongs to the age group of 15-30 years, 65% of respondents prefer domestic brand of cosmetic products, 60% of the respondents are willing to buy cosmetic products from organic shop and 50% of the respondents are aware of the cosmetic products through television.

Rambabu Lavuri andSreeramulu, D (2019) aimedto focus on buying behaviour of women consumers.Data was conducted among 172 respondents through structured questionnaire. The data was analyzed by using ANOVA, Correlation by using SPSS 23.0. The result of ANOVA reveals that demographical factors of respondents have significant mean difference with buying personal care products, products factors like quality, price, brand loyalty have significant impact on consumer buying behaviour. The result of Correlation analysis indicates that marital status and education have strong association with buying of personal care products.

Mohd Farid, Mohamed Bilal Basha, Kausar Saida and Kadir Baharudin (2020) they examined the consumer buying behaviour towards cosmetic products in large retail outlets in Chennai region, Tamilnadu. The data were collected from 384 respondents from Chennai region using survey method. The collected data were analysed using SPSS 20.0 software. One-way ANOVA and regression analysis was conducted to test the hypothesis. The result of ANOVA concludes that there is significant difference between the categories of respondents across the majority of the factors. The findings of regression test shows that convenience factors and celebrity endorsement was not significant on the outcome variable "Purchase behaviour". While other factors like store design factors, store ambience, sales personnel are significantly contributing to purchase behaviour.

RESEARCH METHODOLOGY

Research methodology is a search of knowledge through objectives and systematic method of finding solutions to a problem.The word 'research' is derived from the French word. Research methodology is the process used to collect data and other types of information for use in making business decisions. The type of methodology for data collection includes interview, surveys and research of publications. All of thesetypes include the use of present and historical information, when someone is doing theoretical work.

RESEARCH DESIGN

The study is Descriptive in nature. Descriptive study is a fact analysis with adequate interpretation. It is also specific as it focuses on particular aspects or dimensions of the study being undertaken. Data are collected by using one or more appropriate methods such as observations and questionnaire.

SAMPLING DESIGN

Sampling is the process of learning about the population on the basis of sample drawn from it. Thus, the sampling technique instead of every unit of the universe only a part of the universe is studied and the conclusion is drawn on the basis of the entire universe. A sample is a sub-set of population units. To identify the sample respondent's purposive random sampling method was adopted in the study.

SAMPLE SIZE

The data for this study were collected from100 respondents who are using the brand specified in the studyand residing in Coimbatore city, in Tamilnadu, India.

LIMITATIONS OF THE STUDY

The study has some limitations which are as follows:

- The respondents may or may have not given honest answers and the opinions are dynamic.
- The study is limited to 100 respondents using Vilvah products and covered Coimbatore city alone hence, the results cannot be compared with other areas or generalised.

Apart,from these limitations the study is purely original and done honestly to contribute in the field of Marketing Management.

RESULTS AND DISCUSSIONS

PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data, it deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

Percentage Analysis = $\dfrac{\text{Number of Respondents}}{\text{Total number of respondents}} \times 100$

- Majority (68.2%) of the respondents are Female.
- Majority (63.6%) of the respondents belongs to the age group of 21 to 25 years.
- Majority (59.1%) of the respondent's occupation is Students.
- Majority (59.1%) of the respondent's monthly income is Less than Rs.10,000/-.

- Majority (60%) of the respondent's amount spent monthly towards the product is Rs.300- Rs.400.
- Majority (77.3%) of the respondent's educational level is Degree holders.
- Majority (54.5%) of the respondents are using the Vilvah products for the reason of Quality factor.
- Majority (93.2%) of the respondents responded as 'Yes' to recommend the products to others.
- Majority (68.2%) of the respondents are using this product for less than 1 year.
- Majority (43.2%) of the respondents have come to know about the product through Instagram.

CHI-SQUAREANALYSIS

Chi-square analysis is used to know the significant association between the monthly income of respondents with price factor .

MONTHLY INCOME AND PRICE SATISFACTION

Null Hypothesis [H₀]: There is no significant association between the monthly income of the respondent and price factor.

Alternative Hypothesis [H₁]: There is significant association between the monthly income of the respondent and price factor.

Table 1- Monthly Income and Price

Particulars	Value	Df	Significance
Pearson Chi-Square	45.192[a]	12	.001

Source: Primary Data

From table 1 it is clear that the calculated significant value, .001which is lesser than 0.05, hence, thealternative hypothesis **[H₁]**is accepted and found that there is significant association between monthly income of respondents and price factor.

RANK ANALYSIS

Table 3 - Level of Satisfaction towards the products

Satisfaction Factors	Mean Rank	Rank Order
Quality	1.64	5
Price	1.96	2
Package	1.92	4
Offers	2.05	1
Free Shipping	1.93	3

Source: Primary Data

From the Table 3 it is observed that 1st rank is secured by various offers that are provided by Vilvah products, 2nd rank is secured by Price. 3rd offer denotes Free Shipment done for the products. 4th rank denotes the package of the products.Then, the 5th rank denotes the quality of the products.

ASSOCIATION BETWEEN AGE AND PRICE – CROSS TABULATION AND ANOVA

Cross tabulation and ANOVA are presented below. ANOVA is used to find the significant mean differences between age of the respondents and price factor of the product.

Table 4 –Age of the Respondent and Price Satisfaction

AGE	PRICE SATISFACTION		
	No. of Respondents	Mean	SD
15 Years – 20 Years	24	1.83	.702
21 Years – 25 Years	100	2.22	.778
26 Years – 30 Years	18	1.98	.943
Above 30 Years	8	1.50	.535
Total	150	1.96	.785

Source: Primary Data

Table 4 shows the mean value is highest as 2.22 for 21-25years of age group, followed by the mean score 1.98 for 26-30 years of age group, followed by 1.83 mean value for 15-20 years of age group and the lowest mean score is 1.50 for above 30 years of age group. The standard deviation is found highest with the age group of 26-30 years. The significant difference between the price satisfactions towards the product among the different age group is tested using ANOVA with the following hypothesis.

Null Hypothesis [H_0]: The opinion among the age group of the respondents towards price satisfaction does not differ significantly.

Alternative Hypothesis [H_1]: The opinion among the age group of the respondents towards price satisfaction differssignificantly.

Table 5 Association between Age and Price satisfaction

Source	Sum of Square	Df	Mean Square	F	Sig.	S/NS
Between Groups	1.936	4	.484			
Within Groups	71.397	146	.492	.983	.419	NS
Total	73.333	150				

Source: Primary Data   NS – Significant at 5% level of significance

Table 5 shows the ANOVA results, the significant value is .419 which is greater than the 5% level of significance. It is inferred that the opinion among the age group of the respondents towards price satisfaction does not differ significantly. Hence, **[H₀]**the null hypothesis is accepted.

SUGGESTIONS

From the results and discussions, the following suggestions are offered:

Majority of the respondents are satisfied with the offers provided, price, free shipment, package and quality of the Vilvah Products. The study evidences that the income is related with price of the products, the opinions among the age group with price satisfaction do not differ significantly and the offers provided, the price fixed for the products, free shipment and good packaging made by the manufacturers attract more than the quality. But users are satisfied with the quality of the product. Hence, the manufacturers could adopt better quality with attractive offers and packaging while they introduce new product and decide the price of the product, etc., to satisfy the customers. Both male and female are buying the Vilvah products from the shops. To make the consumers to buy from the factory, special offers may be introduced.The Vilvah product manufacturers shall find out the factors that are responsible for the dissatisfaction of the customers for providing better products with better service.

CONCLUSION

Nowadays, there is high demand for companies to improve their customer servicebecause of increasing competition. This is critical because even if the product is the best ofthe best, it wouldn't be successful if the customers get annoyed when making inquiries dueto many reasons. The study results confirm that the customers are more concerned towards offers that are provided.Modernbusinesses engage with their customers through various channels, website, contact forms,email, telephone etc. Instagram is found to be one of the major sources of information about the Vilvah products. The role of natural skin and hair care marketers today is as much aboutdelighting existing customers as it is attracting new ones. If the manufacturers want to make sure that their customershave a great experience in using the Vilvah products or services, they make the customers not only to buy again, butideally, spread the word through referrals or social media. The study results agree this as majority 93.2% of the respondents had revealed to recommend the products to others.

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