# AN ANALYSIS OF FAMILIAR BRANDS AND FACTORS INFLUENCING THE SATISFIED LEVEL OF THE USERS OF FABRIC CARE PRODUCTS IN FMCG

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## ABSTRACT

Fast Moving Consumer Goods (FMCG) contains various care products. The researcher only concentrated on the Fabric Care Products and their Brands in this study. The researcher collected various reviews and found the problem for an analysis. The main problem of the study is which factors influence the satisfaction level of the users of Fabric Care Products in the Sivakasi people. For this purpose, the researcher conducted a survey with 60 respondents for primary data collection with the help of a structured questionnaire (Google Forms). This primary data was analyzed with the help of the ANOVA Tool in the SPSS software package. The result of the study is Surf Excel is the most Familiar Brand in Fabric Care Products among Sivakasi people. Factors influencing the users of fabric care products do not have mean differences among the user's occupations. Quality is the most influencing factor among users earning Rs. 40,000 to Rs. 50,000. In this study, the researcher concluded that the factors influencing the satisfaction level of the users of Fabric Care Products in FMCG.

**Keywords:** Familiar Brands, Factors Influenced, Satisfaction Level, Fabric Care Products, and Users.

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**Introduction**

Fast Moving Consumer Goods (FMCG) is the daily routine based on used goods. These goods have various care like Home Care, Personal Care, Health Care, and Food and Beverages. In this study, the researcher planned to analyze only home care, especially the subdivision of fabric care products. The researcher can also analyze the most familiar brands of fabric care products in the study area of Sivakasi. According to the researcher review, no study on fabric care products exists. In this study, the researcher well planned and analyzed the most familiar brands of fabric care products users and the factors influencing the satisfaction level of the users.

**Review of Literature**

**Tanusri Pillai and K. Jothi (2020),** in their article titled "An Empirical Study on Consumers' Behaviour of Buying Green Products of FMCGS (Fast Moving Consumer Goods) in Kerala," in this paper, the researcher explained Brand Influence using various factors. The researcher used ANOVA and Structural Equation Modelling tools for their analysis. In that research frame, different hypotheses are framed for the analysis. Income groups have no relationship regarding Advertisement, Cultural Orientation, Celebrity Endorsement, Brand influence,

and Consumer Buying Behaviour. If it is accepted, then there is no relationship between age group variables, and it is accepted. Finally, the researcher said the model was fit.

**Dharmarasu (2020),** in his published thesis titled "A Study on Consumers Performance towards Fast Moving Consumer Goods in Namakkal District, Tamil Nadu." In this thesis, the researcher studied the problems faced by the customers and found different issues in finding good quality and moving consumer goods. Meanwhile, meet the perception of knowing the market behavior in buying FMCG Goods. The analyses found that market promotion affects customer satisfaction with the impact of consumer expectation attitudes towards goods and sales.

**Rambabu Gopisetti and G. Linganna (2017)** in their article titled "Consumer Buying Behaviour towards Fast Moving Consumer Goods (A Study of Selected Personal Care Products in Nizamabad District of Telangana State)," studied that Television is a powerful factor that influenced the buying behaviour of consumers and followed by Quality and Brand Loyalty. In their study, respondents in the age category below 40 years and with increased education only used personal care products with branding loyalty. Through

extensive and effective advertisement, all consumers' preferred branded products are fast-moving with frequent use by the customer.

**Shen Lei and Luo Chu's (2015)** article titled "The Mediating Role of Consumer Satisfaction in the Relationship between Brand Equity and Brand Loyalty based on the PLS-SEM Model" in this study, the researcher analyzes the relationship between brand equity, satisfaction, and brand loyalty. The researcher used satisfaction as a mediator value. The study is based on two steps. In the first step, they analyze brand equity, which has a direct and positive relationship with brand loyalty. In this step, the researcher analyzes and achieves brand equity has a positive relationship with consumer satisfaction, and consumer satisfaction has a positive relationship with brand loyalty.

**Statement of the Problem**

The researcher identified various problems in the study area based on the review of Literature. The previous identifies the customers' satisfaction level using FMCG Products. And there is no evidence for the familiar brands in the Fabric Care products in FMCG. So, the researcher carries forward this problem into the study.

**Research Question**

The research framed the research question from the problem in the study area. They are

➢ What are the Familiar Brands of the users of Fabric Care Products in FMCG?

➢ Which factors influence the satisfaction level of the users of Fabric Care Products in FMCG?

**Objectives**

Based on the research question, the researcher framed the objectives for this study. They are

➢ To identify the Familiar Brands of the Users of Fabric Care Products in FMCG.

➢ To identify the factors influencing the satisfaction level of the users of Fabric Care Products in FMCG.

➢ To provide suitable suggestions and a conclusion of the study.

**Research Methodology**

The researcher studied familiar Brands and Factors Influencing the Satisfaction Level of the Users of Fabric Care Products in FMCG. For this purpose, using convenient sampling techniques, the researcher took 60 respondents from the Sivakasi Taluk people as a sample size. The researcher analyzed by using both primary data and secondary data. The primary data was collected in the structured

questionnaire with the help of Google Forms to find the solution to the problem. The secondary data is used to identify the variables, write a literature review, and interpret it with the help of books, articles, and websites.

**Hypotheses**

The hypotheses of this study are framed by the researcher with the help of the study objectives. They are listed below

> ➢ There is no mean difference between the occupation status of the users and the factors influencing the satisfaction level of fabric care products in FMCG.

> ➢ There is no mean difference between the Income of the users and

the factors influencing the satisfaction level of fabric care products in FMCG.

**Data Analyses and Interpretation**

The researcher analyses the primary data with the help of ANOVA tools and provides proper interpretation for this study. The analysis of the study is below.

**Familiar Brands**

The researcher can identify the brands used in this research with the help of a field survey. According to the primary data collected, the researcher identified the familiar brands of Fabric Care products in FMCG.

**Table 1**

**Familiar Brands**

| S.No | Brand | Frequency | Percentage | Mean | Standard Deviation |
|------|-------|-----------|------------|------|--------------------|
| 1. | Surf Excel | 31 | 51.7 | | |
| 2. | Ariel | 1 | 1.7 | | |
| 3. | Rin | 14 | 23.3 | 2.200 | 1.325 |
| 4. | Comfort | 13 | 21.7 | | |
| 5. | Softouch | 1 | 1.7 | | |

**Source: Primary Data**

Table 1 reveals the familiar brands for fabric care products in FMCG. The researcher collected that from 60 respondents in Sivakasi taluk. The result shows that Surf Excel is the most familiar and preferred, with 51.7 percent. The second most familiar is Rin, preferred by

23.3 percent. Comfort, Ariel, and Softouch are the next standards.

**Identification of Variables**

The researcher identified the variables from the articles influencing the satisfaction level of fabric care products in FMCG.

They are

> ➢ Quality
> ➢ Price
> ➢ Quantity
> ➢ Upgraded Products
> ➢ Trust
> ➢ Services
> ➢ Varieties

## ANOVA

Analysis of variance (ANOVA) is a collection of statistical models and their associated estimation procedures (such as the "variation" among and between groups) used to analyze the differences among means.[5]

**Occupation and Satisfied Level**

Using the ANOVA tool, the researcher analyzes the occupation status with the factors influencing the satisfaction level of fabric care products in FMCG.

**Hypothesis**

There is no mean difference between the occupation status of the users and the factors influencing the satisfaction level of fabric care products in FMCG.

**Table 2**

**ANOVA**

| Factors | | Sum of Squares | df | Mean Square | F | Sig. | Duncan Sig. | Most Influence Occupation |
|---|---|---|---|---|---|---|---|---|
| **Quality** | Between Groups | 3.935 | 3 | 1.312 | 1.943 | .133 | .143 | Professional |
| | Within Groups | 37.799 | 56 | .675 | | | | |
| | Total | 41.733 | 59 | | | | | |
| **Price** | Between Groups | 2.427 | 3 | .809 | 1.978 | .128 | .256 | Professional |
| | Within Groups | 22.906 | 56 | .409 | | | | |
| | Total | 25.333 | 59 | | | | | |
| **Quantity** | Between Groups | .664 | 3 | .221 | .504 | .681 | .177 | Professional |
| | Within Groups | 24.586 | 56 | .439 | | | | |
| | Total | 25.250 | 59 | | | | | |

Familiar Brands, Factors Influenced, Satisfaction Level, Fabric Care Products, and Users.

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|---|---|---|---|---|---|---|---|---|
| **Upgraded Products** | Between Groups | 1.205 | 3 | .402 | .932 | .431 | .252 | Professional |
| | Within Groups | 24.128 | 56 | .431 | | | | |
| | Total | 25.333 | 59 | | | | | |
| **Trust** | Between Groups | .786 | 3 | .262 | .439 | .726 | .386 | Professional |
| | Within Groups | 33.398 | 56 | .596 | | | | |
| | Total | 34.183 | 59 | | | | | |
| **Services** | Between Groups | .927 | 3 | .309 | .809 | .494 | .082 | Professional |
| | Within Groups | 21.406 | 56 | .382 | | | | |
| | Total | 22.333 | 59 | | | | | |
| **Varieties** | Between Groups | 1.170 | 3 | .390 | .646 | .589 | .281 | Business |
| | Within Groups | 33.813 | 56 | .604 | | | | |
| | Total | 34.983 | 59 | | | | | |

**Source: Computed Data**

Table 2 ANOVA reveals whether the occupation status and factors influencing the satisfaction level of Fabric Care Products in FMCG have a mean difference. For this purpose, the researcher framed a null hypothesis and applied ANVOA tools. The result declared no mean difference in occupation status and factors influencing the satisfaction level of fabric care products in FMCG (Quality, price, quantity, upgraded products, trust, services, and variables). The maximum number of users is in the professional field.

**Income and Satisfied Level**

Following the above analysis, the researcher again analyzed the factors influencing the satisfaction level of fabric care products in FMCG with the user's income level with the help of the ANOVA tool.

**Hypothesis**

There is no mean difference between the income of the users and the

factors influencing the satisfaction level of

fabric care products in FMCG.

**Table 3**

**ANOVA**

| Factors | | Sum of Squares | Df | Mean Square | F | Sig. | Duncan Sig. | Most Influence Occupation |
|---|---|---|---|---|---|---|---|---|
| **Quality** | Between Groups | 6.685 | 4 | 1.671 | 2.623 | .044 | .197 | Below Rs. 20,000 |
| | Within Groups | 35.048 | 55 | .637 | | | | |
| | Total | 41.733 | 59 | | | | | |
| **Price** | Between Groups | 1.825 | 4 | .456 | 1.068 | .381 | .119 | Above Rs. 50,000 |
| | Within Groups | 23.508 | 55 | .427 | | | | |
| | Total | 25.333 | 59 | | | | | |
| **Quantity** | Between Groups | 1.477 | 4 | .369 | .855 | .497 | .252 | Rs. 40,000 to Rs, 50,000 |
| | Within Groups | 23.773 | 55 | .432 | | | | |
| | Total | 25.250 | 59 | | | | | |
| **Upgraded Products** | Between Groups | 1.405 | 4 | .351 | .807 | .526 | .161 | Rs. 40,000 to Rs, 50,000 |
| | Within Groups | 23.928 | 55 | .435 | | | | |
| | Total | 25.333 | 59 | | | | | |
| **Trust** | Between Groups | .302 | 4 | .075 | .122 | .974 | .687 | Rs. 20,000 to Rs. 30,000 & Rs. 40,000 to Rs. 50,000 |
| | Within Groups | 33.882 | 55 | .616 | | | | |
| | Total | 34.183 | 59 | | | | | |

Familiar Brands, Factors Influenced, Satisfaction Level, Fabric Care Products, and Users.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Services** | Between Groups | .796 | 4 | .199 | .508 | .730 | .302 | Rs. 30,000 to Rs. 40,000 |
| | Within Groups | 21.537 | 55 | .392 | | | | |
| | Total | 22.333 | 59 | | | | | |
| **Varieties** | Between Groups | 1.176 | 4 | .294 | .478 | .751 | .194 | Above Rs. 50,000 |
| | Within Groups | 33.807 | 55 | .615 | | | | |
| | Total | 34.983 | 59 | | | | | |

**Source: Computed Data**

Table 3 ANOVA reveals that the income level of the users can have a mean difference with the factors influencing the satisfaction level of the fabric care products in FMCG. For this, the researcher framed a null hypothesis, and the result identified a mean difference among income levels and factors influencing the satisfaction level of fabric care users, which falls under the quality factor. The other factors, like price, quantity, upgraded products, trust, services, and variables, do not have mean differences. The maximum number of users who earn an income of Rs. 40,000 to Rs. 50,000.

**Findings and Suggestions**

The findings of the study are

➢ The most familiar brand of fabric care products is Surf Excel.
➢ The factors influencing the satisfaction level of the users do not have a mean difference with the user's occupation.
➢ The most influencing factor is quality, which leads to the satisfaction level of the users among the Rs. 40,000- Rs. 50,000 earning people.

The Suggestions given by the researcher for the study are

➢ The research suggests that a smaller number of factors only used in this study, so they suggest introducing a greater number of factors
➢ Likewise, the brands of fabric care products are fewer in this study due to time constraints, so some other brands are also given importance.

**Conclusion**

The conclusion of the research is the most familiar brand is Surf Excel. The factors influencing the satisfaction level of the users of Fabric care products with the

occupation of the users do not have a mean difference. Quality factors influence user satisfaction, especially in the Rs. 40,000 to Rs. 50,000 income field. This study concludes by examining the factors influencing the users' income and occupation.

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