Retailers’ Outlook on Men’s Deodorant Products in Virudhunagar District

Dr. S. Tephillah Vasantham¹ & M. Kaushik Balan²

¹Assistant Professor, ²II MBA, Mepco School of Management Studies, Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu, India. Email: tephillah88@gmail.com

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ABSTRACT

This paper aims to know about the Retailers’ outlook towards various brands of deodorants. The objective of the paper is to study the factors influencing the preference of deodorant products in retailers. For this study, 85 retailers were considered as sample. The data is collected using a structured questionnaire. They were enquired about the fast-moving deodorant, awareness and preferences of deodorant products. For the analysis purpose, statistical tools and techniques like Chi-Square and Weighted Average are used. Many retailers were aware of deodorant products. This Summer paper lays emphasis on the retailer’s opinion on various brands of Men’s Deodorant. A Total sample of 85 is taken for study. The data has been collected using structured questionnaire from the retailers by meeting from the retailers by meeting them in person. The various factors influencing the brand preference has been identified. Statistical software SPSS was used to carry out data analysis and statistical test like Chi-Square and weighted average was used in this study.

Keywords: Marketing, Retailers, Customer, Distributor, Preference.

Introduction of the Study

Marketing is the action of facilitating the change concerning a partial commodity for goods, services, and/or money in conformity with deliver most charge according to the consumer. Marketing satisfies these desires or needs thru both the change techniques then building long-term relationships. It is the activity, put in of institutions, then tactics because creating, communicating, delivering, yet replacing choices as have worth because customers, clients, companions then class at large.

Also protected into the setting are every concerning the things to do so assist agencies reach their goal market effectively. A marketer is an odd any is accountable for growing an involvement band within the customer or the production yet offered situation with the aid of the company.

This involvement is garnered through keeping sizeable stocks regarding accessories for furnish then properly advertising the production to cite big sales. He is responsible because of working including ignoble advertising and marketing punishment to boost special marketing campaign ideas after demand a company's products, features yet ordinary manufacturer identity.

Review of Literature

Retailer Preference

Retailer preferences propagate modifications within the things to do on the manufacturing firms. Retailer’s attitudes towards the FMCG accessories have been altering of latest days.

There are deep motives in the back of it. A strive is done between this discipline in conformity with analyse adjustments within the Retailers’ preferences on Retailer FMCG goods. The entire economy does stay cloven between three classes particularly agricultural sector, manufacturing area then the service sector. The technical sector performs a vital position between economies. It gives situation opportunities and not directly helps in
imitation of the financial development about the country through award profits in accordance with the people. All the desire on ethnic beings throughout the buy may remain termed as like “buyer behaviour”.

The technique whereby singular retailer decided where, what, when, or are to which in imitation of buy lading and purposes perform stay termed as much customers are the buyer’s behaviour. Buyer fulfills a buy regarding a production and a brand yet this is able stay termed “product buying motives”. And the motive in the back of the purchase beside the distributor is charge motive

Kameswara Rao Poranki and Abdul Baset Hasouneh (2014) “Preference in the direction of descent deodorants purchaser or retailer of Saudi Arabia”, it research paper brings outdoors special elements of purchaser preferences toward deodorants of the Saudi Market, especially between the Al Baha regions. This lookup bill of exchange has reviewed suitable literature inside a custom-made research to hive the preferences regarding both the customers as nicely as much the retailers. The sample altar committed according to administration the metering used to be one hundred consumers or 50 retailers.

P. Senthil Kumar (2019) “A Study regarding retailer’s preference towards Am access non-public greatness products”, the most important goal over it instruction is according to study the preferences about consumers toward Personal Care Products of Amway. For principal data, pretested questionnaires were aged to acquire the important information from 80 Retailers who are the usage of the Amway personal Care products. The tools chronic because of this evaluation is avail sampling.

A. Kaboor and Poornima (2017) “Brand Preferences about Selected Cosmetics - A Study on Selected Cosmetics Products within Coimbatore District”, it education shows the Indian cosmetic demand has outperformed world’s conduct cosmetic markets among phrases concerning increase among the latest past, such includes of skin care, cloud care, coloration cosmetics, fragrances and oral outweigh categories. It has outperformed world’s government beauty markets between terms of increase into the latest past. Today Indian coloration cosmetics want stands at $200 lot and skin care at $450 million. The pattern quantity on that production is 1200. The tools aged because it evaluation is chi-square test.

Santanu Kumar Das (2018), “Brand Preference towards Cosmetics Products of Berhampur Town” The consequences over that instruction are of system after study socioeconomic characteristics regarding consumers, consumer’s company desire concerning cosmetics and reason for buying branded cosmetics, the frequency yet share evaluation hold been worked out. In kilter according to take a look at the association between month-to-month profits regarding consumers and cost of cosmetics or educational merit over consumers or multiplication of cosmetics, the Chi-square test has been applied. Sample’s size regarding this discipline is 200. Tools old for that evaluation is chi-square test.

Julie Urban, Daniel J. Fergus, Amy M. Savage, Megan Ehlers, Holly L. Menninger, Robert R. Dunn, and Julie E. Horvath (2016), “The effect about recurring then experimental antiperspirant and deodorant manufacture uses about the armpit microbiome”, the end result about this lesson up to expectation so deodorant then antiperspirant utilizes were stopped, culturable bacterial volume expanded or disinterested so found concerning people whoever usually function not usage somebody product. In addition, then antiperspirants had been because of this applied,
bacterial thickness dramatically declined. These culture-based outcomes are in tier along sequence-based comparisons on the consequences on long-term product usage of bacterial kind abundance and composition. Sequence-based analyses counseled up to expectation folks anybody habitually uses antiperspirant tended according to have an increased abundance about bacterial OTUs in their armpits than those whosoever uses deodorant. Sample altar on the manufacture is 100.

Paul Njenga waithaka, Eliud Mugu Gathuru, Benson Muriuki et al (2016) “Making regarding perfumes out of indispensable oils extracted beyond lavender plant gathered beside Egerton university, Main campus Njoro, Kenya” this instruction was once undertaken in accordance with remove necessary oils from vegetation then leaves of the lavender drive into using lotos killing method. The extracted oils were similarly mixed with one of a kind proportion on methanol, ethanol yet formaldehyde according to edit perfumes. The sample greatness on that study is a hundred and fifty.

**Objectives of the Study**

(1) To understand the buying behaviour of Retailers on Men’s Deodorants, (2) To measure the brand awareness among Retailers toward various deodorant brands, (3) To understand the various factors that influences the Retailers to purchase the deodorant brand.

**Research Methodology**

This section discusses the method and procedure to collect the data in order to achieve the aim and objectives of this study. The topic to be discussed in this paper includes research design and instrument, data collection methods, sampling design and tools used for analysis.

**Research Design**

The research design used in this study is Descriptive in nature.

**Nature of data**

Both primary and secondary data are used for the research.

**Primary data**

The information required for this research was collected from the respondents, using a Structured Questionnaire.

**Secondary data**

Secondary data for this research was obtained from the journals, literature, Periodicals, company report and the various websites.

**Method of Data Collection**

The primary data was collected using direct survey method by meeting retailers in person. The secondary data was collected from the company record, reports, newspapers, periodicals and websites.

**Data Collection Instruments**

A well-structured questionnaire has been designed which is used to collect the data from retailers.
Sampling Design

Population size
Population size is unknown and infinite.

Sample Size
The sample size is 85.

Sampling time
The sampling period was from 10.09.2021 to 03.10.2021.

Sampling Method
Used convenience sampling method.

Tools Used for Analysis
Weighted Average.

Retailers Preference towards Deodorant Products

Product
The below table shows the retailers view about the product.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factor</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I feel that quality of my product attracts my Customers a lot</td>
<td>4.71</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>I feel that customer choose this product because it has nominal price range</td>
<td>4.52</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>I feel the package of product attracts my customers the most</td>
<td>4.41</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>I feel that customer like the design of the product</td>
<td>3.89</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>My customer chooses a product because number of sprays are more</td>
<td>3.87</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>I thought fragrance is a major factor for my Customer to choose a particular deodorant</td>
<td>3.84</td>
<td>6</td>
</tr>
</tbody>
</table>

Inference:
From the above table it is identified that retailers highly agree with the factor that Product attract my customer a lot.

Price
The below table shows the retailers view about the product.
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factor</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Feel that my customer always prefers low price products</td>
<td>4.42</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Once my product price is continuously increasing and so I may switch to another brand</td>
<td>4.31</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>I consider my financial condition while choosing brands</td>
<td>4.28</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>I feel that price of the deodorant products is continuously increasing</td>
<td>4.27</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>I consider my customer financial condition while purchasing</td>
<td>4.21</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>While selecting the brand my customers do not think of price so much</td>
<td>4.20</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>I am always thinking about my brand price</td>
<td>3.91</td>
<td>7</td>
</tr>
</tbody>
</table>

**Inference:**
From the above table it is identified that retailers highly agree with the low price products of the deodorant is in reasonable price, and the price varies from brand to brand.

**Place**
The below table shows the retailers view about the place.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factor</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I am sure that deodorant products are easily available in my retail store</td>
<td>4.24</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>I choose this brand because it has wider distribution in my area</td>
<td>4.05</td>
<td>2</td>
</tr>
</tbody>
</table>

**Inference:**
From the above table it is identified that retailers highly agree with the deodorant Products are easily available in my retail store.

**Promotion**
The below table shows the retailers view about the promotion.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factor</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I feel my customers are attracted by brand ambassadors to buy the particular brand</td>
<td>4.29</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>I feel that my products are not overrated through promotion</td>
<td>4.28</td>
<td>2</td>
</tr>
</tbody>
</table>
3 I feel that product origin influences my customers buying preference 4.23 3

4 Their promotional tactics play a big role in my buying preference 4.22 4

5 Samples provided by sales people is the reason for my choice 4.21 5

6 I choose this product because my competitor is selling in vast 4.17 6

7 TV advertisement influence my brand preference for my customers 3.98 7

8 I thought online products are the reason for my low direct sale 3.97 8

**Inference:**

From the above table it is identified that retailers highly agree with the promotion of customers are attracted by brand ambassadors to buy the particular brand.

**Average of factors influencing the retailers to prefer overall Deodorant’s products**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factors</th>
<th>Averages</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Price</td>
<td>4.23</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Product</td>
<td>4.20</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Promotion</td>
<td>4.17</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Place</td>
<td>4.15</td>
<td>4</td>
</tr>
</tbody>
</table>

**Inference:**

From the above table, it is inferred that majority of the retailers gives more important to Price (4.23), Followed by Product (4.20), Promotion (4.17), and very few with the Place (4.15).

**Findings**

**Buying behaviour**

(1) Most of the Retailers are buying the brand Fogg.

(2) Super Market is the preferred location for buying.
The most preferred size of the deodorant is 50-100 ml.

Maximum retailers are 21-40 in Week.

Bottle Spray type is much preferred among Retailers.

Most of the customers make purchase on availability of customers.

Age group below 25 makes more purchase.

**Brand Awareness**

Fogg brand is well aware among the consumers.

Anas Perfumes and D&G brand have no awareness among consumers.

Age group between 21-30 has more brand awareness.

Based on advertisement there is more brand awareness.

Age group above 40 has least brand awareness.

**Influencing factors**

Fragrance is the main factor that influences the customer purchase.

Most of the Retailers are self-influenced while preferring the brand.

Quality is the factor that influences the customer brand preference.

Product availability also influences the customer to make their choice.

**Conclusion**

It is concluded from the study that the customers are quality conscious while buying the product even though they are aware of many brand they tend to stick to a particular brand they tend to stick to a particular brand because of the quality of product. Likewise, most of the teenagers are using deodorants as they have more brand awareness.

**Declarations**

**Source of Funding**

This research did not receive any grant from funding agencies in the public, commercial, or not-for-profit sectors.

**Consent for publication**

Authors declare that they consented for the publication of this research work.

**References**


