

Purchasing practices of consumer chemicals by the homemakers

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Abstract: The consumer chemicals are non-food chemicals which include health, hygienic, absence of offensive odor, avoiding the spreading of dirt and contaminants to oneself and other. Some consumer chemicals can kill bacteria and clean at the same time. The study was conducted in Dharwad city of Dharwad district of Karnataka state. Sixty home makers were randomly selected with the help of self-structured interview schedule. The study revealed that higher per cent of the home makers (90%) purchased consumer chemicals monthly from kirani store. Most of the homemakers (43.44 %) spending ₹ 300 to 600 for purchase of consumer chemicals and belong to medium category. More number of homemakers (46.67%) having cost influence and 65 per cent information from the source of television/radio for purchasing the consumer chemicals. Most of the homemakers (41.67 %) preferred Surf excel detergent powder brand for washing clothes, 69.24 per cent Vim liquid dish wash brand preferred for cleaning utensils, 58.34 per cent Dettol liquid hand wash brand preferred for cleaning hands, 67.64 per cent Lysol liquid floor cleaner brand preferred for cleaning floor, 36.18 per cent Ozone phenyl brand preferred for maintaining hygiene. This study is attempts to cover available brands, reason for using brands and the various factors that influence the buying behavior of homemakers.

Key words: Consumer chemicals, Homemakers, Purchasing practices

Introduction

The household chemicals are non-food chemicals that are commonly found and used in and around the average household. They are a type of consumer goods, designed particularly to assist cleaning, pest control and general hygiene purposes. (Winer, 1986) The term chemicals

is commonly used to mean manufactured chemicals that are made from various ingredients and formulated together in a new way for a specific human use. While useful, many of these chemicals can have adverse effect on people or the environment, either in manufacture or by the way people use them. The purpose of consumer chemicals includes health, beauty, absence of offensive odor, avoiding the spreading of dirt and contaminants to oneself and other. Some consumer chemicals can kill bacteria and clean at the same time. The consumers come into contact with more frequently and buy it in grocery shops, store it in their homes. (Farn, 2006)

Now a day's consumers are looking forward not only to improving upon their eating habits but also improving their lifestyle by practicing healthy living. Hygiene is an essential component of healthy living, integral to achieving health and preventing disease. Soaps and detergents are essential to personal and public health. Soaps and detergents found in the home can be grouped into four general categories: Personal cleansing, Laundry, Dishwashing and Household cleaning.

Personal Cleansing products include bar soaps, gels, liquid soaps and heavy duty hand cleaners. Laundry Detergents and Laundry Aids are available as liquids, powders, gels, sticks, sprays, pumps, sheets and bars. Laundry detergents are either general purpose or light duty. General purpose detergents are suitable for all washable fabrics. Light duty detergents are used for hand or machine washing lightly soiled items and delicate fabrics. Dish washing Products include detergents for hand

and machine dishwashing as well as some specialty products. They are available as liquids, gels, powders and solids. Household Cleaners are available as liquids, gels, powders, solids, sheets and pads for use on painted, plastic, metal, porcelain, glass and other surfaces, and on washable floor coverings. (Blackwell *et al.*, 2013)

In the minds of consumer, marketing is largely associated with the acts of buying and selling, in short, visiting a marketplace. Marketing provides the link between the producer and the consumer of goods and services. It involves a number of necessary functions performed to bring goods to the consumer. Wholesalers usually perform the function of gathering goods from various producers and passing them on in a large variety to retailers. Finally the retailers pass on the goods to the consumers.

Marketing is thus a process of social interaction which keeps happening around us all in every society. Today, the increasing list of companies and firms trying to draw consumer attention to their varied products is mind boggling. From word of mouth, through door to door marketing, to use of attractive packaging and expensive advertising techniques, no effort is spared to attract the customer (Seetharaman and Sethi, 2011).

Especially when consumers are talking about the competition between the companies who sell the selected consumer chemicals like detergent powder, dish wash, hand wash, floor cleaner and phenyl, the consumers are referring to an economic system in which the prices of things depend on how many are available and how many people want to buy them, rather than prices being fixed by governments. Hence, to know the consumer buying behaviour towards selected consumer chemicals, a study was undertaken with the objectives to study the consumer behavior towards consumer chemicals and to identify the reasons for

purchasing particular brand preference of selected consumer chemicals by the homemakers.

Material and methods

The present study was conducted during the year 2015-16 in Dharwad city of Dharwad district of Karnataka state. The sample of sixty homemakers was randomly selected to study their purchasing practices of the various consumer chemicals. A self-structured interview schedule was used for collection of information. The data was coded, categorized, tabulated and statistically analyzed by calculating frequency and percentages.

Results and discussion

In the present investigation Table 1 and Fig. 1 indicated that, maximum number of homemakers belonged to the young age group (< 34 years) *i.e.*, 35 per cent. This was followed by older age group (> 43 years) 33.33 per cent and 31.67 per cent of the homemakers were found to be in the middle age group (34 - 43 years). With regard to education, majority of the homemakers (56.67 %) had education upto degree, 26.66 per cent of them educated upto high school level, 10 per cent of them educated upto PUC and only 6.67 per cent of them illiterate. The higher per cent of the homemakers (73.33 %) belonged to the nuclear family, which was followed by joint family (18.33 %) and extended family (8.34 %) type. Among the different size of the family, 65 per cent of the homemakers belonged to medium

Table 1. Demographic characteristics of homemakers in the Dharwad city (n=60)

Sl. No.	Particular	Category	Frequency	Percentage
1	Age			
		Young age (< 34 years)	21	35.00
		Middle age (34 – 43 years)	19	31.67
		Old age (> 43 years)	20	33.33
2	Education			
		Illiterate (0)	04	06.67
		Primary school (1 – 4)	00	00.00
		Middle school (5 – 7)	00	00.00
		High school (8 – 10)	16	26.66
		PUC (11 – 12)	06	10.00
		Degree (> 12)	34	56.67
3	Family Type			
		Nuclear	44	73.33
		Joint	11	18.33
		Extended	05	08.34
4	Family Size			
		Small (< 3)	09	15.00
		Medium (3 to 4)	39	65.00
		Large (> 4)	12	20.00
5	Monthly Income			
		Low (< 30,000/-)	14	23.33
		Medium (30,000/- to 45,000/-)	25	41.67
		High (> 45,000/-)	21	35.00

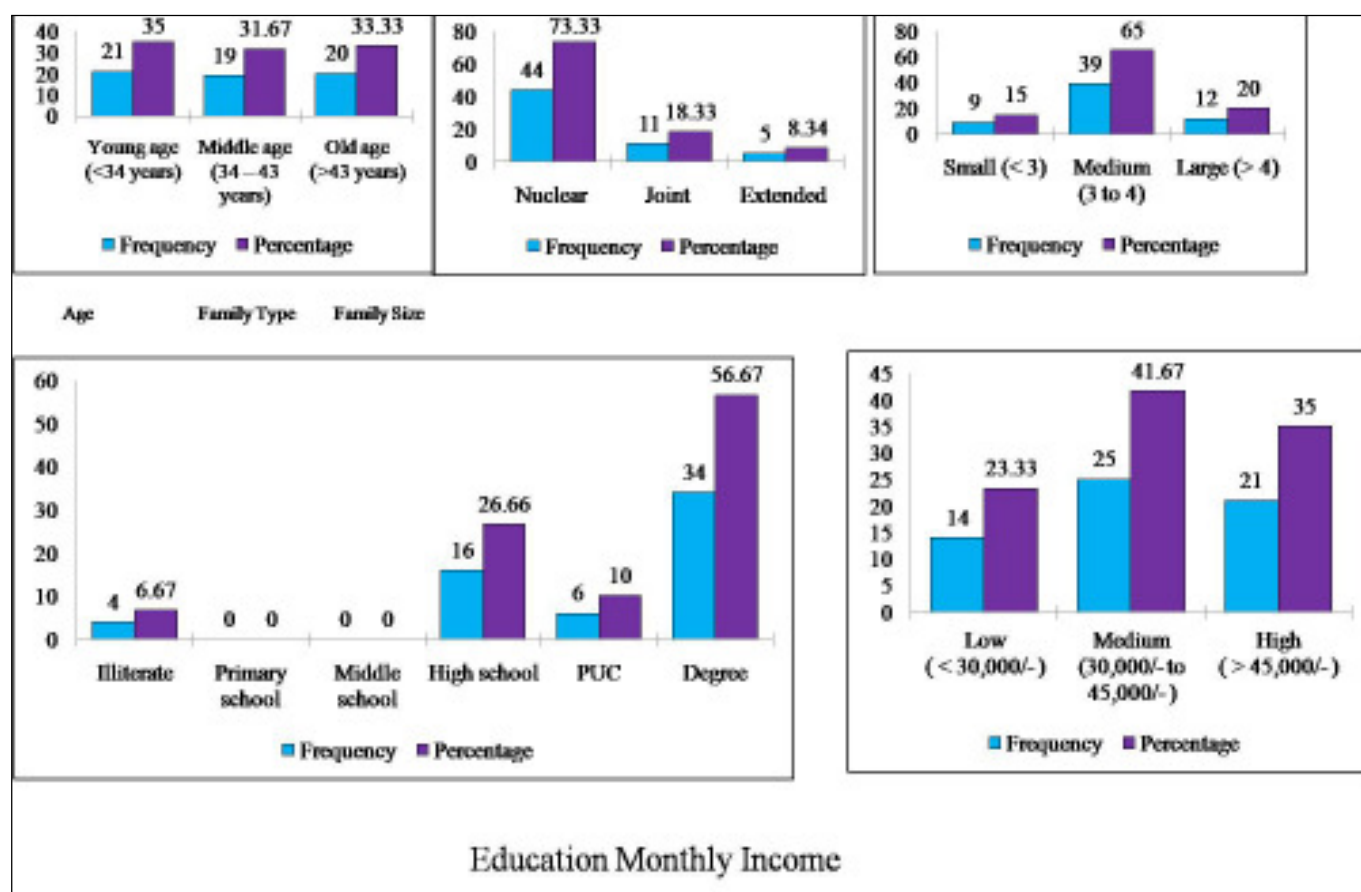


Fig 1. Demographic characteristics of home makers in the Dharwad city

(n=60)

family size (3- 4 members), followed by 20 per cent belonged to large family size (> 4 members) and 15 per cent of them belonged to small families (< 3 members). More number of homemakers 41.67 per cent belonged to medium monthly income level (₹ 30,000/- to ₹ 45,000/-) followed by 35 per cent high income level (> ₹ 45,000/-) and 23.33 per cent low income level (< ₹ 30,000/-). The similar study conducted by Chandra *et al.* (2010), Blackwell *et al.* (2013), Kalaiselvi (2014) and Kumar and Joseph (2014) also found in their study that majority of the women respondents (66.61 %) belonged to nuclear family and 49.12 per cent of the women respondents belonged to medium size family with 5-9 members.

A close review of Table 2 and Fig. 2 indicated that higher per cent of homemakers (90 %) purchased consumer chemicals monthly, followed by 6.67 per cent fortnightly and only 3.33 per cent purchased weekly. Majority of homemakers (55 %) purchased consumer chemicals from kirani store, while 20 per cent of them purchased from departmental store, 16.67 per cent of them purchased from super market/retail store and only 8.33 per cent of them purchased from whole sale store. Most of the homemakers (43.44 %) spending pattern was medium category on consumer chemicals (₹ 300/- to ₹ 600/-) followed by 33.33 per cent of them spent amount high (> ₹ 600/-) and 23.33 per cent of them spent amount low (< ₹ 300/-). The higher per cent of homemakers (46.67%) were influence by cost while purchasing consumer chemicals, followed by 26.66 per cent of them have quantity influence, 16.67 per cent of them have quality influence and only 10 per cent of them have brand influence. Majority of homemakers (65 %) got information to purchase the consumer chemicals from the source like

television/radio, followed by 16.67 per cent of them have information from retail shop /display in shops, 6.67 per cent of them have information from both friends & relations and newspaper/magazine and only 5 per cent of them have information from their experience. The similar findings of Surawanthanakul (2007), Agarwal *et al.* (2012), Kumar and Joseph (2014) and Phadatare and Haldar (2015).

Table 2. Purchasing practices of consumer chemicals by theselected home makers (n=60)

Sl. No.	Particular	Category	Frequency	Percentage
1	Frequency of purchasing	Weekly	02	03.33
		Fortnightly	04	06.67
		Monthly	54	90.00
2	Mode of purchase	Super market/Retail store	10	16.67
		Whole sale store	05	08.33
		Departmental store	12	20.00
		Kirani store	33	55.00
3	Amount spent/ month	Low (< 300/-)	14	23.33
		Medium (300/- to 600/-)	26	43.34
		High (>600/-)	20	33.33
4	Factor influencing to purchase	Cost	28	46.67
		Quantity	16	26.66
		Quality	10	16.67
		Brand	06	10.00
5	Source of information	Friends and relations	04	06.67
		Retail shop / Display in shops	10	16.67
		Experience	03	05.00
		Television/Radio	39	65.00
		Newspaper/Magazine	04	06.67

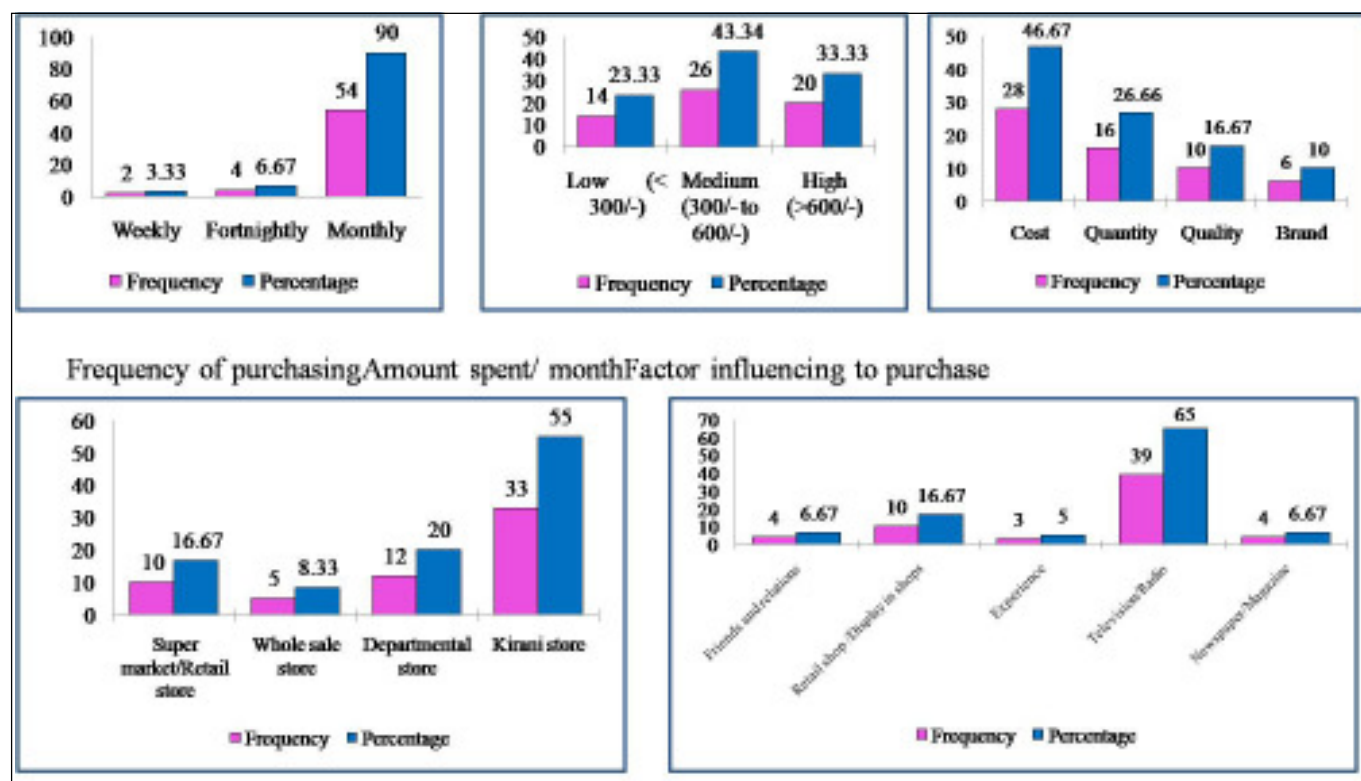


Fig 2. Purchasing practices of consumer chemicals by the selected homemakers

(n=60)

A close review of Table 3 revealed that majority of the homemakers (41.67 %) preferred Surf excel detergent powder brand for washing clothes, followed by 16.67 per cent of them used Rin, 13.33 per cent of them used Ariel, 11.66 per cent of them used Tide, 10 per cent of them used Wheel and only 6.67 per cent of them used Nirma. Among the liquid dish wash user, the higher percentage of the homemakers (69.24 %) preferred Vim liquid dish wash brand for cleaning utensils, followed by 19.23 per cent of them used Pril and 11.53 per cent of them used Exo. With regard to the liquid hand wash user, the higher percent of the homemakers (58.34 %) preferred Dettol liquid hand wash brand for cleaning hands, followed by 27.08 per cent of them used Life buoy, 10.42 per cent of them used Santoor and only 4.16 per cent of them used Medimix. With respect to the liquid floor cleaner user, the higher percent of the homemakers (67.64%) preferred Lysol liquid floor cleaner brand for cleaning floor, followed by 14.7 per cent of them used Ozone and only 8.83 per cent of them used both Domex and CIF cream lemon. Among the phenyl user, the higher percent of the homemakers (36.18 %) preferred Ozone phenyl brand for cleaning floor, followed by 29.78 per cent of them used Black Belt, 12.76 per cent of them used Home fresh, 10.64 per cent of them used Trishul, 6.38 per cent of them used More and only 4.26 per cent of them

Table 3. Brand preference of selected consumer chemicals by the homemakers

Sl. No.	Particular Variable	Frequency	Percentage
1	Preferred brands of detergent powder		
	Ariel	08	13.33
	Nirma	04	06.67
	Rin	10	16.67
	Surf excel	25	41.67
	Tide	07	11.66
	Wheel	06	10.00
	Total	30	100
2	Preferred brands of liquid dish wash		
	Vim	18	69.24
	Exo	03	11.53
	Pril	05	19.23
	Total	26	100
3	Preferred brands of liquid hand wash		
	Santoor	05	10.42
	Life buoy	13	27.08
	Dettol	28	58.34
	Total	48	100
4	Preferred brands of liquid floor cleaner		
	Lysol	23	67.64
	Domex	03	08.83
	CIF cream lemon	03	08.83
	Ozone	05	14.70
	Total	34	100
5	Preferred brands of phenyl		
	Ozone	17	36.18
	Home fresh	06	12.76
	Black Belt	14	29.78
	Trishul	05	10.64
	More	03	06.38
	Joy	02	04.26
	Total	47	100

used Joy. Jain and Rathod (2005) opined that higher percentages of the respondents used local phenyl brand for cleaning floor and maintaining hygiene. The findings of Hundal and Sukhmani (2011) revealed that higher percentage of the women respondents (64%) preferred Lysol liquid floor cleaner brand for cleaning floor followed by 24.3 per cent used Ozone. According to Agarwal *et al.* (2012) revealed that higher percentage of the women respondents (30.16 %) preferred Surf excel detergent powder. The findings of Goel and Kaur (2012) showed that higher percentage of the women respondents (23.76%) preferred Wheel Active detergent powder. Shyamasundar and Jeyaprabha (2012) found in their study that majority of the women respondents (39.09 %) preferred Dettol. Blackwell *et al.* (2013) also revealed that majority of the women respondents (18.5 %) preferred Surf excel detergent powder. Majority of the women respondents (42 %) preferred Vim liquid dish wash brand for cleaning utensils, followed by 30 per cent preferred Pril and 28 per cent preferred Exo. Similarly Bhat *et al.* (2015) revealed that majority of the women respondents (45 %) preferred Dettol and Life buoy liquid hand wash brand for cleaning hands. According to Patel (2013) and Painoli (2015) also found in their study that majority of the women respondents (62%) preferred Surf excel detergent powder. Phadatare and

Table 4. Reasons for using particular brand of consumer chemicals by the homemakers

Sl. No.	Particular Variable	Frequency	Percentage
1	Detergent powder		
	Good quality	11	18.33
	Good fragrance	09	15.00
	Easily stain removes	19	31.67
	Easy to wash in both machine and hand washing	21	35.00
	Total	60	100
2	Liquid dish wash		
	Better than bar soap	06	23.08
	No wastage because of container	03	11.53
	Consuming less water	06	23.08
	Evenly cleans utensils	11	42.30
	Total	26	100
3	Liquid hand wash		
	Better than bar soap	05	10.42
	Easy to handle	08	16.67
	Consuming less water	14	29.16
	More hygienic	21	43.75
	Total	48	100
4	Liquid floor cleaner		
	Shines the floor	07	20.58
	Kills microorganisms	09	26.48
	Removes dirt from floor surface	18	52.94
	Total	34	100
5	Phenyl		
	Prevention from infections	05	10.64
	Kills microorganisms	13	27.66
	Good for maintaining hygiene	29	61.70
	Total	47	100

Haldar (2015) found in their study that majority of the women respondents (39.09 %) preferred Surf excel detergent powder.

An analysis of data in Table 4 showed that majority of the homemakers (35%) used their particular brand of detergent powder because easy to wash in both machine and hand washing, followed by 31.67 per cent of them used for easily stain removes, 18.33 per cent used for good quality and 15 per cent used for good fragrance, Most of the homemakers (42.30 %) used their particular brand of liquid dish wash because evenly cleans utensils, followed by 23.08 percent of them used for better than bar soap and consuming less water and 11.53 per cent of them used forno wastage because of container, Majority of the homemakers (43.75 %) used their particular brand of liquid hand wash because more hygienic, followed by 29.16 per cent of them used for consuming less water, 16.67 per cent used for easy to handle and only 10.42 per cent used for better than bar soap, More than half of the homemakers (52.94 %) used their particular brand of liquid floor cleaner because removes dirt from floor surface, followed by 26.48 per cent of them used for kills micro organisms, 20.58 per cent of them used for shines the floor, Higher percentage of the homemakers (61.7 %) used their particular brand of phenyl because good for maintaining hygiene, followed by 27.66 per cent of them used for kills microorganisms and 10.64 per cent of them used prevention from infections. According to Jain and Rathod (2005) revealed that higher percentage of the women respondents (54 %) used

their particular brand of phenyl because for keeping disinfectants. Hundal and Sukhmani (2011) observed that higher percentage of the women respondents (35%) used their particular brand of liquid floor cleaner because cleans the surface area. According to Agarwal *et al.* (2012) revealed that higher percentage of the women respondents (50 %) used their particular brand of detergent powder because for better cleaning feature. Similarly, Blackwell *et al.* (2013) revealed that higher percentage of the women respondents (57%) used their particular brand of liquid dish wash because for cleaning action and quality. Bhat *et al.* (2015) showed that higher percentage of the women respondents (68.7 %) used their particular brand of liquid hand wash because for cleaning action.

Conclusion

The study concluded that higher per cent of the homemakers purchased consumer chemicals monthly from kirani store. Most of the homemakers spending pattern was medium category on consumer chemicals *i.e.* ₹ 300 to 600. More number of homemakers having cost influence and information from the source of television/radio for purchasing the consumer chemicals. Majority of the homemakers preferred Surf excel detergent powder brand for washing clothes, Vim liquid dish wash brand preferred for cleaning utensils, Dettol liquid hand wash brand preferred for cleaning hands, Lysol liquid floor cleaner brand preferred for cleaning floor, Ozone phenyl brand preferred for maintaining hygiene.

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