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Parent Brand Image of Feminine Products and Age of Consumers

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Introduction

Feminine products market is growing day by day as a part of FMCG market in India. The buyers of these feminine products are generally women consumers. These consumers are segmented over a wide range of attributes like age, income, education, occupation, location etc.

The feminine products include a wide range of products like body care products, face care products, hair care products, skin care products, health care products etc. There are many brands operating in the market of feminine products such as: Hindustan Unileaver Limited (HUL), Himalaya and Patanjali, Dabour, Emami, Hamdard Wakf Ltd., Oriflame, Vicco Laboratories, and so on. The above products of these companies are generally used by women consumers.

Objective

The objective of this paper is to study the preference given by various age wise segments of women consumers to parent brand image against other factors such as price, quality, hearsay, traditional loyalty and advertisement.

Limitation

This study is geographically limited to Nanded district only. The study is also limited to three parent brands namely HUL, Himalaya and Patanjali.

Hypothesis

The hypothesis of this paper is as follows:

Null Hypothesis (H_0) : There is no significant difference between the opinions of sample of different age group as to the preference to the parent brand image of feminine products as compared to variables like price, quality, Hearsay, traditional loyalty and advertisement

Alternative Hypothesis (H_1) : There is significant difference between the opinions of sample of different age group as to the preference to the parent brand image of feminine products as compared to variables like price, quality, Hearsay, traditional loyalty and advertisement.

Sample

This study is based on a sample of 840 women consumers of feminine products from Nanded district. This consists of 347 Young Consumers, 276 Adult and 217 Aged consumers. The sample is selected by Random Sampling Method.

The primary data collected with the help of structured questionnaire from the women consumer of feminine products of the selected three brands namely: Hindustan Unileaver Limited (HUL), Himalaya and Patanjali and the five types of products namely: body care products, face care products, hair care products, skin care products and health care products were studied in the light of parent brand image of the sample companies and the role of various factors like price, quality, hearsay, traditional loyalty and advertisement. The analysis of data has been done with the help of five point scale. The researcher has also applied Chi-Square Test.

Parent Brand Image of Feminine Products and Price – Age Relationship

Price is one of the significant factors that decide the buying decision of consumers of feminine products. The researcher has enquired into the preference given to parent brand image of feminine product as compared to price to the sample respondents from various age groups. The results are shown in the following table.

Table No. 1

Parent Brand Image of Feminine Products and Price – Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	126	36.31	52	18.84	42	19.35	220	26.19
2	High	84	24.21	96	34.78	46	21.20	226	26.90
3	Medium	63	18.16	61	22.10	77	35.48	201	23.93
4	Casual	42	12.10	38	13.77	32	14.75	112	13.33
5	Low	32	9.22	29	10.51	20	9.22	81	9.64
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of feminine products of selected brands 347 belongs to the age group of below 25 years called here as ‘Young’, whereas 276 belongs to the age group of below 25 to 50 years called here as ‘Adults’, and 217 belongs to the age group of above 50 years called here as ‘Aged’.

Out of 347 sample young consumers of feminine products 126 (36.31%) have reported that 'Extreme' priority is given by them to parent brand image as compared to price. Whereas, 84 (21.21%) have opined that 'High' priority is given by them to parent brand image as compared to price, and 63 (18.16%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to price. On the other hand 42 (12.10%) have reported that the 'Casual' priority is given by them to parent brand image as compared to price and 32 (9.22%) have reported that the 'Low' priority given by them to parent brand image as compared to price.

Out of 276 sample Adult consumers of feminine products 52 (18.84%) have reported that 'Extreme' priority is given by them to parent brand image as compared to price. Whereas, 96 (34.78%) have opined that 'High' priority is given by them to parent brand image as compared to price, and 61 (22.10%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to price. On the other hand 38 (13.77%) have reported that the 'Casual' priority is given by them to parent brand image as compared to price and 29 (10.51%) have reported that the 'Low' priority given by them to parent brand image as compared to price.

Out of 217 sample Aged consumers of feminine products 42 (19.35%) have reported that 'Extreme' priority is given by them to parent brand image as compared to price. Whereas, 46 (21.20%) have opined that 'High' priority is given by them to parent brand image as compared to price, and 77 (35.48%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to price. On the other hand 32 (14.75%) have reported that the 'Casual' priority is given by them to parent brand image as compared to price and 20 (9.22%) have reported that the 'Low' priority given by them to parent brand image as compared to price.

Parent Brand Image of Feminine Products and Quality – Age Relationship

Quality is one of the significant factors that decide the buying decision of consumers of feminine products. The researcher has enquired into the preference given to parent brand image of feminine product as compared to Quality to the sample respondents from various age groups. The results are shown in the following table.

Table No. 2

Parent Brand Image of Feminine Products and Quality – Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	132	38.04	62	22.46	44	20.28	238	28.33
2	High	89	25.65	103	37.32	46	21.20	238	28.33
3	Medium	67	19.31	53	19.20	76	35.02	196	23.33
4	Casual	38	10.95	37	13.41	34	15.67	109	12.98
5	Low	21	6.05	21	7.61	17	7.83	59	7.02
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of feminine products of selected brands 347 belongs to the age group of below 25 years called here as ‘Young’, whereas 276 belongs to the age group of below 25 to 50 years called here as ‘Adults’, and 217 belongs to the age group of above 50 years called here as ‘Aged’.

Out of 347 sample young consumers of feminine products 132 (38.04%) have reported that ‘Extreme’ priority is given by them to parent brand image as compared to Quality. Whereas, 89 (25.65%) have opined that ‘High’ priority is given by them to parent brand image as compared to Quality, and 67 (19.31%) have expressed that the ‘Medium’ priority is given by them to parent brand image as compared to Quality. On the other hand 38 (10.95%) have reported that the ‘Casual’ priority is given by them to parent brand image as compared to Quality and 21 (6.05%) have reported that the ‘Low’ priority given by them to parent brand image as compared to Quality.

Out of 276 sample Adult consumers of feminine products 62 (22.46%) have reported that ‘Extreme’ priority is given by them to parent brand image as compared to Quality. Whereas, 103 (37.32%) have opined that ‘High’ priority is given by them to parent brand image as compared to Quality, and 53 (19.20%) have expressed that the ‘Medium’ priority is given by them to parent brand image as compared to Quality. On the other hand 37 (13.41%) have reported that the ‘Casual’ priority is given by them to parent brand image as compared to Quality and 21 (7.61%) have reported that the ‘Low’ priority given by them to parent brand image as compared to Quality.

Out of 217 sample Aged consumers of feminine products 44 (20.28%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Quality. Whereas, 46 (21.20%) have opined that 'High' priority is given by them to parent brand image as compared to Quality, and 76 (35.02%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Quality. On the other hand 34 (15.67%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Quality and 17 (7.83%) have reported that the 'Low' priority given by them to parent brand image as compared to Quality.

Parent Brand Image of Feminine Products and Hearsay – Age Relationship

Hearsay is one of the significant factors that decide the buying decision of consumers of feminine products. The researcher has enquired into the preference given to parent brand image of feminine product as compared to Hearsay to the sample respondents from various age groups. The results are shown in the following table.

Table No. 3

Parent Brand Image of Feminine Products and Hearsay– Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	119	34.29	56	20.29	35	16.13	210	25.00
2	High	86	24.78	109	39.49	42	19.35	237	28.21
3	Medium	65	18.73	64	23.19	93	42.86	222	26.43
4	Casual	44	12.68	31	11.23	27	12.44	102	12.14
5	Low	33	9.51	16	5.80	20	9.22	69	8.21
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of feminine products of selected brands 347 belongs to the age group of below 25 years called here as 'Young', whereas 276 belongs to the age group of below 25 to 50 years called here as 'Adults', and 217 belongs to the age group of above 50 years called here as 'Aged'.

Out of 347 sample young consumers of feminine products 119 (34.29%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Hearsay. Whereas, 86 (24.78%) have opined that 'High' priority is given by them to parent brand image as compared to Hearsay, and 65 (18.73%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Hearsay. On the other hand 44 (12.68%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Hearsay and 33 (9.51%) have reported that the 'Low' priority given by them to parent brand image as compared to Hearsay.

Out of 276 sample Adult consumers of feminine products 56 (20.29%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Hearsay. Whereas, 109 (39.49%) have opined that 'High' priority is given by them to parent brand image as compared to Hearsay, and 64 (23.19%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Hearsay. On the other hand 31 (11.23%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Hearsay and 16 (5.80%) have reported that the 'Low' priority given by them to parent brand image as compared to Hearsay.

Out of 217 sample Aged consumers of feminine products 35 (16.13%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Hearsay. Whereas, 42 (19.35%) have opined that 'High' priority is given by them to parent brand image as compared to Hearsay, and 93 (42.86%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Hearsay. On the other hand 27 (12.44%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Hearsay and 20 (9.22%) have reported that the 'Low' priority given by them to parent brand image as compared to Hearsay.

Parent Brand Image of Feminine Products and Traditional Loyalty– Age Relationship

Traditional Loyalty is one of the significant factors that decide the buying decision of consumers of feminine products. The researcher has enquired into the preference given to parent brand image of feminine product as compared to Traditional Loyalty to the sample respondents from various age groups. The results are shown in the following table.

Table No. 4

Parent Brand Image of Feminine Products and Traditional Loyalty– Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	108	31.12	42	15.22	36	16.59	186	22.14
2	High	91	26.22	105	38.04	51	23.50	247	29.40
3	Medium	74	21.33	64	23.19	84	38.71	222	26.43
4	Casual	32	9.22	35	12.68	26	11.98	93	11.07
5	Low	42	12.10	30	10.87	20	9.22	92	10.95
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of feminine products of selected brands 347 belongs to the age group of below 25 years called here as 'Young', whereas 276 belongs to the age group of below 25 to 50 years called here as 'Adults', and 217 belongs to the age group of above 50 years called here as 'Aged'.

Out of 347 sample young consumers of feminine products 108 (31.12%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Traditional Loyalty. Whereas, 91 (26.22%) have opined that 'High' priority is given by them to parent brand image as compared to Traditional Loyalty, and 74 (21.33%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Traditional Loyalty. On the other hand 32 (9.22%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Traditional Loyalty and 42 (12.10%) have reported that the 'Low' priority given by them to parent brand image as compared to Traditional Loyalty.

Out of 276 sample Adult consumers of feminine products 42 (15.22%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Traditional Loyalty. Whereas, 105 (38.04%) have opined that 'High' priority is given by them to parent brand image as compared to Traditional Loyalty, and 64 (23.19%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Traditional Loyalty. On the other hand 35 (12.68%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Traditional Loyalty and 30 (10.87%) have reported that the 'Low' priority given by them to parent brand image as compared to Traditional Loyalty.

Out of 217 sample Aged consumers of feminine products 36 (16.59%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Traditional Loyalty. Whereas, 51 (23.50%) have opined that 'High' priority is given by them to parent brand image as compared to Traditional Loyalty, and 84 (38.71%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Traditional Loyalty. On the other hand 26 (11.98%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Traditional Loyalty and 20 (9.22%) have reported that the 'Low' priority given by them to parent brand image as compared to Traditional Loyalty.

Parent Brand Image of Feminine Products and Advertisement– Age Relationship

Advertisement is one of the significant factors that decide the buying decision of consumers of feminine products. The researcher has enquired into the preference given to parent brand image of feminine product as compared to Advertisement to the sample respondents from various age groups. The results are shown in the following table.

Table No. 5

Parent Brand Image of Feminine Products and Advertisement– Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	113	32.56	54	19.57	37	17.05	204	24.29
2	High	89	25.65	98	35.51	51	23.50	238	28.33
3	Medium	71	20.46	62	22.46	79	36.41	212	25.24
4	Casual	40	11.53	36	13.04	24	11.06	100	11.90
5	Low	34	9.80	26	9.42	26	11.98	86	10.24
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of feminine products of selected brands 347 belongs to the age group of below 25 years called here as 'Young', whereas 276 belongs to the age group of below 25 to 50 years called here as 'Adults', and 217 belongs to the age group of above 50 years called here as 'Aged'.

Out of 347 sample young consumers of feminine products 113 (32.56%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Advertisement. Whereas, 89 (25.65%) have opined that 'High' priority is given by them to parent brand image as compared to Advertisement, and 71 (20.46%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Advertisement. On the other hand 40 (11.53%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Advertisement and 34 (9.80%) have reported that the 'Low' priority given by them to parent brand image as compared to Advertisement.

Out of 276 sample Adult consumers of feminine products 54 (19.57%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Advertisement. Whereas, 98 (35.51%) have opined that 'High' priority is given by them to parent brand image as compared to Advertisement, and 62 (22.46%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Advertisement. On the other hand 36 (13.04%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Advertisement and 26 (9.42%) have reported that the 'Low' priority given by them to parent brand image as compared to Advertisement.

Out of 217 sample Aged consumers of feminine products 37 (17.05%) have reported that 'Extreme' priority is given by them to parent brand image as compared to Advertisement. Whereas, 51 (23.50%) have opined that 'High' priority is given by them to parent brand image as compared to Advertisement, and 79 (36.41%) have expressed that the 'Medium' priority is given by them to parent brand image as compared to Advertisement. On the other hand 24 (11.06%) have reported that the 'Casual' priority is given by them to parent brand image as compared to Advertisement and 26 (11.98%) have reported that the 'Low' priority given by them to parent brand image as compared to Advertisement.

Summary Responses

The researcher has summarized the responses of sample consumers of feminine products from different age groups regarding parent brand image of feminine products according to various attributes such as: price, quality, Hearsay, traditional loyalty and advertisement for the sake of applying the Chi-Square Test. The results are shown in the following table.

Table No. 6

Summary of Age wise Responses

Sr. No.	Response	Young	Adult	Aged	Total
1	Extreme	119.6	53.2	38.8	211.6
2	High	87.8	102.2	47.2	237.2
3	Medium	68	60.8	81.8	210.6
4	Casual	39.2	35.4	28.6	103.2
5	Low	32.4	24.4	20.6	77.4
	Total	347	276	217	840

Source: Summary of Table No. 1 to 5.

Chi-Square Value **(**Table Value) : **21.18**, Degree of Freedom – **8**,
Level of Significance **0.05%** Critical Value – **15.507**

The researcher has applied the Chi-Square Test on the summary responses shown in the above table to check whether there is any significant difference in the opinions of the consumers of feminine products from different age groups according to various attributes such as: price, quality, Hearsay, traditional loyalty and advertisement.

Null Hypothesis (H_0) : There is no significant difference between the opinions of sample of different age group as to the preference to the parent brand image of feminine products as compared to variables like price, quality, Hearsay, traditional loyalty and advertisement

Alternative Hypothesis (H_1) : There is significant difference between the opinions of sample of different age group as to the preference to the parent brand image of feminine products as compared to variables like price, quality, Hearsay, traditional loyalty and advertisement.

As it is observed from the Chi-Square calculation that the calculated value of Chi-square at **0.05%** level of significance and **8** degree of freedom is **21.18** and the Table Value is **15.507.**

As the calculated value of Chi-square is less than the table value **(21.1>15.507)**. Therefore the Null hypothesis is rejected and alternative hypothesis is accepted.

Conclusions

The conclusions of the paper are as follows:

1. It is concluded that, the majority i.e. 36.31% sample of ‘Young’ consumers give ‘Extreme’ preference to parent brand image of feminine products as compared to price. Whereas, majority i.e. 34.78% sample of ‘Adult’ consumers give ‘High’ preference to

parent brand image of feminine products as compared to price and majority i.e. 35.48% sample of 'Aged' consumers give 'Medium' preference to parent brand image of feminine products as compared to price.

2. It is concluded that, the majority i.e. 38.04% sample of 'Young' consumers give 'Extreme' preference to parent brand image of feminine products as compared to Quality. Whereas, majority i.e. 37.32% sample of 'Adult' consumers give 'High' preference to parent brand image of feminine products as compared to Quality and majority i.e. 35.02% sample of 'Aged' consumers give 'Medium' preference to parent brand image of feminine products as compared to Quality.
3. It is concluded that, the majority i.e. 34.29% sample of 'Young' consumers give 'Extreme' preference to parent brand image of feminine products as compared to Hearsay. Whereas, majority i.e. 39.49% sample of 'Adult' consumers give 'High' preference to parent brand image of feminine products as compared to Hearsay and majority i.e. 42.86% sample of 'Aged' consumers give 'Medium' preference to parent brand image of feminine products as compared to Hearsay.
4. It is concluded that, the majority i.e. 31.12% sample of 'Young' consumers give 'Extreme' preference to parent brand image of feminine products as compared to Traditional Loyalty. Whereas, majority i.e. 38.04% sample of 'Adult' consumers give 'High' preference to parent brand image of feminine products as compared to Traditional Loyalty and majority i.e. 38.71% sample of 'Aged' consumers give 'Medium' preference to parent brand image of feminine products as compared to Traditional Loyalty.
5. It is concluded that, the majority i.e. 32.56% sample of 'Young' consumers give 'Extreme' preference to parent brand image of feminine products as compared to Advertisement. Whereas, majority i.e. 35.51% sample of 'Adult' consumers give 'High' preference to parent brand image of feminine products as compared to Advertisement and majority i.e. 36.41% sample of 'Aged' consumers give 'Medium' preference to parent brand image of feminine products as compared to Advertisement.
6. It is concluded that, there is significant difference between the opinions of sample of different age group as to the preference to the parent brand image of feminine products as compared to variables like price, quality, Hearsay, traditional loyalty and advertisement.