
A STUDY ON CUSTOMER PREFERENCES TOWARDS SMALL SACHETS**Dr. K Ramgopal¹**¹Principal Noble PG College, Hyderabad.DOI: <https://www.doi.org/10.58257/IJPREMS31389>

ABSTRACT

In order to explain and forecast the beliefs impacting consumer requirements and the reasons underlying their purchasing decisions, this study provides and confirms a thorough approach. Based on the respondents' comments, the study seeks to understand consumers' intended purchases. Many responders filled out a questionnaire in order to achieve these goals. Non-probability convenient sampling was utilized for picking the respondents. However, it was shown that their preference for a micro-pack was mostly driven by factors like how difficult it is to manage and store a larger pack.

The most favoured information source was advertisements in print and electronic media, and the historical performance of a micro pack was the most important factor in deciding whether to make a purchase. The most effective strategy used by merchants to influence customers' views of a brand is the wide selection of a single brand. The cleanest and most organized store received the greatest favour. Respondents stated that if they made a bad purchase, they would prefer to "forget about it" and switch to a different brand after being impressed by a new brand's advertisement.

Keywords: purchase decision, preference to buy and small sachets.

1. INTRODUCTION

A progressive school of thought holds that marketers must look beyond the obvious features of their products in order to understand what consumers want from their purchases (Walker & Olson, 1991). According to the notion, people typically purchase items hoping to gain benefits from them and believe that they will make their lives more valuable rather than merely purchasing them for the sake of purchasing anything (Gutman, 1982). Making decisions as a consumer is a mental process. This implies that even though a choice cannot be understood, we can deduce the sort of decision made from a consumer's outward behaviour. The five steps of a purchasing process include problem/need identification, information search, alternative evaluation, purchase, and post-purchase behaviour (Kotler, 2015, p. 131). In the essay, an effort has been made to examine the pertinent stages in the context of micro-packs. After experiencing a breakdown in product sales, the fast-moving consumer goods sector (FMCGs) implemented a new idea known as "Micro Packs." In this strategy, numerous players launched

smallersized versions of their premium and mid-priced products by giving selection, which boosted affordability of the pricey products at a low budget (Gupta & Mehra, 2010). (Gupta & Mehra, 2010). Shampoos were likely the first products to be sold in sachets in India. Shampoo, ketchup, jam, soap, snacks, nacks, hair oils, and numerous more everyday use products are available in sachet form on the market thanks to fast-moving consumer goods (Trendwatching, 2003). A creative marketing strategy for consumer goods in developing nations is the micro-pack. In these nations, many buyers might only be able to purchase a single sachet of a product rather than a whole bottle, for example (Krishnan, 2006). Micro-packs are inexpensive, only costing between \$0.50 to \$10.

2. REVIEW OF LITERATURE

Pradesh. A ET. AL (2015), have opinion that, mostly in India 70% of population lives in rural areas and some are in urban areas. Majorly the person who lives in rural areas are price sensitive, they get daily wages so they prefer to buy small sachets. Author have concluded that, they are focusing on rural areas customers and to attract rural customer

Shoreward. H. S and Hassan. H.M. K. (2015), authors Have opinion on that, the main or objective of marketing is maximum satisfaction, includes satisfaction of consumer and business, both are related to each other. Sachet product market has strong market share.

Stoler. J. ET AL, (2013), Authors conducted a survey to know the usage of plastic sachets in two different areas like developing cities and developed cities by applying the methodology of personal interview of 3172 women in 2003. They found that mainly in the developing cities small plastic sachets are useful to reach clean drinking water to that area's poor people at lower cost at the same time in developed city, these small plastic sachets are the main reason of plastic because easy availability.

Singh. R. and Ang. R. P. (2009), Authors made article in point of view of marketers and producers they elaborated the benefits of small sachets in terms of reducing packaging cost and high perceived value by the consumers and favourable to socio-cultural factors.

3. OBJECTIVES

1. To study the customer preferences of purchase of small sachets.
 2. To analyze the reasons influencing customers to prefer small sachets.
- To evaluate the factors influencing the customers to prefer small sachets.

4. DATA ANALYSIS AND DISCUSSION

Analysis on Gender Classification

Table-1: Gender Classification

S. N	Gender	Frequency	Percentage
1	Male	220	55%
2	Female	180	45%
	Total	400	100%

Interpretation: Here we taken the sample size is 400. From the total of 400 sample observations 220 respondents equal to 55% overall sample is males and remaining 180 i.e., 45% respondents are females.

Analysis on Factors influencing customers towards small sachets

Table-2: Chi-square Test Results on Factors influencing customers

S. N	Parameters	chi-square values	df	P-values	Results	Hypothesis Statement
1	Locality, creating awareness on buying	17.866	2	0.00	Reject H ₀	There is a significant association between locality and awareness among buyers
3	locality, purchasing small sachets for trial use	14.471	8	0.07	Accept H ₀	There is no significant association between locality and trial purpose use
7	locality, making purchase in preferred store	9.6684	8	0.28	Accept H ₀	There is no significant association between locality and store preference

Interpretation

1. The study on association between Locality of the Sample Respondents and perception on creating awareness on buying reveals that, the computed Chi-square test value at 2 df i.e., degrees of freedom is 17.866, the computed probability value $(p)=0.000 < \alpha=0.05$, results supporting the rejection of Null Hypothesis. Hence, it is to conclude that, there is a significant association between locality and awareness among buyers.
2. The study on association between Locality of the Sample Respondents and perception on Purchasing small sachets reveals that, the computed Chi-square test value at 8 df is 14.471, the computed probability value $(p)=0.07 > \alpha=0.05$, results supporting the accept of Null Hypothesis. Hence, it is to conclude that, there is no significant association between locality and Purchasing small sachets for trial use.
3. The study on association between Locality of the Sample Respondents and perception on making purchase in preferred store reveals that, the computed Chi-square test value at 8 df is 9.6684, the computed probability value $(p)=0.28 > \alpha=0.05$, results supporting the accept of Null Hypothesis. Hence, it is to conclude that, there is no significant association between locality and making purchase in preferred store.

5. CONCLUSION

The study focused on a few factors that influence consumer preference between small and large packs. The biggest factor driving respondents to purchase smaller packets was spoilage of contents, especially when food and beverages were stored for prolonged periods of time. They believed that a larger pack needed to be devoured right away when it was opened because, if not, the contents' quality would suffer. Their needs for fresh consumption were satisfied by little packs. Smaller packs are preferred because larger packs are more difficult to handle and store, according to some sources. The discussion that has just been had reveals that consumers are fairly pliable when it comes to micro-packs. Due to the ability to sample the newest products, flavours, and variants, innovators show dedication to micro-packs. However, non-innovators favour them because of how simple they are to transport, handle, store, and carry. As they avoid the challenges of perishability and outdated compositions, micro-packs of food and healthcare products are

preferable to their equivalent larger packaging. Most consumers believe that micro-packs offer good value, and in certain situations they are even willing to pay more per millilitre if this is not the case. Certain customers prefer to purchase a well-liked micro pack. This suggests that advertising campaigns have a significant impact on how customers choose to purchase goods. Accelerating advertising, sales promotion, and creating a distinct sales force for selling micro packs can prove to be a great strategy for businesses to drive up sales. Maintaining structured retail locations with large selections of micro-pack brand names can offer a final touch. The adoption of these tactics may significantly increase the sales of all FMCG goods.

6. REFERENCE

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