

## A STUDY ON DEMAND POTENTIAL AND USAGE PATTERN ON KITCHEN ACCESSORIES AND HYGIENE PRODUCTS WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT

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### ABSTRACT

Improving the competitiveness of an enterprise and its products is one of the priority directions of any national economy. In the context of the global market globalization, successful operation of an enterprise largely depends on effective marketing management of its competitive potential. Competitive potential is the basis for improving an enterprise's competitiveness in the long run. Practice shows that especially successful are those marketing-oriented enterprises that have complete and reliable information on the demand and preferences/usage of their consumers. In this case, the results of marketing research become the basis for the company's strategy in the field of providing competitive advantages and improving the effectiveness of its marketing activities. However, enterprises are often not fully aware of the demand and preferences of their consumers. This situation arises due to the lack of an integrated methodology for research on the demand and preferences with respect to a particular product. Hence, the purpose of this article is the development and testing of a research methodology for demand and consumer preferences in the market of hygiene products. The research revealed the profile, demand and consumer's preferences or usage in the market of hygiene care products, as well as the criteria for choosing hygiene products in the market of Cochin, Kerala state.

### 1. INTRODUCTION

Hygiene products are essential items designed to maintain cleanliness, promote health, and prevent the spread of diseases. These products span a wide range of categories, from personal care items like toothpaste and deodorants to household cleaning supplies and health-related products. The importance of hygiene products cannot be overstated, as they contribute significantly to both individual well-being and public health. Improving the competitiveness of an enterprise and its products is one of the priority directions of any national economy. In the context of the global market globalization, successful operation of an enterprise largely depends on effective marketing management of its competitive potential. Competitive potential is the basis for improving an enterprise's competitiveness in the long run. Practice shows that especially successful are those marketing-oriented enterprises that have complete and reliable information on the demand and preferences/usage of their consumers. In this case, the results of marketing research become the basis for the company's strategy in the field of providing competitive advantages and improving the effectiveness of its marketing activities. However, enterprises are often not fully aware of the demand and preferences of their consumers. This situation arises due to the lack of an integrated methodology for research on the demand and preferences with respect to a particular product. Hence, the purpose of this article is the development and testing of a research methodology for demand and consumer preferences in the market of hygiene products. The research revealed the profile, demand and consumer's preferences or usage in the market of hygiene care products, as well as the criteria for choosing hygiene products in the market of Cochin, Kerala state.

### 2. OBJECTIVE OF THE STUDY

- To study the preference level of the consumer towards hygiene care products based on availability in the market.
- To find out the brand awareness of the Ain's hygiene products among the consumers of Ernakulam district
- To study the availability and market demand of Ain's hygiene products
- To study the factors affecting the consumption pattern among the consumers of Ernakulam district.

#### 2.1 SCOPE OF STUDY

The changing consumer landscape is a living force to continue to keep an eye on, especially understanding real preferences and knowing what will stick. When target consumers are involved in product creations and actively contributing to your future product development, your brand can adapt, innovate, and stay ahead of the true trends that

shape your market. The ability to collect and use gathered information to understand and truly connect with your target audience is a smart strategic edge that leads to repeat purchases, happy customers, and brand loyalty.

## 2.2 LIMITATIONS OF THE STUDY

Small sample size may limit the ability to generalize findings to a larger population.

Non-random sampling methods can introduce bias, affecting the study's validity.

## 3. METHODOLOGY

The methodology identifies the intended research approach, research design and outlines the research strategy taken. The research is conducted respecting confidentiality of all collected primary data and strict ethical rules were applied for the entire time of research and analysis. Research Methodology refers to the systematic and scientific approach used to conduct research, investigate problems, and gather data and information for a specific purpose. It involves the techniques and procedures used to identify, collect, analyze, and interpret data to answer research questions or solve research problems. Moreover, They are philosophical and theoretical frameworks that guide the research process.

### 3.1 RESEARCH DESIGN

A sampling method is a technique used to select a subset of individuals or items from a larger population for inclusion in a research study. Sampling methods are essential in research because it's often impractical or impossible to study an entire population due to factors like time, cost, and feasibility. The proposed research will use simple random sampling method to collect data through a pre-tested questionnaire.

### 3.2 SAMPLE SIZE AND DESIGN

Sample design and size are crucial components of the research process, particularly in quantitative studies where data collection involves sampling from a larger population. A sample of 100 people was taken on the basis of convenience. The actual consumers were contacted on the basis of random sampling.

### 3.3 DATA COLLECTION METHOD

In this study, the foremost data collection instrument used is the questionnaire method. The research instrument consists of primary and secondary data collected for the study.

### 3.4 TOOLS AND TECHNIQUES

- Percentage Analysis
- Chi-Square Test
- Correlation
- Anova

## 4. FINDINGS AND STUDY

1. Majority 55% of the respondents are Male
2. Majority 33% of the respondent's age group between 35 to 45 years.
3. Majority 68% of the respondents are married person
4. Majority 52% of respondents have 2 to 4 children in the family.
5. Majority 54% of the respondents are 1 aged 55 years or older currently reside in your household.
6. Majority 52% the respondents are prefer shopping at supermarkets.
7. Majority 69% of the respondents have not ever heard of or used any product of Ain's.
8. Majority 41% of the respondents are come to know about Ains Hygiene products by Advertisements.
9. Majority 33% of the respondents are prefer the brand Ain's
10. Majority 45% of the respondents are preferred shopping at supermarkets.
11. Majority 40% of the respondents are going for shopping Monthly.
12. Majority 45%, of the respondents are preferred don't like to explore different options
13. Majority 32% of the respondents are belonging to highly satisfied about price for factor that you like to purchase Ain's hygiene products.
14. Majority 48% respondents have decided to go to another shop and search for their preferred brand.
15. Majority 29% of the respondents are feel disagree that they would stop buying AIN's Hygiene Products in favour of the new brand.
16. Majority 32% of the respondents are feel very satisfied with current napkin for older adults.
17. Majority 29% of the respondents are using facial tissue about preferred type of tissue paper.

18. Majority 41% of the respondents are not like to change your existing brand of hygiene products.
19. Majority 63% of respondents are definitely recommend Ain's Hygiene products to your friends and relatives.
20. Majority 58% of the respondents are Ain's hygiene products available in all outlets in your city.
21. Majority 52% of the respondents are belong to satisfied with the availability of Ain's Hygiene care products.
22. Majority 35% of the respondents are feel the availability of Ain's hygiene care products in the shops in area.
23. Majority 54% of respondents are suggest to high price as the main disadvantage.
24. Majority 31% of respondents agree that availability of other brand of Hygiene products is better than Ains.

## 5. SUGGESTIONS

- The findings from the visits support the fact that a significant correlation exists between the sink placement (inside or outside the kitchen) and hygienic practices during food handling, which was the finding from the survey, and, more than this, showed that the kitchen work triangle was not associated with food safety, since the number of food hygiene practices was not correlated with the recommendations for the work triangle.
- This study outlines the importance of implementing the concept of food safety in kitchens highlighting significant correlations between the sink placement and demand potential and usage pattern. As our study was observational, examined kitchens that highly differed in the way they were designed and equipped and took into consideration just the number of potential cross-contamination events and not the severity of the associated risks, it opens the floor for studies to confirm our theory.

## 6. CONCLUSION

This study emphasizes on consumers' response towards the kitchen storage products and services. The kitchen storage products and services to be well managed to reach the consumers to educate the preference and importance of products with changing needs and wants. This study reveals classification of the products based on the demographic profile consumers are price conscious and decision-making process is largely depending upon the more discounts and special offers, expecting lower price plastic products to store the kitchen products compare to steel and copper products. Housewives are inclined towards plastic products more on color, strength and attractive to the kitchen with the lower price. The pricing strategies adopted to match the demand and supply of storage goods. The most movable products are Elite Magic Mop, containers, and bottles. It concludes that the housewives are more conscious and also suggest the importance of products used in the modern kitchen to save time and energy. The Big Bazaar grab the attention of the consumers adopting discounting and sales promotional strategies with the demonstration of the products with few challenges to convince the consumers during the short period of time.

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