

# Consumer Adoption Of Branded Personal Hygienic Products In Relation To Education And Income Status

Dr. Harpreet Singh<sup>1</sup>, Neha Saini<sup>2</sup>, Dr. Jai Kumar Sharma<sup>3</sup>

<sup>1</sup>*Gujranwala Guru Nanak Institute of Management & Technology, Ludhiana, India*

<sup>2</sup>*Akal College of Commerce & Management, Eternal University, Himachal Pradesh, India*

<sup>3</sup>*Professor, Akal College of Commerce & Management, Eternal University, Himachal Pradesh, India*

## 1. INTRODUCTION:

New product adoption decision differs from the purchase of other established products. Evidence exist indicating that the decision making process, preceding the purchase of an innovation differs from that of the process preceding the purchase of established alternatives. Ramsey et al. (1959) had different approach to the concept. They contended that adoption was of two types - Behavior adoption and cognitive adoption involving critical evolution of practices. Here behavioral adoption was observed by the number of practices actually put into practice, cognitive adoption involved the complex decision and change including obtaining knowledge, critically evaluating the practices in terms of individual situation

## 2. STAGES IN THE ADOPTION PROCESS

It is often assumed that the consumer moves through five stages in arriving at a decision to purchase or reject a new product, which are based on an extensive information search on the part of consumers. The North Central Rural Sociology Subcommittee for the study of Diffusion of Farm Practices (1955) identified five stages of adoption process.

### *Awareness stage*

At the stage individual is exposed to the innovation but later complete information about it. For instances, he may know only the name and may not know what the idea or product is, what it will do or how it will work. The primary function of the awareness stage is to initiate the sequence of later stage that lead to eventual adoption or rejection of the innovation<sup>1</sup>. During the first stage of the adoption process, consumers are exposed to the product innovation. Product innovation can be done by two ways i.e. either by changing the physical properties and the packaging of the product such changes do not make the entire change in the product, this is known as product modification or the other way is making overall change and a distinct product is manufactured, this is known as product innovation

### ***Interest stage***

The primary functions of the interest stage is mainly to increase the individual's information about the innovation. The 'cognitive' component of behavior is involved at the interest stage (Lavidge and Steiner, 1961). At this stage the individual is more psychologically involved with the innovation than at the awareness stage.

### ***Interest stage***

The interest stage has been referred to as the 'Information' stage by Beal and other(1957) as the 'knowledge' step by Levidge and Steiner (1961),innovation. Once the consumers are aware of the product innovation, they start developing an interest in the product or the product category. Such an interest creates anxious to know more about the product. Hence, process of search begins.

### **Evaluation stage**

The evaluation stage is probably least distinct of the five adoption stages and empirically one of the most difficult about which to question respondents. At this stage, the individual makes a mental trial of new idea or practices. The evaluation stage and to some extent the trial stage also, is essentially similar and to the 'liking' and 'preference' steps of Lavidge and Steiner (1961).All these terms imply that an affective component of behavior, a favorable or unfavorable feeling towards the idea is involved at evaluation stage.

### ***Trial stage***

The main function of the trial stage is to demonstrate the new idea in the individuals own situation and determine its usefulness for possible complete adoption. It is thus a validity test or 'dry-run'. Most persons will not adopt an innovation without trying in first on s probationary basis. While rejection of the innovation may occur of any stage in the adoption process, it sometimes happens when the results of the trial stage are misinterpreted.

### ***Adoption stage***

At this stage the individual decides to continue full use of the innovation. According to Lavidge and Steiner (1961) the co native or motivational component of behavior is involved at the adoption (and trial) stage. These five stages are not necessarily rigid patterns; it does not reflect the full complexity of the consumer adoption process.

## **BEHAVIOUR**

Behavior of consumer towards a product reveals the attitude of consumers. An attitude may be defined as a learned orientation or disposition toward an object or situation, which provides a tendency to respond favorably or unfavorably to the object or situation. Attitudes are the likes and dislikes. It shows how positive or negatives favorable or unfavorable towards an object a person feels. When a consumer uses a particular product, he makes some attitude which is a combination of beliefs about the product attributes and evaluation of these

attributes as being beneficial or not. A consumer while purchasing a product expects a lot i.e. satisfaction of his desire, need or want

### **CONSUMER ADOPTION BEHAVIOUR OF DISSATISFIED PURCHASER**

After purchasing a product, a consumer may detect a flaw. Some buyers will not want the flawed product. If the seller exaggerates the benefits, consumer will experience disconfirmed expectation, which lead to dissatisfaction. A dis-satisfied consumer responds differently. The dis-satisfied customer will try to reduce the dissonance. They may try to reduce the dissonance by seeking information that might confirm its high value Marketers should be aware of the full range of ways in which consumer behaves after purchasing a produce and how he handles dissatisfaction. Consumers have a choice between taking and not taking any action.

### **PARENTAL INFLUENCE**

The nature of the communication between mothers and daughters at the time of menarche was examined in an attempt to determine the kinds of messages about menstruation that mothers tend to pass on to their daughters. Most of daughters feel that communication with their mothers about menstruation was negative in tone. Melanie (2003) stated in his study titled ‘‘Recollections of Menarche: Communication Between Mothers and Daughters Regarding Menstruation’’ that the nature of the communication among daughters and mothers at the time of menstruation was explored to undertake the various kinds of messages about menarche that mothers used to pass on their daughters. The studies revealed that majority of girls have negative communication with their mothers about menstruation. Kalman(2003)said that Menstruation is a significant yet anxiety producing event. Preparation for menarche combats this anxiety. When adolescent girls reach menarche they often seek information about menstruation from their mothers. Yet not every girl lives with her mother. Differences became apparent at menarche when participants had to wait for an available female to answer questions, did not have a female available to ask, or felt embarrassed discussing menstruation with their fathers. Menarche is a convincing yet concern generating event. Adolescent girls usually inquire information regarding menstruation from their mothers when they reach menarche. In case of girls living without their mothers, they cultivated corerelation to girls who lived with their mothers. Heterogeneity became obvious at menarche when girls had to wait for an applicable female to answer questions, felt ashamed discussing menstruation with their fathers or did not have a female available to ask. The changes in parent–child relationships during puberty, emphasizing the developmental processes that might be implicated in these changes. Evidence suggests increases in conflict and less warm interactions in relationships between parents and children during puberty. canges are assumed to be short-term, although little longitudinal research has directly addressed the issue of long-lasting effects (Roberta L. Brooks-Gunn, Jeanne, 1991). Other developmental changes occurring for the adolescent, the parent, or both (such as social cognitive or self-definitional change), as well as other relationship changes, personality characteristics, and the sheer number of life events or transitions have all been posited as potential contributors to changes in the parent–child relationship for young adolescents. These possible contributors, however,

have seldom been studied in conjunction with pubertal changes. Such integrative research is necessary to test various models through which puberty and social relationships as well as social cognitive, self-definitional, and other processes influence one another and are influenced by one another during the transition to adolescence.

Janet Lee(2008)finds that maternal scripts are changing as young women of this cohort, most of whom started their periods around the new millennium, recalled supportive mothers who were emotionally engaged with them. Although such support is related to positive experiences of menarche, it is not a guarantee, as substantial numbers of women with warm maternal support recalled negative memories of menarche. Still, this study suggests that emotionally connected mothers are able to mitigate feelings of shame and humiliation associated with the discourses of menstruation in contemporary culture. Finally, although the more affluent are overrepresented among celebratory and emotionally connected mothers, women of less affluent are overrepresented among the helpful, less demonstrative mothers. The latter seem to facilitate the least negative menarcheal responses on the part of daughters. Michelle Miller &L. Edward Day (2009)estimated the impact that paternal and maternal family communication orientation, paternal and maternal hope of Excellency, personal concern of excellency and emotional intimacy with parents have on suicidality among women and men. The female ideation is firmly influenced by one precise figure of family communication one in which the father takes on conformity orientation and the mother conveyed a strong likelihood of perfection.

## **PROMOTIONAL COMMUNICATION**

RinaMakgosa(2010)demonstrated that television celebrities and entertainers as vicarious role models positively influence teenagers' purchase intentions, especially their switching behavior and response to the problem. Both entertainers and television celebrities as vicarious role models impact teenagers' buying intentions, specifically their response to the problem and switching behavior positively. The opinion leader and reference group largely influence the decision making process of customers The selection of oral hygiene products was based more on information from media and there seems to be a lack of knowledge and awareness about contents of the product, so education of people for the importance of oral hygiene maintenance, proper selection and method of use of the hygiene products is needed. The media has the major impact factor and information from media was the major source for selection of hygiene products. Elizabeth ArvedaKissling(2002)revealed implicit ideological messages of gender difference and gender stereotypes. Although these scenes appear to be positive and powerful challenges to menstrual communication taboos, they ultimately serve to reinforce media stereotypes of gender difference. The digital technologies that have made electronic commerce a reality have changed the landscape of operations management. Education can only explain consumers' perceived usefulness.

## **PEER GROUP INFLUENCE**

The peer influence conveyed as social norms might be used in public health campaigns that objected teen behaviour and proposed that adolescents can be protected from hazard activities

by friends. Peer influence on an adult’s adoption of a product. An adult behaves in a way that conforms to the expectations of her friends and that creates a favorable image among her friends. The product adoption behavior of a college student is highly likely to be influenced by her friends, financial status, and family members. An adult, who adopted a product earlier than others, tend to have more friends who have a Smartphone, to be more susceptible to normative peer influence, and have more family members. Furthermore, An adult who adopted a product is more financially well off than other adults who had not adopted a product. Psychological factors including perceived relative advantage, perceived compatibility, perceived complexity, perceived risk, and perceived cost were found to influence the adoption of products. Social influences including opinions of friends, parents and colleagues were not found to be significant factors to influence the adoption.

### 3. RESULTS

From primary data collection and analysis done at Himachal Pradesh, a hilly state of India, the following inferences were drawn:

There is positive correlation between income and adoption of sanitary napkins. The women monthly income of less than Rs. 3000, only 3.16% women are using hygiene products like sanitary napkin. 51.82% women of income group 3001-6000 are using clean cloth. Similarly, from the income group of rupees 6001& more, 25.51% ladies are using sanitary napkin for their personal hygiene.

<b>Correlations</b>			
<b>Variable</b>		<b>Family income</b>	<b>Utilization of soap</b>
<b>Family income</b>	Pearson Correlation	1	.232**
	Sig. (2-tailed)		.000
	N	100	100
<b>Utilization of brandedHygiene product</b>	Pearson Correlation	.232**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5.9(a).1: Correlation of family income and Utilization of branded Hygiene product  
 Correlation of the both the variable (family income and Utilization of branded Hygiene product) is significant. As 0 is taken as a significance value for this equation which is lower than the significance level for a study is chosen before data collection and typically set to 5%. According to Pearson correlation the relationship between the family income and utilizing of soap is positive in nature and the strength of relationship of both the variable is strong 0.232.

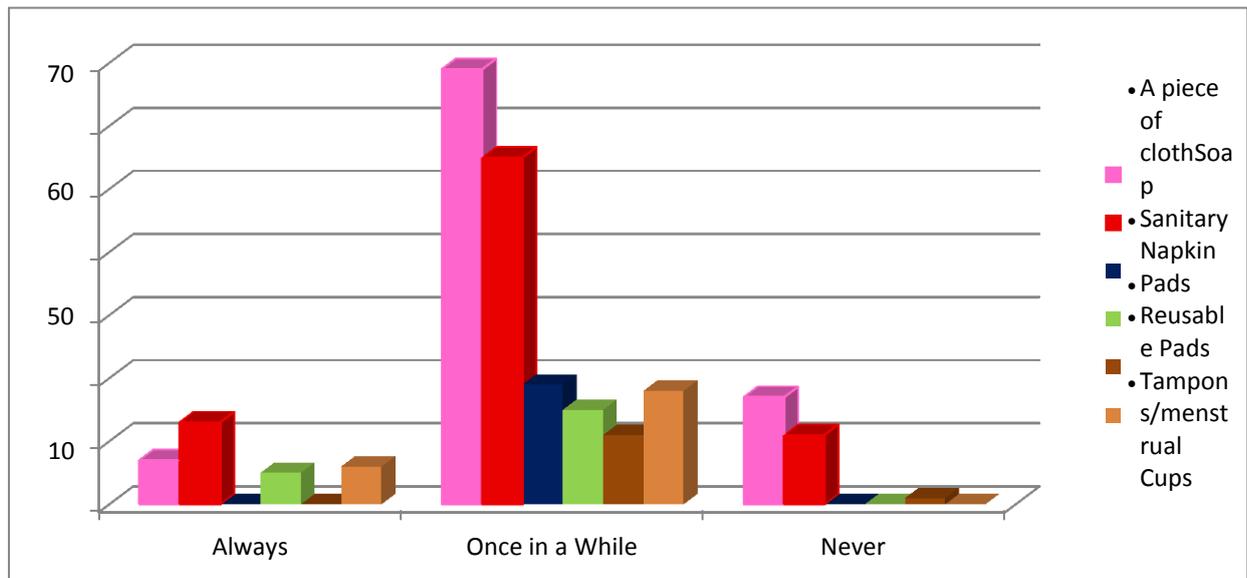
Educational status	Utilization of branded Hygiene product		Percentage of women (%)
	Yes	No	
Illiterate	105	31	77.21
1-5th standard	66	16	80.49
6-9th standard	22	7	75.86
10 and 12th standard	2	0	100
Graduate	1	0	100

### RELATIONSHIP BETWEEN FAMILY INCOME AND MOST USED BRAND IN JAIPUR

Income has influence on kinds of products that are bought by an individual. Women of higher income are moving towards different products. Percentage of women who are using Lux and Lifebuoy are decreasing in the income groups 9001 and more 29.55% women are using Lux and only 15.91% using Lifebuoy. Apparently it has been seen that market of Lux is increasing with increase in income while Lifebuoy market is decreasing with increasing income. In income group, 1500-3000, 6.25% respondents are using Lux and 50% using Lifebuoy. 3001-6000 income group 40.63% women are using Lux and 39.06% women are using Lifebuoy. More number of women with monthly income of rupees 6001-9000 prefer using Lux on Lifebuoy as bathing soap. 48.15% womenfolk are using Lux whereas Lifebuoy is used by 18.52% respondents only.

Watch advertisement	Brand use for hand wash in Jaipur					
	A piece of cloth	Soap	Sanitary Napkin	Pads	Reusable Pads	Tampon s/ menstrual Cups
Never	7	13	0	5	0	6
Once in a While	69	55	19	15	11	18
Always	17	11	0	0	1	0

Table 5.19: Sample distribution according to advertising watching habits and choice of Hygienic products



From above figure, it can be comprehended that people who watch advertisements, switch to different Hygienic products more often, and know more about branded Hygienic products variants in comparison to those who don't.

#### 4. FINDINGS

1. Awareness for hygiene is found to be increasing is in the women of all social categories.
2. Income is the key factor in usage of branded hygienic products, which is noteworthy.
3. Moreover, the use of branded hygienic products is again dependent on availability of information. Apart from education, this is a major factor which is affecting the usage of branded hygienic products.
4. When Income group of the women shifts to higher side, there is a significant shift in using branded hygienic products. Hence, this is the income group is the potential basis of segmentation of consumer for these products.
5. Education has significantly effect on the awareness about hygiene but actual usage is found only in the areas where branded products are available. It is found that if the branded hygienic products are made available, the lesser educated women can also be a potential consumer group.
6. There is high possibility of shifting women from traditional unscientific products to branded products. This indicates the huge possibility to convert them into potential buyer of the branded products by approaching them and creating awareness to use these products.
7. Mostly the consumer of that branded products are found to be sticking to the product they use once subject to availability of the brand product.

## 5. REFERENCES

- [1] Ahluwalia, Montek S. 2002. Economic Reforms in India Since 1991: Has Gradualism Worked?. *Journal of Economic Perspectives*, 16(3):67-88.
- [2] Ahluwalia. (2011). *Impact of Television Advertising on Children: A Behavioural Study*. Ph.D. Thesis. Amritsar: Guru Nanak Dev University. Retrieved on, 2014
- [3] Amaleena, J. (2013). *Children's Responsiveness to Food Advertisements in Television and Allied Health Problems – a Review of Evidence from Selected Districts of South Tamilnadu*. Ph.D. Thesis. Karunya Nagar: Karunya University. <http://shodhganga.inflibnet.ac.in/handle/10603/23485>
- [4] Azmi, Shabana.(2000). Women as Organized Agents for Poverty Eradication. In Bidyut Mohanty (ed.), *Women and Political Empowerment* (pp.38-53). New Delhi :Institute of Social Sciences.
- [5] Bashar Abu, Ahmad Irshad, & Wasi Mohammad. (2012). Influence of Demographic Factors on Consumer Impulse Buying Behavior. *International Journal of Management and Strategy*. 2012, 3 (I-5). 1-18 [https://www.researchgate.net/publication/281675796\\_International\\_Journal\\_of\\_Management\\_and\\_Strategy\\_A\\_STUDY\\_OF\\_INFLUENCE\\_OF\\_DEMOGRAPHIC\\_FACTORS\\_ON\\_CONSUMER\\_IMPULSE\\_BUYING\\_BEHAVIOUR](https://www.researchgate.net/publication/281675796_International_Journal_of_Management_and_Strategy_A_STUDY_OF_INFLUENCE_OF_DEMOGRAPHIC_FACTORS_ON_CONSUMER_IMPULSE_BUYING_BEHAVIOUR)
- [6] Biran, Schmidt, Wright, Jones, Seshadri, Isaac, et al. (2009). The effect of a soap promotion and hygiene education campaign on handwashing behaviour in rural India: a cluster randomised trial. *Tropical Medicine & International Health*.14(10),1303–1314 <https://doi.org/10.1371/journal.pmed.1001709>
- [7] Carol A. Kohn Beming and Jacob Jacoby, "Patterns of Information Acquisition in New Product Purchases", *Journal of Consumer Research*, Vol.1, Sept 1974, p.21.
- [8] Chunawala and Sethia.(2008). *Foundation of Advertising Theory and Practicies*. Mumbai: Himalya Publications.
- [9] Costos, D., Ackerman, R. & Paradis, L. Recollections of Menarche: Communication Between Mothers and Daughters Regarding Menstruation. *Sex Roles* 46, 49–59 (2002). <https://doi.org/10.1023/A:1016037618567>
- [10] Darbal, Dr. Jitendra and Nautiyal, Dr Vandna. (2013). Advertising: a New Dimension of Women Empowerment. *Communication Today*, 15(4), 24-32.
- [11] Delhi: Person Education Publication. from <http://shodhganga.inflibnet.ac.in/handle/10603/10349>
- [12] <http://rdprd.gov.in/PDF/Social%20Assessment%20Report.pdf>
- [13] Jerath S. and Pandey M.(2015) “ Rural Women Psychology and Emotional Content in Indian Television Advertisements,” *Media Watch* 6(2)188-192
- [14] Kakkar, Sunil. (2014). Ambient Advertising and Its Impact on Consumer Behavior. *Proficient International Refereed Journal of Management*, 6(5), 34-39.
- [15] Kalman, Melanie. (2003). Adolescent Girls, Single-Parent Fathers, and Menarche. *Holistic nursing practice*. 17. 36-40. 10.1097/00004650-200301000-00008.
- [16] Kotler, Philip H. (1991). *Marketing Management: Analysis, Planning, and Control*, 8th ed. NJ: Prentice-Hall, Inc.
- [17] Kumar, Anil and Joseph, Jelsey. (2014). Family Conflict Resolution: Purchase Role of Urban Women. *SCMS Journal of Indian Management*, 10(3),13-25.

- [18] Lavidge, R.J. and Steiner, G.A. 1961. A Model for Predicting Measurement of Adoption Effectiveness. *Journal of Marketing*, 25: 59-62
- [19] Lee, S. Y. (2014). Examining the factors that influence early adopters' smartphone adoption: The case of college students. *Telematics and Informatics*, 31(2), 308–318. doi:10.1016/j.tele.2013.06.001.
- [20] Roopin (2011). Impact of Advertisement on the Consumer Behaviour a Case Study of Some Selected FMCG Products in Union Territory of Chandigarh. Ph.D. Thesis. Merrut: Chaudhary Charan Singh University.
- [21] Schiffman, Leon G. and Kanuk, Leslie Lazar. (2007). *Consumer Behavior*.
- [22] Selvaraj A.(2007). Rural Consumer' Behaviour regarding non-durable goods: a study in erode district of Tamil Nadu, *Indian Journal of Marketing*, Vol XXXVII, No 12, pp35-42.
- [23] Shivaraj B (2006). Realities of Rural Market Segmentation. *Marketing Mastermind*, Vol VI, Issue 10, pp15-21.
- [24] Vidyavathi (2008). Consumerism and the Factors Influencing the Parameters of Buying Available at the Disposal of Consumers-an Empirical Study from the Perspective of Wholesale and Retail Markets in India, *International Business Management, Medwell Journals*, 2(2),49-55.