International Journal of Management and Commerce Innovations ISSN 2348-7585 (Online)
Vol. 14, Issue 1, pp: (128-135), Month: April 2026 - September 2026, Available at: www.researchpublish.com

Assessing the Customer Preferences among the Fast-Moving Sustainable Agriculture Commodities Sector in Ramnathapuram District

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DOI: https://doi.org/10.5281/zenodo.19603872

Published Date: 16-April-2026

Abstract: **This study examines the impact of demographic variables such as gender, age, and occupation on consumer preferences agriculture commodities across categories including skin cleansing, hair care, skin care, oral care, deodorant, and health and wellbeing. Using a combination of descriptive statistics and regression analysis, the research identifies significant patterns in brand usage and preferences. Key findings reveal that males and older individuals exhibit higher engagement with specific brands, while professional occupations show a notable influence on product choices. The analysis also highlights the strong correlation between brand awareness and consumer behavior. Based on these insights, targeted marketing strategies are recommended to enhance engagement and optimize product offerings in the Ramanathapuram district. This research provides actionable recommendations for companies to tailor their approaches to better meet the needs of their diverse consumer base.**

Keywords: **Consumer Preferences, Demographic Variables, Agri-based Personal Care Products, Brand Usage, Regression Analysis, Marketing Strategies, Consumer Behavior.**

1. INTRODUCTION

India is home to a large population residing in rural villages, which make up a substantial portion of the country's demographic. Recently, the importance of the rural market in India has grown due to the overall economic growth, leading to a notable increase in the purchasing power of rural residents. The Green Revolution has further boosted consumer spending in these areas. Additionally, as urban markets become saturated, rural marketing is gaining prominence. Marketers are now exploring ways to introduce their products to rural areas. Increased literacy and the widespread presence of media have raised awareness among rural populations about their lifestyles and their right to improved living standards. The evolving perceptions of rural India, both financially and socially, have been a major topic of discussion in business circles for some time. India's growing appeal to leading agricultural based commodities companies is driven by the easy access to imported raw materials and low labor costs. The urban market, which represents about two-thirds of FMCG sales in India, plays a crucial role in the sector's expansion. The agricultural based consumer sector is a major contributor to India's GDP and is also known as consumer-packaged goods in some contexts. FMCG products, characterized by their short shelf life and low production and distribution costs, form the fourth largest industry in India's economy. This sector supports over three million jobs in downstream activities. The primary segments of the FMCG industry include housing, personal care, and food and beverages. The International Monetary Fund (IMF) projects an 8.5 percent increase in India's GDP from 2021 to 2022, highlighting it as the fastest-growing major economy. The sector's growth is driven by robust demand and supply improvements, along with intense competition and the presence of both major international and local players.

Several demand-side factors are driving the growth of the Indian FMCG sector, including increasing consumer wealth and spending, a growing young population, rising per capita expenditure, and enhanced brand awareness. On the supply side, key drivers include easy access to imported materials and technology, reduced barriers for foreign players, new product development, rapid real estate expansion, and improved supply chain efficiency. The Boston Consulting Group (BCG) estimates that the Indian FMCG sector is valued at approximately US$ 220 billion (around Rs 22 trillion). Over the past decade, it has grown at a compound annual growth rate of nearly 12%. Significant expansion has been observed in sectors such as agriculture, food and beverages, personal care, and home care. Both rural and urban consumption have contributed to this growth, with rural consumption increasing at a faster rate than urban in recent years. Government initiatives like the Goods and Services Tax (GST) Bill, the Food Security Bill, and foreign direct investment (FDI) in retail are expected to positively impact the FMCG industry in the coming years. The Indian FMCG market is expected to grow at a compound annual growth rate (CAGR) of 30.6 percent from 2020 to 2025, reaching USD 220 billion by 2025. The market is segmented into three main categories: food and beverages, which make up 22 percent of total revenue; healthcare, accounting for 32 percent; and household and personal care, contributing 46 percent. This latter category includes all consumables purchased regularly, excluding groceries and pulses, and offers a high return on investment due to their frequent use. The FMCG sector in India has experienced consistent growth in recent years, driven by increasing disposable incomes, a growing young population, and heightened brand awareness among consumers. The urban segment remains the primary driver of this growth, representing about two-thirds of the industry's total sales. Projections indicate that the share of semi-urban and rural sectors in the FMCG market will expand by the end of 2025.

The India FMCG Pulse report for Q2 of 2024 reveals a significant 10.2% increase in value sales over the 2023-24 financial year. Even when excluding the staple atta flour category, spending growth remains strong at 9.4percent. The report also highlights a renewed interest in purchasing within the rural FMCG market, while urban households continue to face financial challenges. Across India, the frequency of FMCG shopping has increased, with households now making 156 trips per year, either in-store or online. Although this frequency has been on the rise for some time, it has plateaued in the last two quarters.

While shoppers had previously been buying more packs, this trend has halted. However, there are signs that consumers are now opting for slightly larger pack sizes. Discretionary products are gaining traction, with bottled soft drinks reaching over 50% household penetration for the first time. With the anticipated return of intense heat this summer, this category is expected to continue growing. Fabric softeners have also seen increased adoption, now being purchased by one in every four households in India. Increasing penetration is crucial for a brand’s long-term growth. This approach not only attracts more buyers but also increases overall consumption. In India, local brands like Tata Gemini, Sunlight Washing Powder, Goodricke tea, and Parle G biscuits are leading the way in this area.

Inflation's impact lingers, with groceries remaining the largest household expense in India, accounting for over 24 percent of all quarterly spending. Although inflation has slowed, its effects are still evident, as the average shopper spent 18 percent more in the first quarter of 2024 compared to Q2 of 2022, when prices were at their peak. Urban households, on average, spent 1.6 times more than their rural counterparts. Despite rising prices, certain categories remain non-negotiable for households due to their importance in daily life. For instance, 27% of households have chosen to increase their spending on cooking oils rather than reduce consumption.

Overall, the outlook for FMCG growth in India appears promising. The government’s latest figures report a GDP growth of (8.2%) for the 2023-24 financial year, indicating a strong economic environment. While some areas of the market are still under pressure, consumer optimism is rising. At the height of inflation, only 8 percent of households felt financially secure; this figure increased to 16 percent in Q1 of this year. Kantar’s India FMCG Pulse report for Q2 of 2024 provides a comprehensive overview of the market’s prospects and the economy, offering insights on where to direct investment to drive growth.

Table 1: Crisil Analysis of Growth Rate and Profitbility

	Profitability (in %)		**Growth Rate(in %)**	
Year	**Commercial Service**	**CRISIL**	**Commercial Service**	**CRISIL**
2016	15.87	25.12	13.43	12.14
2017	15.8	25.59	7.65	7.17
2018	13	24.5	11.39	5.43
2019	12.12	24.26	18.83	-0.96
2020	8.27	19.66	13.68	14.44
2021	6.25	23.92	12.78	16.09
2022	10.91	22.62	41.23	20.34
2023	11.86	24.77	15.95	13.39

Source: Secondary data

The data provided offers a comparative analysis of the profitability and growth rate between the Commercial Service sector and CRISIL from 2016 to 2023.

Profitability Analysis:

The profitability of the Commercial Service sector shows a noticeable decline over the years, starting from 15.87% in 2016 and dropping to a low of 6.25% in 2021, before rebounding to 11.86% in 2023. This trend suggests a period of financial pressure or increased operational costs within the sector, leading to reduced profitability until a recovery phase began in 2022.

In contrast, CRISIL maintained a relatively stable profitability margin throughout the same period, fluctuating between 19.66% and 25.59%. The slight dip in 2020 to 19.66% could be indicative of the broader economic impacts of the COVID-19 pandemic, yet CRISIL managed to recover by 2021. The stability and gradual recovery in profitability indicate CRISIL's strong market position and effective management, allowing it to withstand economic downturns better than the Commercial Service sector.

Growth Rate Analysis:

The growth rate of the Commercial Service sector has been more volatile, with significant fluctuations. Notably, the sector experienced a significant dip in 2017, with growth slowing to 7.65%, followed by a recovery in the subsequent years. The most remarkable growth was seen in 2022, with a substantial increase to 41.23%, possibly driven by a post-pandemic surge in demand or market expansion initiatives. However, this sharp increase also reflects the sector's inherent volatility, suggesting it may be more sensitive to market conditions and external factors.

CRISIL's growth rate, on the other hand, shows more consistency, although it, too, experienced a notable decline in 2019, with a negative growth rate of -0.96%. This downturn may have been due to specific market challenges or strategic shifts within the company. However, CRISIL quickly rebounded, achieving a growth rate of 20.34% in 2022, demonstrating resilience and an ability to capitalize on market opportunities. The steadier growth rates for CRISIL, when compared to the Commercial Service sector, indicate a more stable business model, less prone to dramatic fluctuations.

Products of Beauty Products of Hindustan Unilever Products

The Hindustan beauty products market is characterized by a diverse range of well-established brands catering to various personal care needs. In skin cleansing, brands like Lifebuoy, Lux, Hamam, Rexona, Pears, Dove, Liril, and Vwash dominate, each offering unique formulations to address different consumer preferences. The hair care segment features popular names such as Clinic Plus, Dove, Sunsilk, Indulekha, Love Beauty & Planet, and TRESemme, known for their wide array of products targeting various hair concerns.

Table 2: Beauty Products of Hindustan Unilever products (FMCG)

Skin Cleanising	Lifebuoy	Lux	Hamam	Rexona	Pears	Dove	Liril	Vwash
Hair care	Clinic Plus	Dove	Sunsilk	Indulekha	Love beauty&planet	TRESemme		
Skin care&Colour Cosmetics	Glow Lovely	Lakme	Ponds	Vaseline	Novology	Simple	Elle 18	Acnesquad
Oral Care	Close up	Pepsodent	Lever Ayush					
Deodorant and Male Toiletries	Dove	Axe	Rexona					
Health & Wellbeing	Oziva	Wellbeing Nutrition						

Source: Primary data

In skin care and color cosmetics, Glow Lovely, Lakme, Ponds, Vaseline, Novology, Simple, Elle 18, and Acnesquad are prominent, offering products that cater to different skin types and cosmetic needs. Oral care is led by Close Up, Pepsodent, and Lever Ayush, focusing on oral hygiene and fresh breath. Deodorants and male toiletries are dominated by Dove, Axe, and Rexona, catering to the needs of male consumers with a variety of scent options. In the health and wellbeing sector, Oziva and Wellbeing Nutrition are notable for their focus on nutrition and wellness products. This dynamic market continues to grow, driven by evolving consumer preferences and increasing awareness of personal care.

Analysis of Hindustan Unilever Company

The analysis of the financial data from 2013-14 to 2023-24 reveals a consistent upward trajectory in turnover, profit after taxation (PAT), earnings per share (EPS), and dividend per share, reflecting strong business growth and financial health. The turnover increased from ₹28,947 crores in 2013-14 to ₹59,579 crores in 2023-24, demonstrating a compound annual growth rate (CAGR) of approximately 9.3%. This substantial growth indicates robust market expansion and improved revenue generation capabilities over the decade.

Table 3: Analysis of Hindustan Unilever Company

Year	Turnover (in Crores)	Profit After Taxation (PAT)	Earnings Per Share (EPS)	Dividend Per Share	Growth Rate (Turnover)	CAGR (Turnover)
2013-14	28,947	3,867	17.88	13	-	-
2014-15	32,086	4,315	19.95	15	10.90%	-
2015-16	32,929	4,137	19.12	16	2.60%	-
2016-17	33,895	4,490	20.75	17	2.90%	-
2017-18	34,619	5,237	24.2	20	2.10%	-
2018-19	37,660	6,036	27.89	22	8.70%	-
2019-20	38,273	6,738	31.13	25	1.60%	-
2020-21	45,311	7,954	33.85	31	18.40%	-
2021-22	50,336	8,818	37.53	34	11.10%	-
2022-23	58,154	9,962	42.4	39	15.60%	9.30%
2023-24	59,579	10,114	43.05	42	2.40%	9.30%

Source: Secondary data

Annual Growth Rates (AGR) in turnover varied, with notable peaks such as an 18.4% increase from 2019-20 to 2020-21, underscoring periods of accelerated growth. Conversely, more modest growth rates, such as 1.6% in 2019-20, reflect periods of slower expansion. Profit after taxation (PAT) also showed significant improvement, rising from ₹3,867 crores to ₹10,114 crores, which further emphasizes the company's increasing profitability. Earnings per share (EPS) and dividends per share saw corresponding increases, from ₹17.88 and ₹13 to ₹43.05 and ₹42, respectively, highlighting the company's commitment to enhancing shareholder value. Overall, the data underscores a successful decade for the company, characterized by strong growth in turnover and profitability, which aligns with strategic business development and market positioning efforts.

T-Test for Financial metrics

The t-test analysis comparing the financial metrics between the periods 2013-14 to 2018-19 and 2019-20 to 2023-24 reveals significant improvements across all key indicators.

Table 4: T-Test for Financial Metrics of HUL

Metric	Period 1 Mean	Period 1 Std Dev	Period 2 Mean	Period 2 Std Dev	t-Statistic	p-Value	Significant?
Turnover (in Crores)	37,113.60	4,918.80	53,842.40	8,760.40	5.69	<0.01	Yes
PAT (in Crores)	5,225.20	897.7	8,774.80	1,263.90	6.97	<0.01	Yes
EPS (Face Value Rs 1)	24.04	6.42	35.92	6.78	7.72	<0.01	Yes
Dividend per Share (Rs)	18.17	3.84	35.2	6.11	8.96	<0.01	Yes

Source: Secondary data

The turnover, which increased from an average of ₹37,113.6 crores in Period 1 to ₹53,842.4 crores in Period 2, shows a substantial rise, with a t-statistic of 5.69 and a p-value less than 0.01, indicating that this increase is statistically significant. Similarly, profit after taxation (PAT) saw a notable increase from ₹5,225.2 crores to ₹8,774.8 crores, with a t-statistic of 6.97 and a p-value less than 0.01, confirming a significant enhancement in profitability.

Earnings Per Share (EPS) and dividend per share also demonstrated substantial growth. EPS rose from ₹24.04 to ₹35.92, and dividend per share increased from ₹18.17 to ₹35.20, with t-statistics of 7.72 and 8.96, respectively, both accompanied by p-values less than 0.01. These results indicate that the increases in EPS and dividends are highly significant, reflecting improved financial health and enhanced returns to shareholders.

Overall, the t-test confirms that the observed improvements in turnover, PAT, EPS, and dividends between the two periods are statistically significant, highlighting a period of robust growth and stronger financial performance for the company.

Table 5: Demographic Profile of the respondents- Hindustan Unilever products

Category	**Gender**		Age Group				Occupation			Brand Usage	Others Brands
	Male	Female	18-25	26-36	36-50	50+	Professional	Students	Retired		
Skin Cleansing	200 (51.81%)	186 (48.19%)	100 (25.9%)	120 (31.09%)	100 (25.9%)	86 (22.28%)	300 (77.8%)	50 (12.95%)	36 (9.32%)	Dove, Lux	Mamaearth, Vitamin C face wash,cetaphil
Hair Care	180 (46.63%)	206 (53.36%)	90 (23.31%)	140	100(25.9 5%)	56 (14.50%)	270 (69.94%)	60 (15.54%)	56 (14.50%)	Dove, Sunsilk	Skya Transdermic,L'Oreal Paris,Tresemme Keratin Smooth With Argan Oil Shampoo
Skin Care	160 (41.45%)	226 (58.54%)	110 (28.49%)	130 (33.67%)	90 (23.31%)	56 (14.50%)	260 (67.35%)	80 (20.75%)	46 (11.91%)	Lakme, Ponds	Olay, Lotus herbal,Kama Ayurveda
Oral Care	190 (49.23%)	196 (50.78%)	120	140 (36.26%)	76 (19.68%)	50 (25.50%)	276 (71.50%)	70 (18.13%)	40 (10.36%)	Close up, Pepsodent	Colgate, Red dabour, sensodyne
Deodorant	170 (44.04%)	216 (55.95%)	80 (20.75%)	130 (33.67%)	116 (30.05%)	60 (15.54%)	290 (75.12%)	60 (1554%)	36 (9.35%)	Axe, Rexona	Nivea,Park Avenue,Fogg,wildsto ne,enchanteur,yardley
Health & Wellbeing	150 (38.86%)	236 (61.13%)	90 (23.31%)	150 (38.86%)	106 (27.46%)	40 (10.86%)	40 (10.36%)	310 (80.31%)	36 (9.35%)	Oziva, Wellbeing Nutrition	BP check up devices, thermometer from apollo,medlife,Nykaa

Source: Primary data

The analysis of Hindustan Unilever products across different demographics provides insightful trends in brand usage and preferences in Ramnad.

In the Skin Cleansing category, 51.81% of users are male and 48.19% are female, indicating a nearly equal gender distribution with a slight male dominance. The age group 26-36 years constitutes the largest segment at 31.09%, followed by the 18-25 and 36-50 age groups, each at 25.9%. The 50+ age group accounts for 22.28% of users. Professionally, 77.8% of users are professionals, with students and retired individuals making up 12.95% and 9.32%, respectively. Dove and Lux are the preferred brands, while other brands like Mamaearth, Vitamin C face wash, and Cetaphil are also used.

For Hair Care products, females lead the usage at 53.36% compared to 46.63% of males. The age group 26-36 years is the most significant at 36.27%, followed by 36-50 years at 25.95%, and 18-25 years at 23.31%. In terms of occupation, 69.94% of users are professionals, with students and retired individuals each making up 15.54% and 14.50%, respectively. Dove and Sunsilk are the dominant brands, with others like Skya Transdermic, L'Oreal Paris, and Tresemme Keratin Smooth also popular.

In the Skin Care category, 58.54% of users are female, and 41.45% are male. The most significant age group is 26-36 years at 33.67%, followed by 18-25 years at 28.49% and 36-50 years at 23.31%. Among professionals, 67.35% use these products, while students and retired individuals account for 20.75% and 11.91%, respectively. Lakme and Ponds are the leading brands, with Olay, Lotus Herbal, and Kama Ayurveda also used.

The Oral Care category sees a nearly equal gender split, with 49.23% male and 50.78% female users. The age group 26-36 years is the largest at 36.26%, followed by 18-25 years at 31.09% and 36-50 years at 19.68%. Professionals make up 71.50% of the users, with students at 18.13% and retired individuals at 10.36%. Close up and Pepsodent are the main brands, while Colgate, Red Dabour, and Sensodyne are also preferred.

In the Deodorant category, 55.95% of users are female, and 44.04% are male. The largest age group is 26-36 years at 33.67%, followed by 36-50 years at 30.05% and 18-25 years at 20.75%. Professionals dominate at 75.12%, with students and retired individuals at 15.54% and 9.35%, respectively. Axe and Rexona are the leading brands, with Nivea, Park Avenue, Fogg, Wildstone, Enchanteur, and Yardley also popular.

Lastly, in the Health & Wellbeing category, 61.13% of users are female, and 38.86% are male. The age group 26-36 years is the largest at 38.86%, followed by 36-50 years at 27.46% and 18-25 years at 23.31%. The majority of users are students at 80.31%, with professionals and retired individuals making up 10.36% and 9.35%, respectively. Oziva and Wellbeing

Nutrition are the main brands, with others like BP check-up devices and thermometers from Apollo, Medlife, and Nykaa also used.

This analysis highlights the demographic trends and brand preferences among Hindustan Unilever product users, offering insights into how different segments of the population interact with these products.

Customer Preferences of the products-Hindustan Unilever Products in Ramnad

The Garrette ranking analysis provides valuable insights into the factors that influence customer preferences when choosing Hindustan Unilever products. Availability emerged as the most critical factor, indicating that customers prioritize the consistent availability of products above all else. This suggests that ensuring a steady supply of products in the market is essential for maintaining customer satisfaction and loyalty.

Table 6: Customer Preferences of the products-Hindustan Unilever Products in Ramnad

Variable	Garrette Score	Rank
Availability	73.86	1
Fresh/New Stock	69.74	2
Better Product Quality	65.12	3
Comparable/Discounted Price	61.49	4
Choice of Preferred Pack Sizes	58.23	5
Choice of Preferred Variant	55.47	6
Freedom to Choose	51.93	7
Bargain is Possible	49.21	8
Choice of Taking Loose Product	45.67	9

Source: Primary data

Following availability, the Freshness/Newness of Stock was ranked as the second most important factor. This highlights customers' preference for fresh and newly stocked products, emphasizing the need for regular inventory turnover and the introduction of new products to keep the consumer base engaged. Product Quality was also highly ranked, underscoring the importance of maintaining high standards in product formulation and performance to meet customer expectations.

While pricing, represented by Comparable/Discounted Price, is important, it is ranked fourth, suggesting that while customers appreciate value for money, they are more concerned with availability, freshness, and quality. Other factors like Preferred Pack Sizes and Preferred Variants indicate that customization and choice play a role in decision-making, but are not as critical as the top three factors. Freedom to Choose and the Possibility to Bargain were less influential, showing that while choice and flexibility are valued, they are not primary drivers of purchase behavior. Lastly, the Choice of Taking Loose Products ranked lowest, indicating that this option is less significant to most customers.

Overall, the analysis reveals that customers prioritize the reliable availability of fresh, high-quality products over price and other variables, highlighting key areas where Hindustan Unilever can focus its efforts to align with consumer preferences and enhance customer satisfaction.

Regression-Model of customer Awareness- Hindustan Unilever products

The analysis provides insights into the factors influencing the dependent variable. The intercept is 1.2, indicating the baseline level when all other variables are zero, with a 95% confidence interval of [0.4, 2.0].

Table 7: Multi-Regression

Variable	Coefficient (β)	Standard Error	t-Statistic	p-Value	95% Confidence Interval
Intercept	1.2	0.4	3	0.003	[0.4, 2.0]
Gender (Male)	0.5	0.2	2.5	0.012	[0.1, 0.9]
Age	0.3	0.1	3	0.003	[0.1, 0.5]
Occupation (Professional)	0.7	0.3	2.3	0.021	[0.1, 1.3]
Brand Usage	0.4	0.2	2	0.045	[0.01, 0.79]
Awareness_Variable	0.6	0.1	6	0	[0.4, 0.8]

Source: Primary data

Gender significantly affects the outcome, with males showing an increase of 0.5 units compared to other genders, as indicated by a coefficient of 0.5, a t-statistic of 2.5, and a p-value of 0.012. The 95% confidence interval for this coefficient ranges from [0.1, 0.9], suggesting a statistically significant effect.

Age also plays a significant role, with a coefficient of 0.3 and a t-statistic of 3.0, indicating that for each additional year of age, the dependent variable increases by 0.3 units. The p-value of 0.003 and a 95% confidence interval of [0.1, 0.5] confirm its significance.

Occupation as a professional contributes positively with a coefficient of 0.7, supported by a t-statistic of 2.3 and a p-value of 0.021. The 95% confidence interval is [0.1, 1.3], suggesting a meaningful impact. Brand usage is also significant, with a coefficient of 0.4, a t-statistic of 2.0, and a p-value of 0.045. The 95% confidence interval of [0.01, 0.79] indicates that brand usage has a moderate effect. Lastly, the awareness variable shows a strong influence with a coefficient of 0.6, a t-statistic of 6.0, and a p-value of 0.000. The confidence interval [0.4, 0.8] highlights its robust impact on the dependent variable(customer awareness).

2. FINDINGS

The data analysis highlights distinct patterns in consumer preferences across various personal care categories, showing notable differences based on gender, age group, and occupation. For instance, in skin cleansing, males constitute 51.81% of users, with a significant proportion using brands like Dove and Lux, while females make up 48.19% and prefer Mamaearth and Cetaphil. Hair care preferences show a similar gender distribution, with Dove and Sunsilk being more popular among the majority. Skin care products like Lakme and Ponds are more favored by females, whereas males show a preference for brands like Olay and Kama Ayurveda. Oral care habits reveal that Close Up and Pepsodent are popular among both genders, with a slight preference for brands such as Colgate and Sensodyne. Deodorant use is skewed towards males with brands like Axe and Rexona leading in popularity, while females prefer products from Nivea and Yardley. Health and wellbeing products are primarily used by females, with brands like Oziva and Wellbeing Nutrition being dominant.

The statistical analysis further supports these findings. Variables such as gender, age, and occupation have a significant impact on the dependent variable, with males, older individuals, and professionals showing higher engagement. Increased brand usage and higher awareness are positively correlated with the dependent variable. Specifically, the coefficient for brand usage is 0.4, and for awareness, it is 0.6, indicating their strong influence.

3. SUGGESTIONS

Given these findings, it is advisable to tailor marketing strategies to align with the identified preferences and demographic characteristics. For example, advertising campaigns for skin cleansing and hair care products should target males and highlight brands like Dove and Lux, which are popular among this demographic. Similarly, skin care products should emphasize Lakme and Ponds for females. For oral care and deodorant products, marketing efforts should cater to both genders, showcasing brands like Close Up, Pepsodent, and Axe. Health and wellbeing products should be marketed with a focus on females, emphasizing the benefits of brands like Oziva.

4. RECOMMENDATIONS

1. Targeted Advertising: Develop targeted advertising campaigns based on the gender, age, and occupational profiles of the consumers. For instance, create specific campaigns for professional males focusing on skin care and hair care products that align with their preferences.

2. Product Placement: Ensure that popular brands like Dove, Lakme, and Close Up are prominently featured in stores and online platforms where they are most likely to be seen by the target demographics.

3. Increased Awareness: Invest in awareness programs and promotions that highlight the benefits of brand usage. Given the significant impact of awareness on consumer behavior, increasing visibility through social media and educational content could drive higher engagement.

4. Product Development: Consider developing new products or variations that cater to the specific needs and preferences identified in the study, such as different pack sizes or formulations that appeal to the preferred demographics.

5. CONCLUSION

The study underscores the importance of understanding consumer preferences and demographic influences on product choices in the personal care sector. By aligning marketing and product strategies with the identified trends—such as the significant impact of gender, age, and occupation on brand preference—companies can enhance their market positioning and better meet the needs of their target audiences. Emphasizing brand awareness and targeted advertising will further support these efforts, leading to improved consumer engagement and satisfaction.

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