



A STUDY ON CONSUMER'S PERCEPTION TOWARDS IODIZED CRYSTAL SALT IN THOOTHUKUDI DISTRICT

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ABSTRACT

The main aim of this research is to study the perception of the customers towards iodized crystal salt and also discriminate this perception gender wise with help of convenient sampling method 150 respondents were selected and data were collected through structured questionnaire. The result shows that most of the customers were perceived that iodized crystal salt is better option than refined iodine freeflow salt and most of the customers were satisfied with their iodized crystal salt. They conclude that iodized crystal salt is more expensive than refined iodine freeflow salt, its take more time for processing the products and they are facing problems while making iodized crystal salt. facing problem like climate changing.

KEYWORDS: Iodine deficiency disorder, Iodized salt, Household coverage, India, Customer buying behaviour.

INTRODUCTION

Consumer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product. It is a three stage process that translates raw stimuli into meaningful information. Each individual interprets the meaning of stimulus in a manner consistent with his/her own unique basis, needs and expectations. Three stages of perception are exposure attention and interpretation. In similar terms, it is how a customer sees a particular brand with whatever he/she has been able to understand by watching the product, its promotions, feedback etc., it is the image that of particular brand in the mind of the customer.

STATEMENT OF THE PROBLEM

- Factors influencing the customer to purchase a product in iodised crystal salt in Thoothukudi district such as availability of all products, choice of more brands, better product quality are some of the aspects studied in the present study
- The response of customer with regard to the availability and quality of products and services offered at iodised crystal salt.
- Nowadays no one is able to manage life without iodised crystal salt as it becomes an essential part of our life.

SCOPE OF THE STUDY

The preference of the consumer is differ from each other. it will be helpful for the producers of



crystal salt products by understanding the real preference of consumer. If the producers or retailer know about the consumer preference, then, It will be aid for them to formulate and implement appropriate marketing strategy to market their product based on consumer preference.

With that, the preferences, can innovate their products, quality price and many other inventions in iodised crystal salt products by the help of this study

OBJECTIVES OF THE STUDY

- To study the consumer preference towards iodised crystal slow salt.
- To study the factors which influencing the customers to purchase a product in iodised crystal salt in Thoothukudi district.
- To identify the problems faced by costumers in iodised crystal salt in Thoothukudi district.

RESEARCH METHODOLOGY

The empirical research design is used in this study. It is record of one's direct observation or experience which can be analysed qualitatively. It will answer the questions of how or when or why the characteristics occurred. The data was collected from 150 respondents from Coimbatore city through questionnaire by adopting convenience Sampling Technique. Percentage analysis, Ranking analysis, Likert scale analysis were used to analyses the data.

LIMITATIONS OF THE STUDY

- Due to limitation of time only few people were selected for the study. So the sample of consumers was not enough to generalize the findings of the study.
- It covers only the Thoothukudi city.
- The respondents were unable or unwilling to give a complete and accurate response to certain question.

REVIEW OF LITERATURE

Dennil. Arli and Harik. Lasmono (2010)¹, "consumers perception of corporate social responsibility in a developing country". The paper examined consumer perception in the developing country of Indonesia. The data was collected from 443 students whose age is between 16-23. They conclude that when consumers have to buy simiar product with the same price and quality CSR could be the determining factor. They would buy from the firm that

has a socially responsible reputation.

Abhishek Dadhich, Prof. (Dr.) Kavaldeep Dixit (2017)², "Consumer Perception and brand loyalty towards over the counter brand medicines of major pharmaceuticals companies with special reference to Rajasthan". It also aims to study the impact of marketing mix factors on consumer perception and OTC brand loyalty. The research study evaluates the major influencing factor and consumer preference towards the OTC brand promoted by the major pharmaceutical companies. They concluded that revealed that place, price and promotion are major key influencing factors for consumer OTC buying behavior which should be ponder while formulating OTC medicine marketing strategy.

DATA ANALYSIS AND INTERPRETATION

The collected data were grouped, edited, tabulated in a mater table and analysed using the following statistical tools

1. Percentage Analysis
2. Rank Analysis
3. likert scale Analysis

SIMPLE PERCENTAGE ANALYSIS

A simple percentage analysis is carried out for most of all questions given in questionnaire. This analysis describes the classification of respondents falling in each category.

The percentage analysis is used mainly for standardization and comparisons are in support with the analysis.



FORMULA

$$\text{Percentage Analysis} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} * 100$$

**TABLE NO .1
TABLE SHOWING AGE OF THE RESPONDENTS**

S.NO	Categories	No. of Respondents	Percentage (%)
1	18 to 24	23	20
2	24 to 31	48	40
3	32 to 40	40	33
4	Above 40	9	7
	TOTAL	120	100

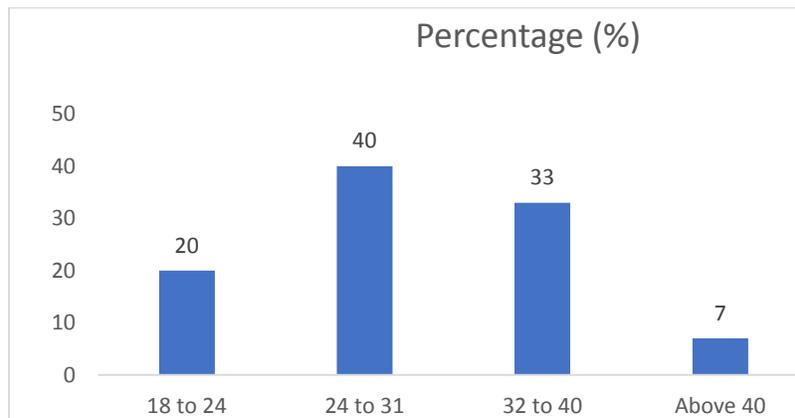
INTERPRETATION

The table reveals that, 20% of respondents are between 18 to 24 years, 40% of respondents are between 24 to 31 years, 33% of respondents are between 32 to 40 years, 7% of respondents are Above

40 years.

INFERENCE

Majority (40%) of the respondents are in the age group of 24 to 31 years.



RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or ranked equal to the second. Analysis of data obtained by

ranking commonly requires non-parametric statistics. In this study, ranking analysis applied for response collected which are ranked from (10 to 1) towards various source of information by the respondents and given various factors which are in iodized crystal salt .



TABLE 4.2.2
TABLE SHOWING RANKING FOR PROBLEMS OF THE IODINE CRYSTAL SALT

S. No	Particulars	1	2	3	4	5	6	TOTAL	RANK
1	Quality	15(6)	36(5)	36(4)	16(3)	4(2)	13(1)	483	1
2	Price	29(6)	6(5)	4(4)	26(3)	36(2)	19(1)	389	5
3	Influence by other	30(6)	18(5)	12(4)	11(3)	19(2)	30(1)	419	3
4	Advertising	29(6)	21(5)	12(4)	17(3)	15(2)	26(1)	416	4
5	Packaging	11(6)	10(5)	15(4)	30(3)	31(2)	22(1)	350	6
6	Convenience	10(6)	29(5)	36(4)	17(3)	18(2)	10(1)	446	2

Source: Primary data

INTERPRETATION

From the table, it is understood that quantity is ranked 1, Price is ranked 5, Influence by other is ranked 3, Advertising is ranked 4, Packaging is ranked 6, Convenience is ranked 2.

INFERENCE

The quantity of food have been ranked 1st by the customers for the problems during iodine crystal salt.

FORMULA

$$\text{Likert scale} = \frac{\sum fx}{\text{Total number of respondents}}$$

While,

f = Number of respondents

x = Likert scale value $\sum fx$ = Total score

Mid value

Mid value indicates the middle most value of likert scale.

TABLE NO.3
TABLE SHOWING PERFORMANCE TOWARDS LEVEL OF IODINE CRYSTAL SALT

S. No	Factors					TOTAL	Likert Scale		
	Likert Scale value (x)		5	4	3			2	1
1	Product pricing		f	54	47	13	5	1	120
			fx	270	188	39	10	1	508
2	Product Packing Product Quality		f	49	48	19	2	2	120
			fx	245	192	57	4	2	500
3	Brand Values and Ethics		f	39	28	37	7	9	120
			fx	195	112	111	14	9	441
4	Online and Offline Presence		f	35	34	22	20	9	120
			fx	175	136	66	40	9	426
5	Advertisement		f	50	32	19	11	8	120
			fx	250	128	57	22	8	465

Source: Primary data



INTERPRETATION

Likert scale value 3.55 is greater than the mid value (4), thus the respondents agreeing with the service of the iodine crystal salt would be of very good quality

INFERENCE

The respondents agreeing with the service of the online iodine crystal salt would be of very good quality

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS FROM PERCENTAGE ANALYSIS

- 40% of the respondents are in the age group of 24 to 31 years.
- 55% of the respondents are female.
- 40% of the respondents are 250001 -500000
- 47% of the respondents are Employee.
- 85% of the respondents buy iodine salt.
- 58% of the respondents use non – iodine salt in their houses.
- 72% of the respondents differentiation price iodine salt.
- 50% of the respondents are Paper bags.
- 48% of the respondents are of respondents are between 20 to 40.
- 80% of the respondents use of iodine crystal salt after seeing the advertisements.
- 62% of the respondents are monthly purchase of iodine crystal salt .
- 31% of the first preference of the respondents are features.
- 36% of the factors considered for choosing salt is brand

FINDINGS FROM RANK ANALYSIS

- No fear of adulteration have been ranked 1st by the customers for the iodized crystal salt.
- The quantity of food have been ranked 1st by the customers for the problems during iodine crystal salt.

FINDINGS FROM LIKERT SCALE ANALYSIS

- The respondents agreeing with the service of the iodine crystal salt would be of very good quality
- The respondents are not satisfied with the

factors.

SUGGESTION

- The respondents suggested to improve the quality of food and packing.
- Prices like discount to loyal customers, Reward points, etc. can be provided to increase the customer products .
- Advertisement through various channels can be made to make the customer to recall the iodine crystal salt.

CONCLUSION

- The Study of Consumer Preference Towards Iodised Crystal Salt has Proved that many consumers prefers Healthier salts which contain comparable amount of sodium by weight.This iodised salt is preferred by many consumers because of its better product Pricing,Quality and also Advertisements.
- The Study of Factors Influencing the Purchasing Power of ICS in THOOTHUKUDI DISTRICT Majorly Includes its Level of Availability, its Supply,Credit terms and also by Recommendation of others. Formal education, higher monthly income, and not exposing salt to sunlight were found to associate with the presence of adequately iodized salt at home.
- The Problems Faced by consumers in iodised crystal salt in Thoothukudi District Includes Low packing Quality and also the Iodine content which is critical to an Infants Brain. The evidence here shows that there is a need to increase the supply of adequately iodized salt to meet the goal for monitoring progress towards sustainable elimination of IDD.

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