

## A STUDY ON USE OF SACHETS AMONG YOUNGSTERS IN COCHIN CITY WITH SPECIAL REFERENCE TO HAIR CARE PRODUCTS

JOMOL JOSEPH  
ASSISTANT PROFESSOR  
AQUINAS COLLEGE, EDACOCHIN  
ERNAKULAM, KERALA STATE

**ABSTRACT:** - Sachets are now becoming popular in the hair care segments. In fact market reports suggest that sachets account for more than 50% sales in India that of bottles. Clearly one can see that sachet packaging is increasingly being adopted by various companies in the hair care category to which are the most used by youngsters to tap the bottom of the pyramid of India FMCG market. Instead they are available in most attractive and innovative packages. Corporations also demanded that bottles marketing has always increased the sales and helped them to cover a major segment of the market. This research aims to study the advantages and disadvantages of sachets, to know the perception of respondents towards the use of sachets and also to identify the factors influencing the use of sachets. Data collected through primary and secondary data.

**Key words** – Sachets, Hair Care Products, Customer perception and Influencing Factors.

### INTRODUCTION

Sachets are the small sealed bag or packet containing a small quantity of something. Sachets have been launched a long time ago just to encash the markets of single time use. It is considered to be one of the best marketing strategies. During the Chinese Warring States period a scented sachet was an ornament worn on the body and used to absorb sweat, repel insects and ward off evils. In the Han dynasty both boys and girls wore sachets and in the Tang Dynasty and Song Dynasty scented bags gradually became preferred only by women. A scented sachet became a love token in the Qing Dynasty. In medieval Europe the sachet was known as a "plague-bag". These were generally worn around the neck, or dangled from the waist. It was believed that they provided protection against parasites and miasmata. These "sachets" contained sweet powders, aromatic calamus, benzoin, storax, galangale, cloves, and other fragrances from a herb or flower garden. Queen Isabella of Spain used fragrant sachets consisting of dried rose and carnation petals, orris and calamus root, and other ingredients like powdered coriander seeds. In the nineteenth century a sachet filled with hops was called a "Pulvinar Humuli" and used by George III of Great Britain and Prince Albert of Saxe-Coburg to help induce sleep.

In modern times, a small cloth bag filled with potpourri may be laid among garments in a dresser. In various Indian cuisines, a "potli bag" is used to contain whole spices, so that they may be easily separated from the food after cooking. They are also used as fashion ornaments unto themselves. On the other hand Bottles are a portable container for holding liquids, characteristically having a neck and mouth made of glass or plastic. Bottle products are easy to use and in other sense it is the bulk purchase of particular products. With tons of options available to the consumer shopping has become very easy and breezy and we get anything and everything we need and get them in just the right amounts too. Now a days most of the consumer goods are available both in sachets and

bottles especially FMCG. Simultaneous use of sachets and bottles marketing has always favoured companies and helped them to cover all segments of the market. To cater the low income classes most carry items in low price sachets. The common philosophy is that things are cheaper when bought in bulk or big packs. To apply the economies of scale the more products are produced, the cheaper the cost of production gets. And coming up with sachets corporations are able to reach out to a market, which usually cannot afford their products. By buying in bulk, we save money as well as help save the environment.

All these as stories of old times. Today preference, taste, and intentions of the consumers have changed rapidly. Consumer preference sachets and bottles sachets are less priced or bottles are economical. Factors like convenience, place utility, usage, psychological variable, socio-economic variable, and related aspects play an important role in choosing between sachets and bottles.

It is evident that corporations as well as customers are getting benefited by this bottles and sachets marketing. Certainly, there is a big opportunity for markers in the Hair Care category. It is very easy for the corporation to provide Hair Care products in both bottles and sachets because of their nature. A large segment of Indian market belongs to youngsters who are also the targeting customers of leading hair care companies. By identifying the real intention of the youngsters and the use of sachets and bottle marketing the right proportion will help the corporation to get and retain loyal customers. So, it is very important to know the popularity of sachets and bottles in relation to hair care products among youngsters. Bottles are being used for packaging of hair care products from the beginning itself and sachets are introduced as a new technique to persuade all segments of the market. By considering these points in this research aims to study the use of sachets of hair care products among youngsters in cochin city.

The trend started in 1983, when Cavinkare introduced the most innovative packaging concept in India's fast moving Consumer Goods (FMCG) history by launching its chik Shampoo in sachets for Rs 1. That one step revolutionized not just the shampoo segment, but also the entire FMCG sector in the country.

### **OBJECTIVES OF THE STUDY**

- To understand the advantages and disadvantages of sachets.
- To know the perception of respondents towards the use of sachets.
- To identify the factors influencing the respondent in choosing sachets.
- To assess the impact of socio - economic factors of respondents in choosing Sachets.
- To study the preference and popularity of sachets and bottles among the Respondents.

### **SCOPE OF THE STUDY**

The scope of the study is related to the perception of respondents towards the use of sachets and also to identify the factors influencing the use of sachets. The new generation youth are now conscious about their beauty and hair other than anything. This brings a major role for hair care products in daily life. But what they prefer and why is a question yet to be clearly answered. This study is conducted with special reference to the youngsters in Cochin city. Here we are considering a questionnaire method. The technique of random sampling was used to select the sample.

## **RESEARCH METHODOLOGY**

Research is defined as the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in the construction of theory or in the practice of an art.

Research methodology describes the methods of conducting the research study.

### **Research Design**

Research design is the plan, structure and strategy of investigation conceived, so as to obtain answers to research questions. The study requires a descriptive style research design. A descriptive study refers to study which wants to portray the characteristics of a group of individual or situation. The number of respondents selected for the study is 50.

## **DATA COLLECTION METHOD**

### **SOURCE OF DATA**

Both primary and secondary data is collected for this study.

### **PRIMARY DATA**

Primary data are those collected for the first time and thus happens to be original in character.

### **SECONDARY DATA**

Secondary data are those have been collected by some other person for their purpose and published.

## **LIMITATION OF THE STUDY**

- Time constraints was the major problems to this project, because the stipulated time was insufficient to carry out a detailed study.
- Due to paucity of fund the size of the sample is restricted to a few.
- This study covers youngsters only
- The study was limited to 50 respondents.
- The findings and observations in this study is purely based on respondents answer, and they may be incorrect.

## **REVIEW OF LITERATURE**

Although initially sachets became popular as a tool to encourage product trials (sampling), today they have become one of the key drivers of product sales in volume terms, especially for customers at the middle and bottom of the economic pyramid. Sachet marketing is also described as the practice of “thinking small, but in large volumes” (Trend Watchers 2004).

Moreover, companies are beginning to tap into the until now untapped markets with different pack sizes in the wake of increased competition in the consumer goods’ category (Elliott 1993). Since little empirical research has been carried out involving sachet marketing, we draw insights from extant studies on packaging.

**Folkes, Martin, and Gupta (1993)** suggest that consumers may prefer large pack sizes over small ones to reduce their concerns of running out of the product. Another reason cited is that of lowering their transaction(replacement) costs for using the product (Lynn 1992; Worchel, Lee, and Adewole 1975).

**Wansink’s (1996)** study on the effect of package size on consumption concludes that consumption tends to increase when producing products. issuance is in larger sizes, largely due to the consumers’ belief that unit cost is reduced when the product is purchased in larger packages.

In 2004 the late University of Michigan management guru **CK Prahalad** extolled the value of sachet packaging in his bestselling book, **The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits**. Sachet packaging of small amounts of products such as shampoo, toothpaste and conditioner allows the global poor to afford these products instead of the more expensive, typically one-litre, packaged bottles and containers in western countries.

Study by LG Healthcare in India also questions the benefits of sachets for marketers, as although sachets have helped in increasing penetration, they have also caused a decrease in overall consumption (**Economic Times 2004**).

The interesting insight that we get from the shampoo market is that Even after 30 years of the introduction of sachets in this product category, sachets have not been able to drive penetration in the Indian market. A study shows that all India penetration of shampoo is still at 14% (Urban - 40%; Rural - 10%), despite the fact that sachets contribute 70% to total shampoo sales in the Indian market. Another interesting lesson to be learnt is that of creating awareness and its link to product sales. We observe that although product awareness does not differ too much between Urban vs. Rural areas (90% vs 80%), sales differ significantly (80% in Urban vs. 20% in Rural) (**Source:Sify.com 2007**).

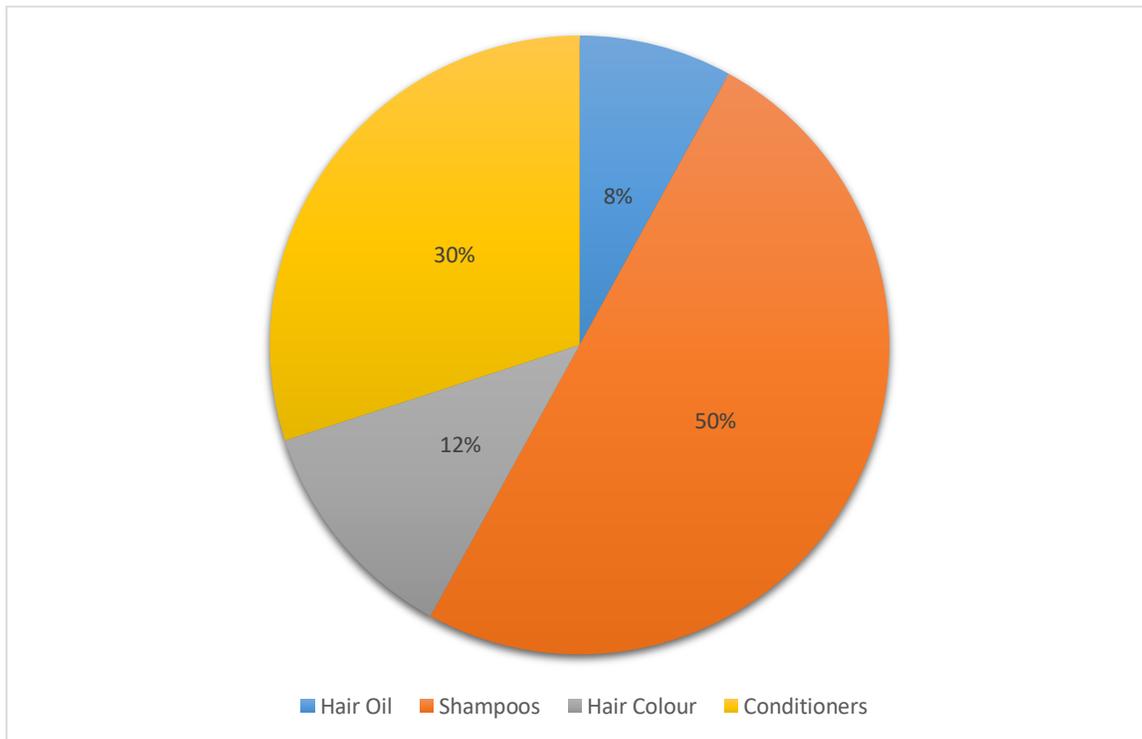
**DATA ANALYSIS AND INTERPRETATION**

**Table 1**  
**Table showing mostly used Hair Care Products**

Category	No. of respondents	Percentage
Hair Oil	4	8%
Shampoos	25	50%
Hair Colour	6	12%
Conditioners	15	30%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source : Primary data

**Figure 1**  
**Graph shows mostly used Hair Care Products**



Source: Primary data

**Interpretation :**

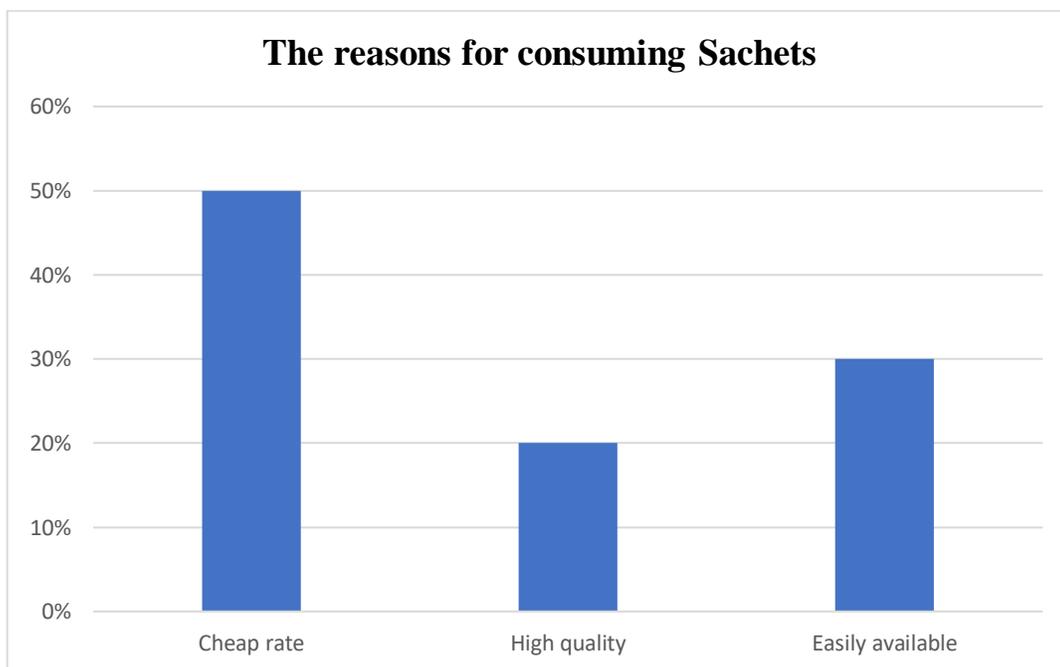
From the above table it is cleared that 50% of the respondents are using shampoo and 30% are using conditioners. Only 8% are using Hair oil and 12% are using Hair Colour.

**Table 2**  
**Table showing the reasons for consuming Sachets**

Category	No. of respondents	Percentage
Cheap rate	25	50%
High quality	10	20%
Easily available	15	30%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Primary data

**Figure 2**  
**Graph showing the reasons for consuming Sachets**



Source: Primary data

**Interpretation:**

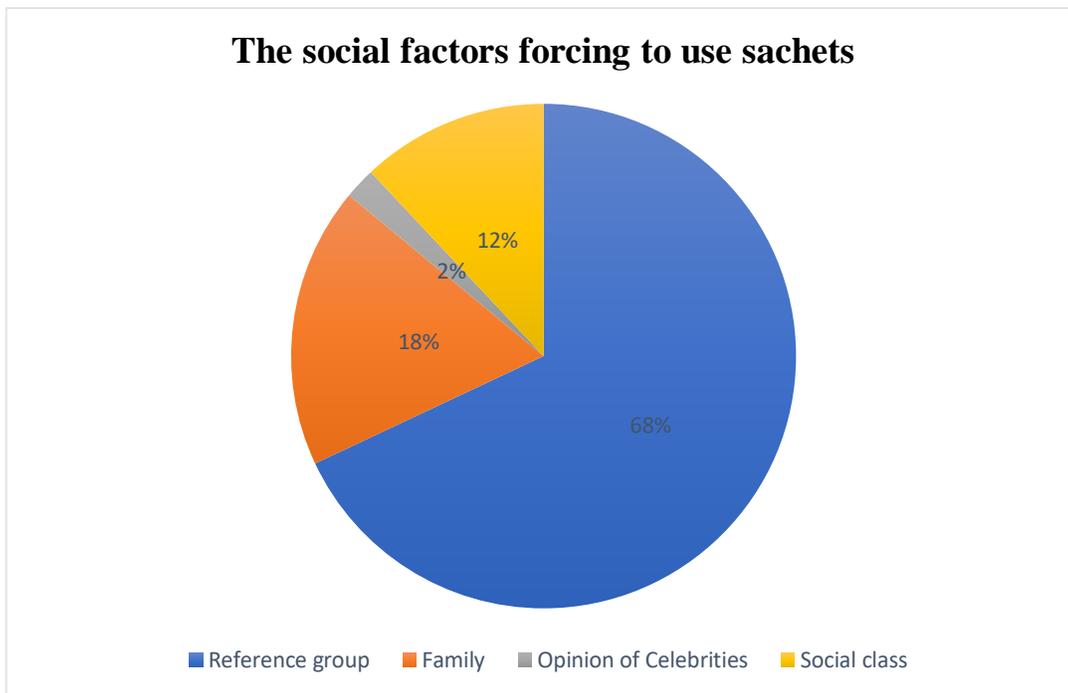
Table 2 and the figure 2 visualizes that 50% respondents are Sachets of its low rate. 30% prefer Sachets due to its availability . 10% of respondents consume Sachets because of high quality.

**Table 3**  
**Table showing Social factors forcing to use sachets**

Factors	No. of respondents	Percentage
Reference group	34	68%
Family	9	18%
Opinion of Celebrities	1	2%
Social class	6	12%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Primary data

**Figure 3**  
**Graph shows the social factors forcing to use sachets**



Source: Primary data

**Interpretation:**

The table 3 and figure 3 reveal that 68% says the reference group is the main social factor which forced to use sachets. 18% says that family is the factor which force them to purchase sachets and 12% of respondents are forced due to their social class and only 4% purchase sachets due to the influence from the opinion of celebrities.

**Table 4**

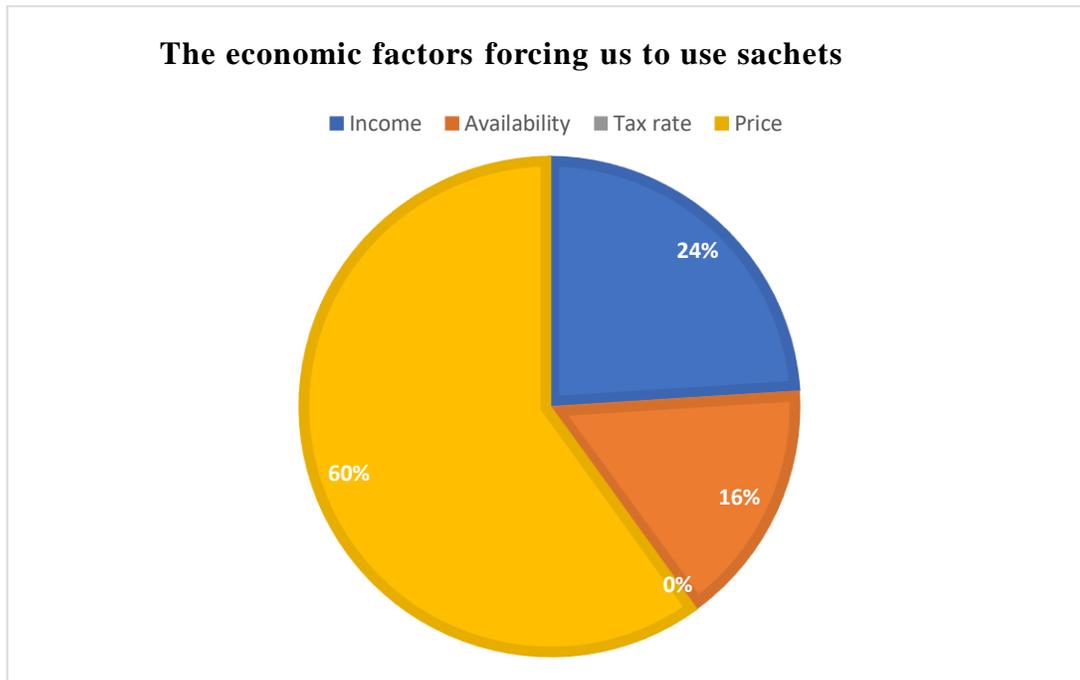
**Table shows the economic factors forcing us to use sachets**

Factors	No. of respondents	Percentage
Income	12	24%
Availability	8	16%
Tax rate	0	0%
Price	30	60%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Primary data

**Figure 4**

**Graph shows the economic factors forcing us to use sachets**



Source: Primary data

**Interpretation**

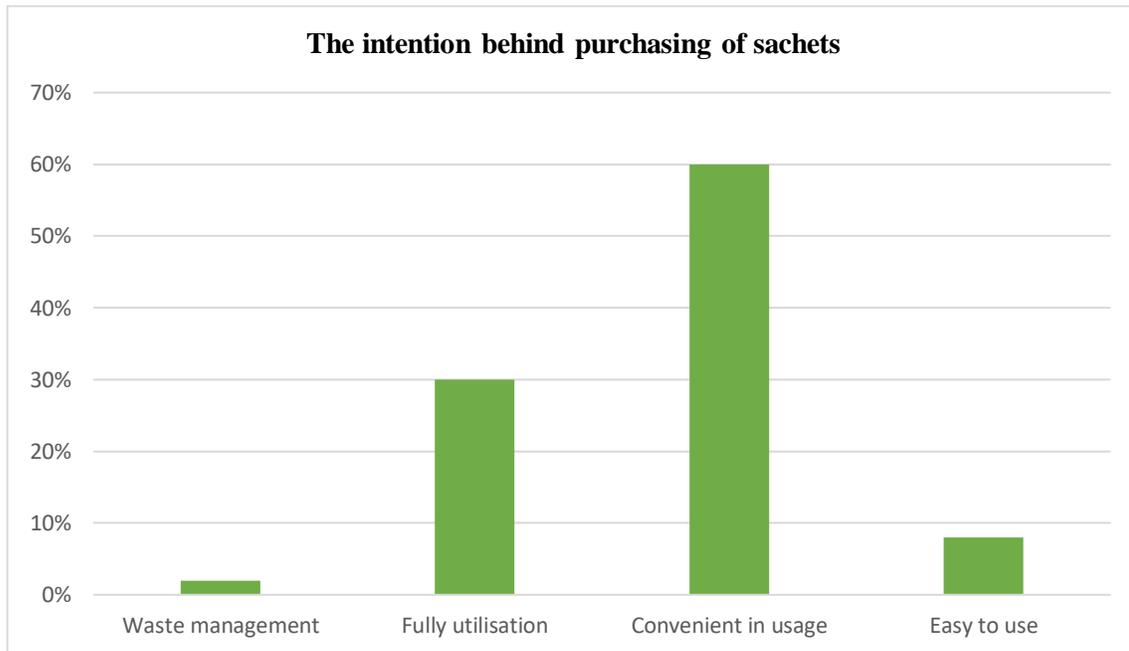
From the table and graph 4, it is found that 60% of respondents say that they are forced to purchase sachets because of its low price. And 24% says because of their income and 16% respondent purchase due to the availability of sachets.

**Table 5**  
**Table shows intention behind purchasing of sachets**

Category	No. of respondents	Percentage
Waste management	1	2%
Fully utilisation	15	30%
Convenient in usage	30	60%
Easy to use	4	8%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Primary data

**Figure 5**  
**Graph shows intention behind purchasing of sachets**



Source: Primary data

**Interpretation**

From the table and graph 5, it is clear that, 60% of respondents are purchasing sachets with an intention of convenience usage 30% purchase with an intention and 8% purchase for easy usage. Only 2% purchase sachets for better waste management.

## **SUGGESTIONS**

- Consumption of sachets leads to more plastic waste. So the companies think about designing biodegradable packets.
- The company needs to take necessary measures to improve the quality of products provided in sachets. If there is quality assurance, they need to make aware about this to the users.
- Sachets users find bottles more attractive. Companies need to redesign the packets in a more attractive manner.
- Majority of the respondents feel that consumption of sachets deteriorates status. This misconception has to be waived off through proper awareness.
- Companies need to adopt effective promotional strategies to create a brand image in the minds of customers. So that customers' loyalty can be assured.

## **CONCLUSION**

The study was conducted to understand the usage of sachets among youngsters in Cochin city with special reference to hair care products. Sachets are more convenient to use, easy to store, decrease the risk, easy to purchase and available in low prices. At the same time it is fragile, increases plastic waste, and mostly used for one time only. However sachets would be helpful for trying out new products or for brand switching. The various factors forcing customers to purchase were income, availability and low price and the major intention behind the purchase is convenient usage. The main social factors that affected the purchase of sachets were the reference group. Sachets will be less effective in creating customers loyalty as most of the customers think that sachets deteriorate the status customers feel that sachets address the financial liquidity problems of customers and find less attractive than bottles. Hair care products in sachets is very popular among youth but want the same in biodegradable sachets and two-in-one packets. The recommendation made under the study can increase the overall satisfaction level of sachets users and build customers loyalty.

By this research study we understood the advantages and disadvantages of sachets, identified the factors influencing the respondents in choosing sachets, also collected the information about impact of socio-economic factors of respondents on choice of sachets and studied the preference and popularity of sachets and bottles among the respondents.

## **REFERENCES**

## **WEBSITES**

- <http://www.sideshare.net/Rushabh93/cavin-kare-and-chik-shampoo-rural-marketing>.
- <http://www.bussinessinsider.in/How-Are-Sachets-Changing-The-Game-In-Skin-And-Haircare/articleshow/44948526.cms>
- <http://www.quora.com/why-is-a-shampoo-sachet-cheaper-than-a-bottle>
- <http://www.duplication.net.au/ANZMAC09/papers/ANZMAC2009-403.pdf>

## **BOOKS**

- Mishra M.N (1974). *Sales promotion and advertising management*, Mumbai:Himalaya Publishing House Pvt.Ltd.
  - Venugopalan K.V (2014), *Marketing management*,Changanassery : Prabitha Publication.
-