

## **A Study On Consumer's Brand Preference Towards Consumer Goods A Special Reference To Hair Oil In Tirunelveli District**

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### **ABSTRACT**

Consumer market is a comprehensive process for which every company going to sustain their market position in various way. For that they are applying various strategy in the form of making advertising, product development, customer retaining, market research etc., Market research is the best tool to measure the customers attitude and brand preference of various product in the competitive market condition. In today's market, costumer is sovereign so that whether directly or indirectly all the companies are going to sell their products in a competitive way for that they are applying various marketing strategies according to the needs of the customers expectation. In this moment the researchers has chosen the topic on A Study On Consumer's Brand Preference Towards Consumer Goods A Special Reference To Hair Oil In Tirunelveli District for that the researcher has fixed two **objectives** namely to find out consumers demographic factors of the respondent in Tirunelveli District and To know reason and level of satisfaction of the respondents, To know the customer's attitudes and satisfaction of the respondents and to offer valid suggestions and recommendations to Hair Oil products. In order to fulfil the objectives the two types of data has been collected from the study area that is primary and secondary data. Moreover that raw data has been collected and framed to well-prepared questionnaire for obtained the objective of the research. Then the collected data has been converted with help of the various statistical tools like percentage/ Standard Deviation, Mean Value, Frequency of the Factor, and chi-square test etc., the data have been carefully scrutinized and edited in order to ensure accuracy, consistency, and completeness. Most of the analyses are based on the responses presented in the form of frequency tables. The data tabulated are systematically processed and interpreted on the basis of the objectives formulated. To foster the business opportunities, there are a number of services being offered by the company. In this contest, the research has chosen the topic.

**Key words: Brand preference, Satisfaction and demography factors**

## **1. Introduction**

In India hair oils became a lifestyle product in urban homes from the 1960s. Despite steady growth, the market presentation of hair oil remained very badly low. Factors such as misconceptions among India's that hair oil is not pure and are refined, bleached and deodorized which damage hair in the long run, and high excise duty in the earlier years, contributed to this . As per CBEC 8% on small pack coconut hair oil is implemented the effective duty levy would be on the maximum retail price, post abatement. If the company is not able to challenge the circular, it will either take an average 3.5%-4% like across its coconut oil portfolio on the excise imposition as will have to rise to 20ml pack size to avoid excise and take price hot on pack smaller 200ml.

This analysis of consumer behavior helps to determine the factors that are required to be given more important to product development and the features of the alternative communications methods etc. The analysis of consumer behavior treats consumer one of the variables among several variables in the marketing sequence that is uncontrollable and the product and services are interpreted not only in respect of physical characteristics but the social and psychological set up of the individual consumer or as a group of consumers. It is found out that the main elements which influence the buying behavior of the consumer is their emotional attachment with the particular product brand. People would like to buy the product of the particular brand which satisfies their emotional needs. The undertaken research will provide evidence regarding how the buying behavior of the consumer influenced the local market. So that the researcher has completed his research work in the Tirunelveli local market.

## **2. STATEMENT OF THE PROBLEM**

Indian women are familiar for their long dark dresses. Nowadays they have started trimming their hair for the convenience it their duty to take care of their hair. There are the varieties of hair oil products available in the market. Vatika is a young Brand but they present annual sales in more than thousand million. Dabur amla hair oil is combination of selected helps and provide the all the nourishment the hair needs. Coconut oil is also being used by them a long time. In the twenty century parachute coconut hair oil is also dominating in the market. Consumers are having different type of taste, brand preference. In this moment the researcher has wanted to know how various brands are prepared and used by the customer in Tirunelveli district. For that he has chosen the topic on **A STUDY ON CONSUMER'S BRAND PREFERENCE TOWARDS CONSUMER GOODS A SPECIAL REFERENCE TO HAIR OIL IN TIRUNELVALLI DISTRICT**

## **3. OBJECTIVES OF THE STUDY**

1. To study the demographic factors of respondent in the study area.
2. To find out the reasons and level of satisfaction of a particular brand of hair oil.
3. To identify the consumers brand preference of various hair oil products in the market.
4. To give suggestions and conclusions for the buying preference of consumers towards hair oil products.

#### **4. HYPOTHESIS**

Ho: There is no significant relationship between the occupation and level of preference towards hair oil.

Ho: There is no significant relationship between the monthly income and level of preference towards hair oil.

#### **5. SCOPE OF THE STUDY**

This study is restricted to the Mavadi area and the respondents are selected from different groups such as employees, businessmen, professionals, landlords, students, house wives and children. Then scope of the study is limited to the extent of assessing the consumer preference towards hair oil.

#### **7. REVIEW OF LITERATURE**

Yubing (2007) “The long-term of loyalty programs on consumer purchase behavior and loyalty”, it was found that consumers who have heavy buyers at the beginning of the loyalty program were most likely to claim their qualified rewards but the program did not print them to change their purchase behavior. For light buyers, the loyalty program broad and their relationship with the firm into other business areas.

Gopal Dass, Rohit Vishal Kumar, 2009), “Impact of store amenities on buyer behavior” situational factor has an impact on the consumer buying process. There are many players in the retail market with different promotional schemes and facilities. Once the consumers are satisfied with the unstated needs in the retail malls, the. There is the possibility of a revisit. Keeping this concept in the mind, the retail players are arranging multi-facilities with the retail purchase. Their objective is to attract more consumers through different extra benefits. Thus paper shows the impact of store amenities in the retail environment. So the retailers may take care of their store amenities in order to get more customers.

#### **8. RESEARCH METHODOLOGY**

The present study has been carried out in the study area. The area is chosen for the study as in this area the people from different religions and culture backgrounds reside here. The study enables us to evaluate the attitude of the selected sample from the population towards the usage of hair oils. The study also reveals both the primary and secondary data have been used. Information and data are also collected from various books, websites and published research papers. Questionnaire is used as a means of collecting the primary data. Personally the copies of the questionnaire were given to respondents in the sample from the study area. The questionnaire comprises a total of 26 items. The respondents are normally selected and 50 respondents are normally selected and 50 respondents were personally met in order to get their responses. The data that was collected was basically primary in nature.

## **9. SAMPLING**

The study is an empirical study based on the data collected through sampling methods. Convenience sampling method was used to select the 50 respondents among the hair oil consumers

## **10. HISTORY OF HAIR OIL**

### **a. parachute hair oil**

Parachute is a name stands for an important market leader in branded hair oil segment. In fact parachute was the first sell coconut oil in plastic. To be successful over years, the brand had well planned market strategy which began with an understanding. Short, long, straight curly, wave, black, blonde or colored etc, hair forms an important part of the female hence there exists a basis need to have a healthy hair. Since people desired for shiny long hair and were willing to pay to buy the best quality product, there was a great demand in branded hair oil segment which Marico still continuous to capitalize with the launch of parachute in 1990. Parachute is brand name for a range of coconut based hair product manufacturer Marico. Parachute is the flagship brand of Marico. Industry: FMCG. It was founded in 1987. Headquarter: Bandra and Mumbai. Marico Company operates in new two segments: consumer product and other segments. Its consumer product includes coconut oils, edible oil, hair oil, skin care product, hair care product, male grooming product, fabric care product, healthy foods, soaps, healthy hair product and female beauty care products.

### **b. History of vatika hair oil**

The vatika brand was launched in 1995 with vatika hair oil as its first product. In the very first year first year of its launch it crossed Rs.100 million in turnover. Vatika has come to amongst the company's highest selling brand. It was joined in 1997 by vatika henna cream

conditioning shampoo and later in 2000 by, vatika anti – dandruff shampoo. In 2003, brand sale crossed Rs. 1000 million. From the company’s perspective, vatika is expected to continue to drive its growth in the year in the market for hair care and skin care product.

Vatika gained another feather in its cap with the launch of vatika shampoo in 1997. Like its hair oil, this too, was backed by a strong consumer understanding which contributed immensely to its success. Vatika shampoo was launched as premium natural offering that would condition the hair with the ingredients taken from home recipes henna, green almonds and shikakai. The trust was further strengthened with the fact that the product did not contain harmful chemical. Since its launch, vatika shampoo has been the pioneer, and its success forced the vatika anti dandruff shampoo was another successful launch with the product being the first natural anti – dandruff shampoo in the country.

#### **c. History of Dabur amla hair oil**

Dabur derived from daktar Burman is India’s largest Ayurvedic medicine & natural consumer products manufacturer. Dr. S.K. Burman started Dabur in 1884 as a small pharmacy. Initially, he prepared Ayurvedic medicines to treat diseases like malaria, plague and cholera that had no sure during that period. It was his dedication commitment and empathy that made dabur is no owned name among the masses. Any today, after more than 120 year, dabur is known for its trust worthiness more than anything else. In the mid 1880s an ayurvedic practioner Dr. S.K. Burman concoted medicines for diseases like cholera and malaria. He went on to set up dabur India Itd Dabur’s first R&D unit. The current chairman, Dr. Anand Burman, and vice- chairman Amit Burman, are part of the fifth generation of the Burman family. The burman were among the first business families in India to separate of the company to professionals in 1998. Dabur’s health care division has over 260 product for trending a range of ailments and boys conditions, from common hold to chronic paralysis. Dabur international, a fully owned subsidiary of Dabur India formerly held share I the UAE based Wakefield international, which it sold in June 2012.

#### **d. Indulekha bringha hair oil history**

Indulekha bringha oil is enriched with Bringharaj. A hero known in Ayurvedic Rasayanas as Kesharaj- “king of hair”. Extracts from Bringharaj plant are known for their medical properties that bit only reduce hair fall also revive and regenerate new hair growth. It comes with a registered applicator the self-comb. It has a unique dispensing mechanism that deposits the medicinal oil directly on the scalp, reaching the roots of the hair. Indulekha brings to you the true goodness of authentic Ayurveda in its many products which provide solutions for all your hair and beauty problems. By using the 100% natural ingredients in its products, indulekha wants to promote a natural lifestyle, where all your beauty and hair problems are dealt with naturally.

Packaged consumer goods firm Hindustan Unilever Ltd has acquired Kerala based hair oil based hair oil brand indulekha for 330 crore. Making a comeback to segment which it had existed in 2006.

Himachal Pradesh-based SBS Biotech private Ltd Rs.2652 crore. Kesh king brands had a sales of Rs.300 crore in 2014-2015 and growing at an annual rate of 60% over the last three years. Even Emami ayurvedic brands, such as Navratna oil and Zandu balm, have been growing at an annual rate of 17% and 26% respectively, for the last five years, according to a company investor presentation.

## **TOP TEN INDIAN BRANDED HAIR Oil**

### **1. Parachute Advanced Coconut Hair Oil**

The Parachute Coconut Hair Oil tops the list as it is one of the most popular hair oils in India. The formula of the oil is deeply nourishing. The texture of the oil is non-sticky and grease-free. Containing large portions of coconut oil, it delivers high hydration to dry and frizzy hair. The hair oil is said to free from any strong fragrance. If you are looking for a deep nourishing formula, then this one will work perfectly for you. The downside to the hair oil is its heavy formula and using it as a hair serum may not be comfortable. Available across the country, the hair oil comes in different sizes.

### **2. Dove Elixir Hair Oil**

Recently launched by the brand, the hair oil is available in three variations- Dove Dryness Control, Nourished Shine and Hair Fall Solution. The packaging of the hair oil is attractive and classy in a golden tinted bottle with an easytousepump dispenser. The hair oil is transparent and comes with a pleasant floral fragrance. The formula of the hair oil is light-weight and spreads easily on the scalp. It decently hydrates the hair without making it sticky or greasy. The hair oil can also be used as a finishing serum to control dryness after hair wash. The only downside to the hair oil is that it contains mineral oil, which might harm the hair in the long run.

### **3. Bajaj Almond Drops Hair Oil**

The Bajaj Almond Hair Oil is a popular hair oil in India. Formulated with large portions of almonds, the hair oil offers an amazing nourishment to the hair through the hair oil is hydrating, it doesn't leave a sticky or greasy feeling on the hair. It nourishes the hair deeply and leaves it soft without any heavy feeling. The formula contains 300% more vitamin E than the normal coconut hair oil. The only downside to the hair oil is its strong perfumed fragrance. Ayurvedic experts believe that approximately 50% of Indian women are losing hair faster than ever. If you one of them, already know how confusing and complicated the solutions to hair fall are...

### **4.Parachute Advanced Jasmine Hair Oil**

If you wish to take a break from the traditional boring fragrance coconut oils, then this jasmine perfumed hair oil will work perfectly for you. The formula of the hair oil is non-sticky and free from greasiness, so it will work well for summer when we already have oily scalps. The hair oil decently hydrates and makes hair soft. The jasmine scent of the hair oil doesn't feel strong or artificial. The downside to the hair oil is that it has a light formula and people with excessively dry scalp may not find it nourishing like the coconut hair oil

### **5. Khadi Ayurvedic Vitalising Hair Oil**

Khadi is a well-known Indian brand which makes herbal products. The hair oil comes with the goodness of sesame oil, coconut, rosemary and flannel weed oil. The formula promotes beautiful long hair, controls premature graying, prevents split ends, and brittle hair with its natural herbal formulation. The hair oil has a subtle herbal fragrance which is slightly strong and bitter, but it will not be a problem as it fades away slowly. The only downside to the hair oil is that it is slightly pricey than the other budget hair oils, this hair oil is said to be free from parabens and other harmful chemicals. It is a boon for hair for sure.

### **6. Dabur Amla Hair Oil**

Dabur Amla hair oil comes with deep nourishing properties of amla. With a natural herbal formula, this light weight and non-sticky hair oil promises to provide natural shine to the hair. It also strengthens the hair. Regular applications of the hair oil makes hair look healthy, soft, and shiny.

### **7. Ashwini Hair Oil**

Ashwini Hair oil is a popular herbal oil available in the market today. The formula of the hair oil is made with natural ingredients, such as amaranth, cinchona, cantharis, pilocarpine and coconut oil to improve the condition of the hair. The hair oil promises to improve blood circulation, stop hair fall, and promote hair growth. It also controls dandruff, aids peace of mind, removes headache, induces sound sleep and maintains the natural color of the hair. The hair oil has a pure herbal fragrance, which fades away within minutes of application.

### **8. Dabur Vatika Coconut Hair Oil**

Dabur Vatika Coconut Hair Oil provides nourishment, increase volume, and radiance. This hair oil, along with the goodness of coconut oil, contains 8 time tested herbs such as kapurkachri, triphala, henna, lemon, brahmi, rosemary oil, jested herbs such as neem, and soya extracts. The formula promises to provide complete care and to the hair and scalp, giving you problem free and healthy hair. It nourishment improves the hair condition by making the hair stronger and thicker. It also controls dandruff. So to increase the volume and radiance of your hair this is the best hair oil in India.

### **9. Himalaya Herbals Revitalising Hair**

Himalaya Herbals Revitalising Hair Oil comes with natural ingredients to improve your hair condition and also help in controlling hair fall. The formula of the hair oil contains bringaraja and amlaki, which provides effective benefits to the ir e It also contains methi, which has large portions of lecithin that effectively nourishes hair roots. The hair oil is light-weight, non-sticky and comes with a mild fragrance. It leaves the hair soft and shiny.

So, these are some of the hair oils that can give you hair that shines with health, without burning a hole in your pocket! Wait no more-head to the neighborhood market and pick one today!

## 10. ANALYSIS AND INTERPRETATION OF DADA

### OCCUPATIONAL STATUS OF THE RESPONDENTS

Occupational status of the consumers plays a vital role in deciding the purchase of the hair oils. In this study consumers are classified into five categories according to their occupation. The below table gives information about the occupational status of the sample respondents.

**TABLE 1**

### OCCUPATIONAL STATUS OF THE RESPONDENTS

S.no	Occupational	No.of.	Percentage
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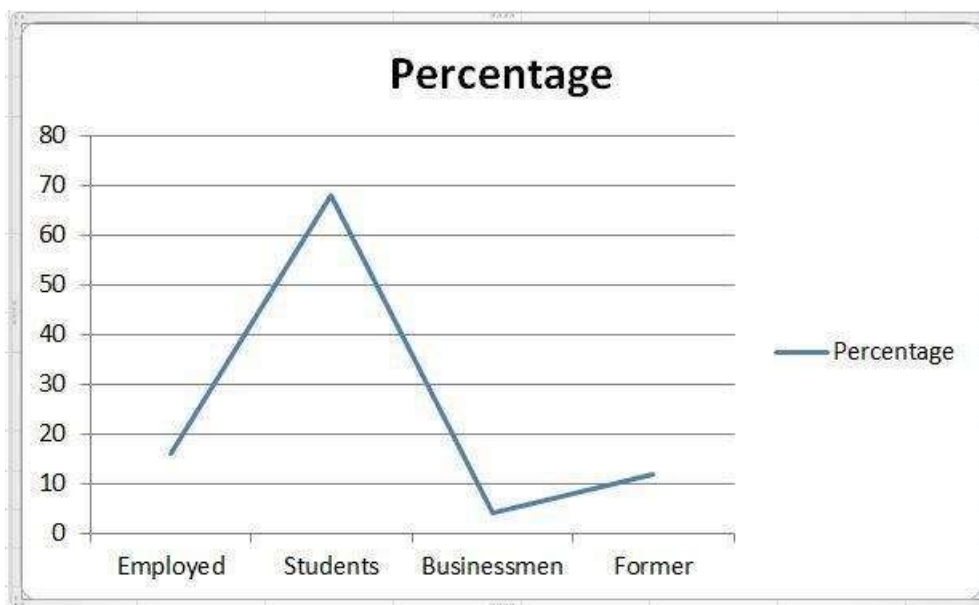
	Status	Respondent	
1	Employed	8	16
2	Students	34	68
3	Businessmen	2	4
4	Former	6	12
<b>Total</b>		50	100

**Source:** Primary data

The above table reveals that out of 50 respondents, 34 respondents are students, 8 respondents are employed, 2 respondents are businessmen, and remaining are formers.

**CHART 1**

### OCCUPATIONAL STATUS OF THE RESPONDENTS



### MONTHLY AMOUNT SPEND FOR PURCHASING HAIR OIL

The monthly amount for buying the hair oil mainly depends on the size of the family and the income of the head of the family. The below table shows the amount for purchase of hair oil of the respondent.

**TABLE 2**

### MONTHLY AMOUNT SPEND FOR PURCHASING HAIR OIL

S.no	Amount in Rupees	No.of. respondents	Percentage
1	Below Rs.30	4	8
2	30-40	16	32
3	40-50	16	32
4	Above 50	14	28
<b>Total</b>		50	100

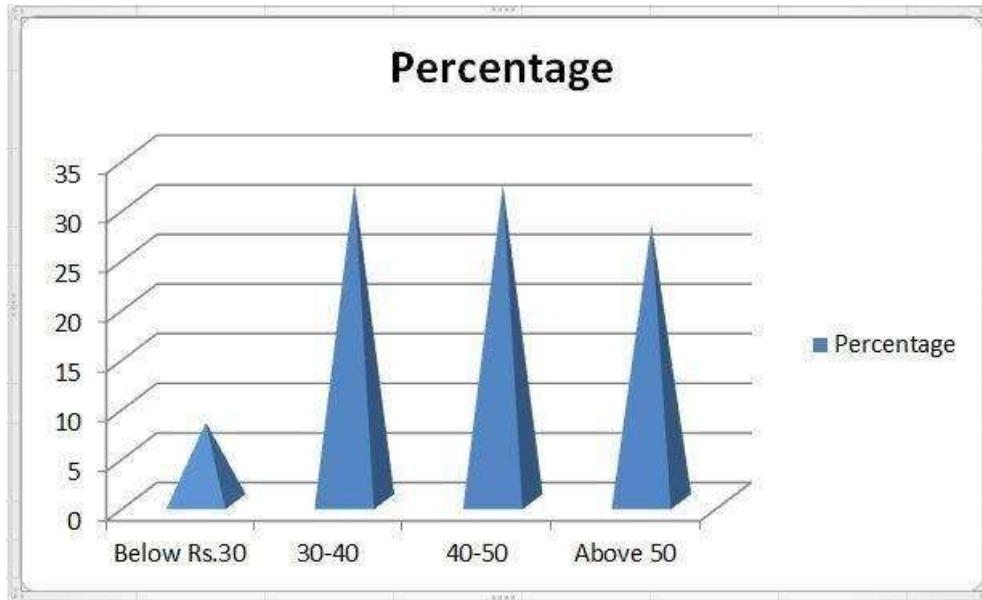
**Source:** Primary Data

The above table shows that out of 50 respondents, 16 respondents said that they spent monthly amount for buying hair oil is between Rs.30 to 40, 16 respondents said that they spent monthly amount for buying hair oil is between Rs.40 to 50, 14 respondents said that

they spent monthly amount for buying hair oil is above 50 and 4 respondents said that they spent monthly income for buying hair oil is below Rs.30.

**CHART 2**

**MONTHLY AMOUNT SPEND FOR PURCHASING HAIR OIL**



**REASON FOR USING FOR HAIR OIL**

Most of the consumers use the hair oil on the basis of preference like as growth of hair, softness of hair, medical value of hair, cleaning of the hair, silkiness of the hair and so on.

**TABLE 3**

**REASON FOR USING FOR HAIR OIL**

S.no	Reasons	No.of.respondents	Percentage
1	Softness of the hair	18	36
2	Cleaning the Hair	8	16
3	Silkiness of the hair	10	20

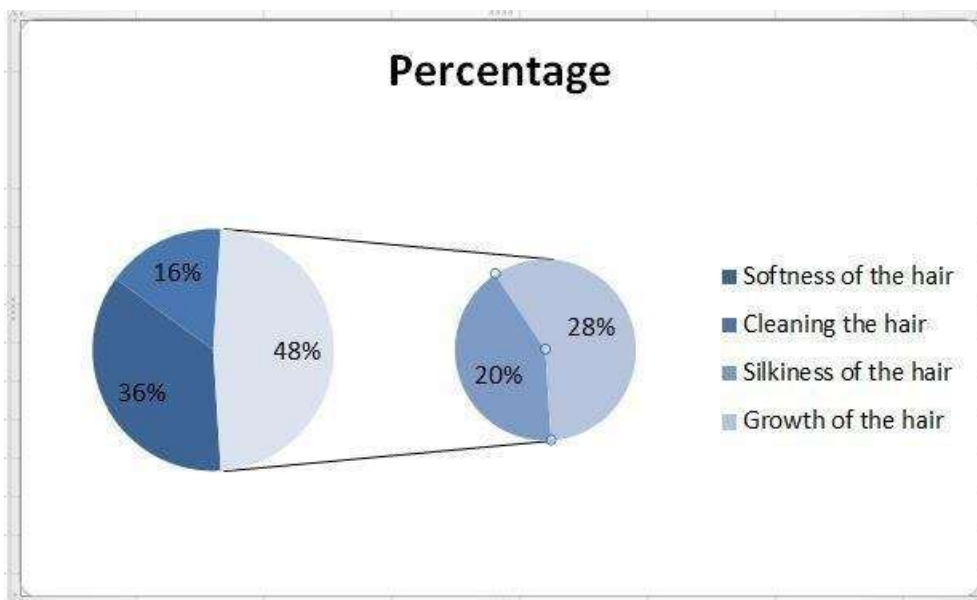
4	Growth of the hair	14	28
<b>Total</b>		<b>50</b>	<b>100</b>

**Source:** Primary data

The table 3 shows that out of 50 respondents, 18 respondents said that they are using the hair oil because of the softness of the hair, 14 respondents said that they are using the hair oil because of the growth of the hair, 10 respondents said that they are using the hair oil because of the silkiness of the hair and 8 respondents said that they are using the hair oil because for cleaning the hair.

**CHART 3**

**REASON FOR USING FOR HAIR OIL**



**REASONS FOR SELECTING THE HAIR OIL**

The people using the hair oil for different purposes like as doctor advice, avoid dandruff, black hair, avoid hair fall, growth of hair etc. The table shows the information about the reason for selected the hair oil by the sample respondents.

**TABLE 4**

**REASON FOR SELECTING THE HAIR OIL**

<b>S. No</b>	<b>Reason</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
1	Doctor advice	6	12
2	Avoid dandruff	10	20
3	Black hair	18	36
4	Avoid hair fall	4	8
5	Growth of hair	12	24
<b>Total</b>		50	100

**Source:** primary data

The table 4 shows that out of 50 respondents, 18 respondents are selecting the hair oil because of getting black hair, 12 respondents are selecting the hair oil because of growth of hair, 10 respondents are selecting the hair oil because of avoid dandruff, 6 respondents are selecting the hair oil because of doctor advice and 4 respondents are selecting the hair oil because of avoid hair fall.

## **BRAND PREFERENCE**

There are many brands of hair oil available in market. The table 3 shows the brand preference of hair oils by the respondents.

**TABLE 5.**  
**BRAND REFERENCE**

<b>S. No</b>	<b>Reason</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
1	Parachute	10	20
2	Coconut	22	44
3	Indulekha	4	8
4	Dabur Amla	4	8
5	Vatika	10	20
<b>Total</b>		50	100

**Source:** primary data

The table 5 shows that out of 50 respondents, 22 respondents prefer coconut oil, 10 respondents prefer parachute, 10 respondents prefer vatika, 4 respondents prefer dabur amla and 4 respondents prefer is Indulekha.

### **SATISFACTION LEVEL OF BRAANDED HAIR OIL**

The customer can know and but the product according to their brand names. The gives the opinion about the satisfaction of respondents regarding hair oil used by them.

**TABLE 6**

#### **SATISFACTION LEVEL OF BRAANDED HAIR OIL**

<b>S. No</b>	<b>Particulars</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
1	Yes	48	98
2	No	2	4
<b>Total</b>		50	100

**Source:** primary data

The above table exhibits that out of 50 respondents, 48 respondents, 48 respondents said that they are satisfied with the branded hair oil and 2 respondents said that they are not satisfied with the branded hair oil.

### **CONSUMER PREFERENCE – CHI SQUARE TEST**

Level of consumer preference towards hair oil product is calculated with help of mean and standard deviation. The respondents grouped into three as high level of preference, low level of preference or medium level of preference. The result is presented in table no. 7.

**Table 7**

#### **LEVEL OF CONSUMER PREFERENCE**

<b>S. No</b>	<b>Levels</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
1	High	24	48

2	Medium	16	32
3	Low	10	20
<b>Total</b>		50	100

The above table shows that out of 50 respondents selected for the study, 24 respondents, (48 percent) are at high level of preference, 16 respondents (32 percent) are at Medium level of preference, 10 respondents (20 percent) are at low level of preference. From the above table it is concluded the level of preference of the respondents (48 percent) are at High level.

**MARITAL STATUS WISE CONSUMER PREFERENCE**

The relationship between marital status of the respondents and preference towards hair oils with the help of chi- square test. The result of chi-square test is shown below.

H0- There is no significant relationship between the marital status and preference of the respondents.

H1- There is a significant relationship between the marital status and preference of the respondents.

**Table 8.**  
**Chi- Square**  
**Test**

Particulars	Value	Df	P - Value
Person Chi- square	2.050	3	0.562

The calculated Chi- square value of level of consumer preference toward hair oil among marital status group of respondents is 2.050. As the P-value is 0.0562 more than 0.05, the null hypothesis is accepted. Hence, it was concluded that there is significant relationship between marital status group of respondents and level of preference towards hair oil.

**FINDINGS**

The followings are the major findings of the study.

Majority (40%) of the respondents have purchased quality of 100ml per month in the study area.

- Majority (56%) of the respondents that they are use hair oil due top the advice of parents in the study area.
- Majority (36%) of the respondents that they are using the hair oils because of softness of hair in the study area.
- Majority (48%) of the respondents that they are using hair oils monthly in the study area.
- Majority (64%) of the respondents for using hair oil 1 to 3 years in the study area.
- Majority (36%) of the respondents are selecting the hair oil because for black hair in the study area.
- Majority (48%) of the respondents have got awareness through friends in the study area.
- Majority (96%) of the respondent satisfaction level is good in study.
- It is inferred that age is a significant variable having relationship with the level of preference towards hair oil.
- It is found out the gender is not a significant variable having relationship with the level of preference towards hair oil.
- It is found out the material status in not a significant variable having relationship with the level of preference towards hair oil.

## CONCLUSION

By analyzing all relevant aspects in deep, the researcher come to the conclusion that, young generation highly prefer hair oil as they are highly influenced by the Hollywood celebrities advertisements. They want their hairs to like the hairs of their favorite cine stars. The respondents make their own decision for purchase using of hair oil, change their hair oil and preferring size of packing. Media advertisement are playing major role in creating great awareness among the respondents. Customer satisfaction contributes the majority hair oil users are very loyal towards the particulars hair oil among the hair oil users. From the study researcher found that majority of the consumer prefer coconut hair oils for its quality, usage price, attraction, color and smell. This study offers suggestion for improving the sales of hair oils. If the suggestion are carried out in a better way, the usage of hair oil can be increased, which is beneficial to the society. Finally it can be concluded that coconut hair oils preferred by a majority of the people in the study in the area.

By analyzing all relevant aspects in deep, the researcher come to the conclusion that, young generation highly prefer hair oil as they are highly influenced by the Hollywood celebrities advertisements. They want their hairs to like the hairs of their favorite cine stars. The respondents make their own decision for purchase using of hair oil, change their hair oil and preferring size of packing. Media advertisement are playing major role in creating great awareness among the

respondents. In the changing scenario from the traditional setup to the modern setup the color, attraction and preference of our consumers has been tremendously changing.

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