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A STUDY ON CONSUMER BEHAVIOUR TOWARDS BATHING SOAPS (LUX, DOVE, PEARS)

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ABSTRACT

Bathing soap are fast moving consumer goods that have seen a surge in their sales in the past few decades in India more and more people are opening up to the idea of experimenting and trying out newer bath soap. This study is attempt to cover the various factors that influence the buying decision of consumers who plan to purchase and or used bath soap. FMCG sector is the fourth largest sector in India touching everybody life's in everyday. The FMCG goods sector is vital contributor to India's gross domestic products, in the field of consumer behaviour is the study of individual, group, organization and the process is used to select, secure, use and dispose of products and services that satisfies their needs. The Indian soap industry includes about 700 companies with combine annual revenue about \$17 billion and also spread all the major metropolitan cites. India per capita consumption of soap is at 460 grm Per annum. The Indian market capitalization of bath soap industries is 70% of India's population resident in rural area and 50% soaps are sold in rural market.

Keywords: Consumer buying behaviour, FMCG, Bath Soap, Demographic factors, Psychographic factors, Behavioural factors.

INTRODUCTION

Consumer behaviour is defined is activities people under take when over taking, consuming and disposing of product and services. The study of consumer behaviour does not only include reason for buying but also the consumption process of the consumer at large. In the entire process of buying consumer get driven by influences such as felling, motivation, income, lifestyle, opinion, culture, personality etc.

The Indian consumer market has higher disposable income, the development of modern urban life style and increase in consumer awareness have affected by buyer behaviour in cities, town , even rural areas. India is set to grow into the fifth largest consumer market in the world by 2025. In this scenario, creating customer loyalty is now a whole new challenge. These demographic shifts have also created the need for leader who can keep pace with change and identify with and predict future

demand. This study is basically emphasis on influencing factor on Indian consumer buying behaviour towards the bath soap on the basis of demographic, psychographic, behavioural factors.

FMCG SECTOR IN INDIA

Fast moving consumer goods are popularity names as consumer packaged goods (CPG). Items in this category include all consumable (other than grocery and pulses) people by at regular intervals. These items are meant for daily or frequent consumption and have a high returns. The Indian FMCG sector in the economy with a total market size in excess of US \$ 13.1 billion. It has a strong MNC presence and is characterized by a well stabilized distribution network, intense completion between the organized and unorganized segment and low operational cost. Availability of key raw material cheaper labour cost and presence across the entire value chain gives India competing advantage. The FMCG market is set to travel from US \$11.6 billion in 2003 to US \$ 33.4 billion in 2015. Burgeoning Indian population, particularly the middle class and the rural segments, presence and opportunity makers of branded products to convert consumer to branded product.

MAJOR CATEGORIES IN FMCG SECTOR

Household care fabric, bath soap, laundry soap and synthesis detergent. Household cleaner, V Dish /wash cleaners, toilet cleaners, mosquito repellents. Cake, biscuit, chips, chocolate, ice cream, tea , coffee. Soft drink, branded rice, flour, canned fruits. Vegetables, dairy products, personal care product, oral, hair, skin care product etc.

TOP TEN PLAYER S IN FMCG SECTOR

- 1) Hindustan Unilever Ltd
- 2) ITC (Indian Tobacco Company)
- 3) Nestlé India
- 4) GCMMF (AMUL)
- 5) Dabur India
- 6) Asian Paints (India)
- 7) Cadbury India
- 8) Britannia Industries
- 9) Procter & Gamble Hygiene and Health Care
- 10) Marico Industries

SOAP INDUSTRY IN INDIA

Soap is a product that many people might take for granted or consider rather ordinary, but for some, lathering up can be a treasured part of a morning or nightly routine. Scented or unscented, in bars, gels, and liquids, soap is a part of our daily lives. In the United States, soap is a \$1.390 million (US\$)* industry with over 50 mass market brands. But in some markets the sales potential for soap is only beginning to be realized. At the end 2000, soap was a \$1.032 million (US\$)* business in India. IFF's marketing experts offer the following overview of this growing category. The Indian soap industry includes about 700 companies with combine annual revenue of about \$ 17 billion. Major companies in this industry include division of P&G, Uniliver, and Dial. The Indian soap industry highly concentrated with the top so companies holding almost 90% of market. Indian soap industry volume is Rs. 4800 corer. For the purpose of gaining a competitive edge, Indian companies are now relaunching their brands with value additions to woo customers across India.

BRAND POSITIONING THEN AND NOW

Soap manufacturers originally targeted their products to the lowest income strata in urban as well as rural areas, positioning their brands as a way to remove dirt and clean the body. For some brands, that positioning persists even today with a focus on removal of body odour and keeping the user healthy.

CONSUMER PREFERENCES

Consumer preferences are varied and are more regionally specific. India is divided into four regions: North, East, West, and South. Consumers in the North prefer pink colored soaps, which have floral profiles. Here the fragrance preference is for more sophisticated profiles reflecting their

lifestyles. Freshness soaps with lime and citrus notes are also popular preferences as the climate in the North is very hot and citrus/lime scented soaps are seen to be refreshing.

OBJECTIVES OF THE STUDY

1. To study the consumer perception towards bathing soaps and awareness regarding various brands of soap.
2. To identify the factors considered before buying bath soap.
3. To identify the soap having best range of prices, attractive packaging and easy availability.

HYPOTHESIS

H1: There is significant association between age and fragrance while buying a bathing soap.

H2: There is significant association between occupation and medical value choice while buying a bathing soap.

H3: There is significant association between gender and choice of buying a bathing soap.

LIMITATIONS

1. This study is done in Vijayawada city hence it is applicable only in this particular region and not elsewhere.
2. Time frame of this study was limited. The result could be different if the time frame would have been long. Sometimes some respondents were not in full mood to give the answers to the questions so some of the answers may not be exact.
3. Due to time constraint, the no. of responses for the survey questionnaire was 120.

LITERATURE REVIEW

1) **S. Dhanalakshmi , Dr. M. Ganesan (2015)** stated that significant variations were determined among completely different financial gain teams, especially, once the value of the current complete will increase considerably. This could be attributed to lifestyles adopted by different financial gain teams. Astonishingly respondents gave least importance to advertisements of bath soaps. Quality and value of recent completes impelled them to brand shift. This has got to be fastidiously studied by the marketers. Another space of concern is that a lot of rated their gift soaps as simply satisfying though they need been exploitation identical complete for a extended amount. During this perspective, FMCG firms have to be compelled to explicate their ways to please the purchasers. Deeper penetration in urban areas additionally holds the key to unlocking growth potentials particularly within the Premium section. Thus, product innovation, good selling and distribution are going to be of key importance for FMCG product to become leaders within the business.

2) **S S.Dhanalakshmi and Dr. M. Ganesan (2013)** stated that the success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyal to the brand. To a large extent, the success of most businesses depends on their ability to create and maintain customer loyalty. In the first place, selling to brand loyal customers is far less costly than converting new customers. In addition, brand loyalty provides firms with tremendous competitive weapons. In curbing fake local

brands. Sales promotion should not be used in isolation but needs to be integrated with other tools and in line with the overall positioning of the brand. Companies need to create sufficient awareness about sales promotion schemes through mass media in order to create awareness among rural consumers.

3) **Shanmugapriya G, Sethuraman R. (2014)** stated that customers are the king of the market, superiors in an organization and Goose laying Eggs. Customers' satisfaction plays a significant role in modern marketing era. Soap is a important product for the day to day consumption of the customers. Nowadays competition is going on with a flame of advertisement war. People need quality of soap for which they are ready to have brand loyalty or switch over from one brand to another. In order to capture the needs of all the segments of people, the products are introduced in different quantity for perfect quality of users if it so, the soap will definitely bring more market potential for soap.

- 4 **S.Dhanalakshmi, Dr. M. Ganesan (2014)** stated that the success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyalty the brand.
- 5 **Kundi J (2008)** stated that consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. Consumer behavior blends the elements from psychology, sociology, sociopsychology, anthropology and economics.

RESEARCH METHODOLOGY:

The present study is based on descriptive research design as we wish to establish association between social media recruitment and perception of students and other various factors hypothesized to be influencing it. Survey research method is adopted to gather data on the variables determined. The target population was 150 people in Vijayawada. A random sample of 124 students was selected by stratified random sampling technique keeping in the view the probability proportion.

SAMPLE PLAN

The sampling plan calls for taking the following three decision.

- a) **Sampling Unit:** It defines the target population that will be sampled in this study and the sampling unit is further classified into male and female.
- b) **Sample Size:** It consists of the total number of people to be surveyed as started already that due to time and money, constraints the sample size restricted to 120.
- c) **Sampling Technique:** Chi square testing and ANOVA testing are used for the data analysis in this project.
- d) **Primary data collection:** Sample Size: 120

Period of research: 30 days

Techniques: Random Sampling

Sampling Area: Vijayawada, Managalgiri

Primary research consists of a collection of original primary data collected by the researcher. It is often undertaken after the researcher has gained some insight into the issue by reviewing secondary research or by analyzing previously collected primary data. It can be accomplished through various methods, including questionnaires and telephone interviews in market research, or experiments and direct observations. Here questionnaire is the main source for data collection in the research. The research is to be conducted in the Super markets, neighbourhood stores and Online.

DATA ANALYSIS AND INTERPRETATION

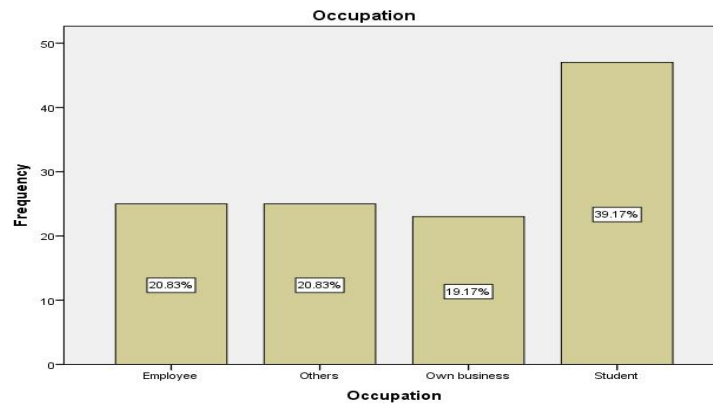
DESCRIPTIVE AND EXPLORATIVE DATA ANALYSIS

OCCUPATION

Table 1: Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Employee	25	20.8	20.8	20.8
Others	25	20.8	20.8	41.7
Valid Own business	23	19.2	19.2	60.8
Student	47	39.2	39.2	100
Total	120	100	100	

From above table, we observe that occupation is high in case of students of 39.17%, while employee and others are of 20.83% and own businesses are of 19.17%

**Table 2: AGE**

	Frequency	Percent	Valid Percent	Cumulative Percent
16-26 years	72	60	60	60
26-36 years	25	20.8	20.8	80.8
Valid 36-46 years	11	9.2	9.2	90
46 & above	12	10	10	100
Total	120	100	100	

From above table we observe that most of the people who are unmarried of 67.50% have participated in this survey.

Table 3: MONTHLY INCOME

	Frequency	Percent	Valid Percent	Cumulative Percent
>20,000	30	25	25	25
20,000-30,000	33	27.5	27.5	52.5
Valid 30,000-50,000	26	21.7	21.7	74.2
50,000 & above	31	25.8	25.8	100
Total	120	100	100	

From above table we observe that Most of the people's income who participated in the survey is between 20000 and 30000 is high with 27.50% comparing others.

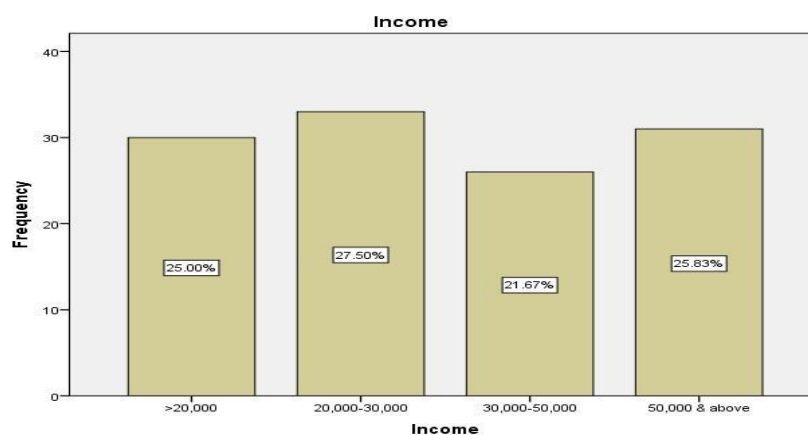
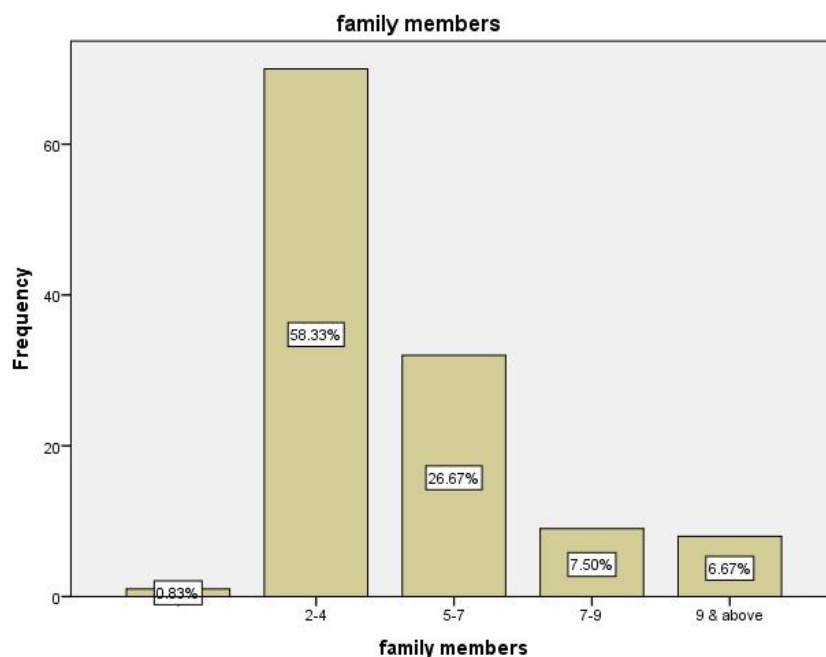


Table 4: NUMBER OF FAMILY MEMBERS

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2-4	70	58.3	58.3	59.2
5-7	32	26.7	26.7	85.8
Valid 7-9	9	7.5	7.5	93.3
9 & above	8	6.7	6.7	100.0
Total	120	100.0	100.0	

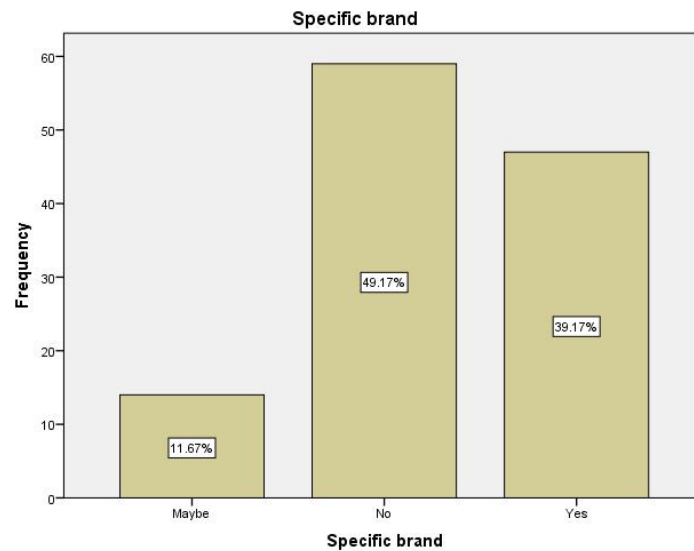


From above table we observe that most of the people's family constitute of 2-4 members are high with 58.33% and 5-7 members are of 26.67%, 7.5% are of 7-9 age group, 6.67% are of 9 & above

Table 5: REGULARITY IN USING A SPECIFIC BRAND

	Frequency	Percent	Valid Percent	Cumulative Percent
Maybe	14	11.7	11.7	11.7
No	59	49.2	49.2	60.8
Valid Yes	47	39.2	39.2	100.0
Total	120	100.0	100.0	

From the above table we observe that most of the people do not use a specific brand are of 49.17% and 39.17% use a specific brand.

**Table 6: FRAGRANCE THEY LIKE THE MOST**

	Frequency	Percent	Valid Percent	Cumulative Percent
Lime	20	16.7	16.7	16.7
Neutral	23	19.2	19.2	35.8
Others	22	18.3	18.3	54.2
Rose	22	18.3	18.3	72.5
Sandal	33	27.5	27.5	100.0
Total	120	100.0	100.0	

From above table we observe that most of the people use other soaps of 35.58% than dove of 25.83%, lux of 18.33% and pears of 20%.

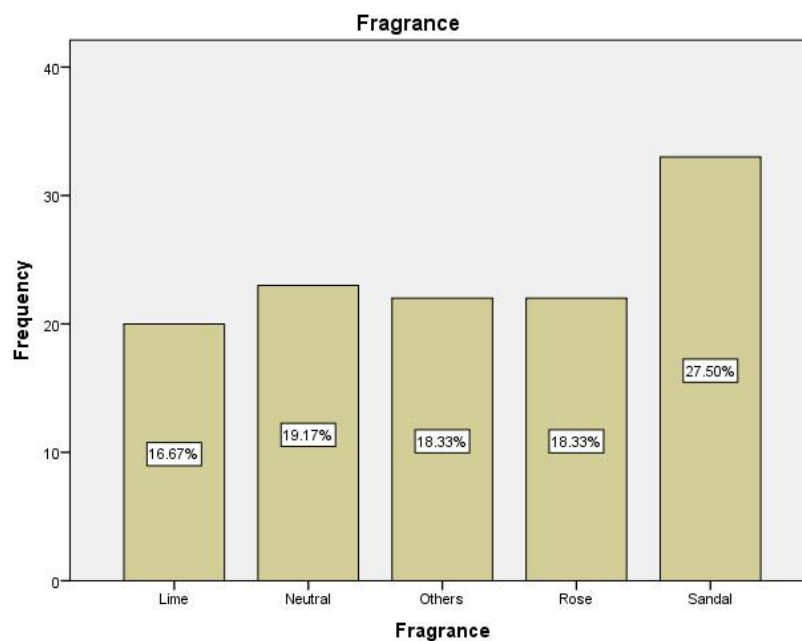
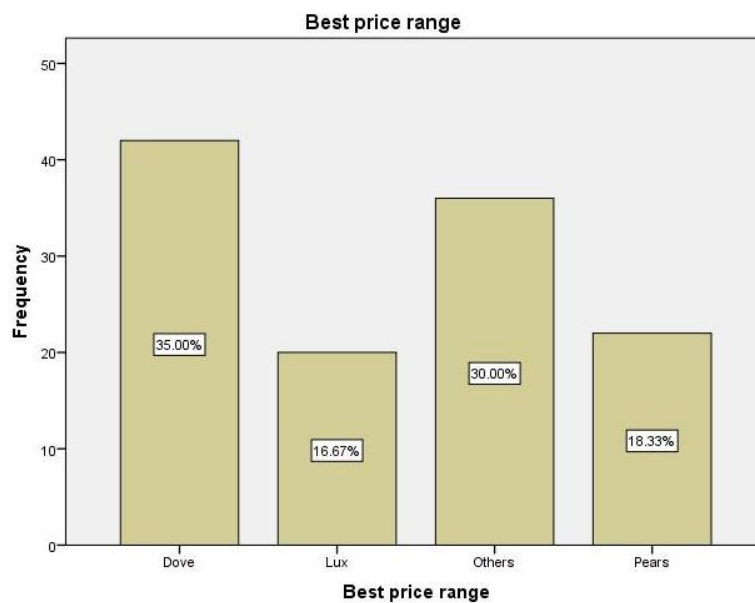


Table 7 : BRAND HAVING BEST RANGE OF PRICES

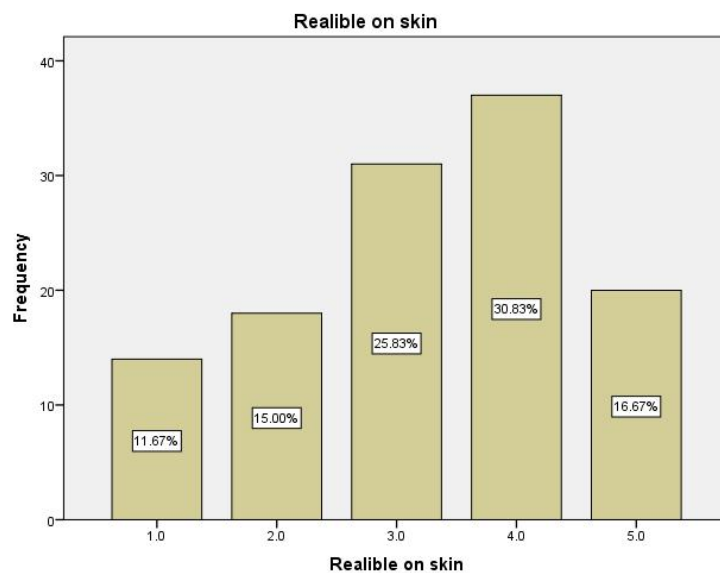
	Frequency	Percent	Valid Percent	Cumulative Percent
Dove	42	35.0	35.0	35.0
Lux	20	16.7	16.7	51.7
Valid Others	36	30.0	30.0	81.7
Pears	22	18.3	18.3	100.0
Total	120	100.0	100.0	

From above table we observe that most of the people use 5 bars per month are of 55.83%, while 8 bars are of 17.5%, 2 bars are of 16.67%, and 10 above are of 10%.

**Table 8: COMPLETELY RELIABLE FOR SKIN**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.0	14	11.7	11.7	11.7
2.0	18	15.0	15.0	26.7
3.0	31	25.8	25.8	52.5
Valid 4.0	37	30.8	30.8	83.3
5.0	20	16.7	16.7	100.0
Total	120	100.0	100.0	

From above table we observe that freshness is chosen as the important factor while choosing soap.

**Table 9: FRAGRANCE**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.0	11	9.2	9.2	9.2
2.0	11	9.2	9.2	18.3
3.0	24	20.0	20.0	38.3
4.0	27	22.5	22.5	60.8
5.0	47	39.2	39.2	100.0
Total	120	100.0	100.0	

From above table we observe that moisturizing is one of the most important factor while buying soap

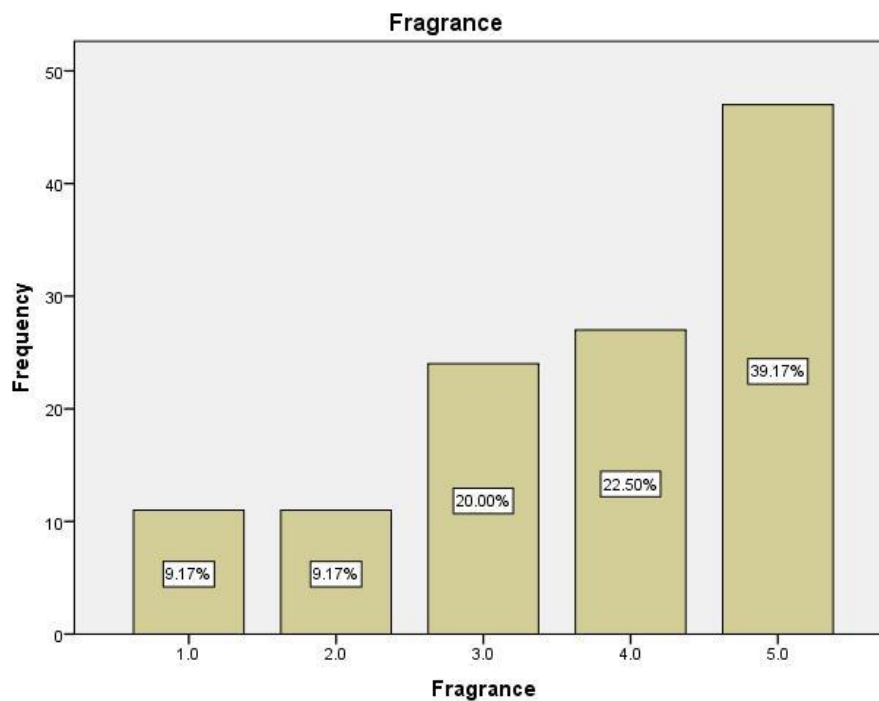
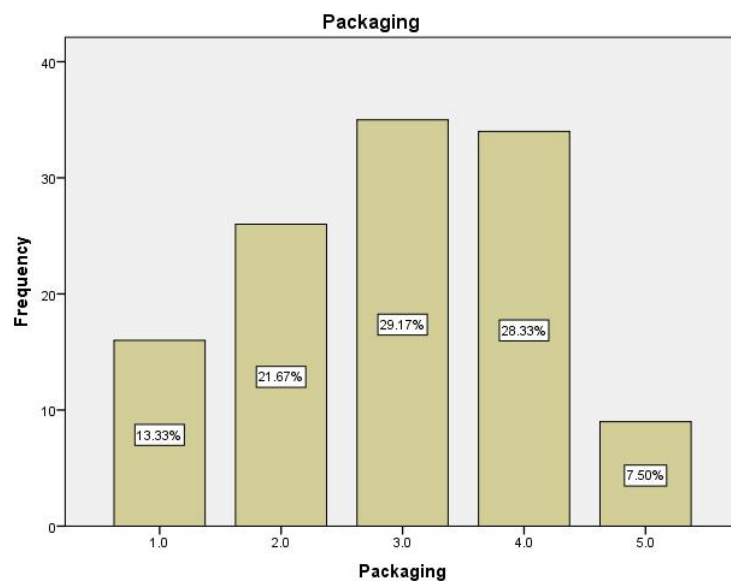


Table 10: PACKAGING

	Frequency	Percent	Valid Percent	Cumulative Percent
1.0	16	13.3	13.3	13.3
2.0	26	21.7	21.7	35.0
3.0	35	29.2	29.2	64.2
Valid				
4.0	34	28.3	28.3	92.5
5.0	9	7.5	7.5	100.0
Total	120	100.0	100.0	

**CONCLUSION**

Students are mostly considering medical value while buying bathing soap compared to employees, business people and other occupation people.

H0: There is significant association between gender and choice of buying a bathing soap.

H1: There is no significant association between gender and choice of buying a bathing soap

Table 11:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.172 ^a	3	.007
Likelihood Ratio	12.671	3	.005
N of Valid Cases	120		

a. 0 cells (.0%) have expected count less than 5.

The minimum expected count is 9.90.

As the chi-square value of consumer behaviour towards bathing soap is 0.007 which is less than or equal to 0.05, we accept H1 and reject H0.

Therefore there is significant relation between gender and choice of buying a bathing soap.

Mostly women are more concentrated in choosing the type of bathing soap compared to men.

FINDINGS

1. 49.17% do not use a specific brand and 39.17% use a specific brand.
2. 27.50% of the people like sandal fragrance, whereas people using lime fragrance are of 16.67%
3. 47.50% of the people buy soaps in super market, whereas who buy in groceries are 23.33%, pharmacy store are 7.50% and from retailers are of 21.67%
4. 35.58% of the people use other soaps, 25.83% of people use dove, 18.33% of people use lux and 20% of people use pears.
5. 35% of the people think dove has best price range, whereas 16.67% think lux and 18.33% think pears and 30% of others.
6. 55% of people do not have a plan to switch over to another brand and 19.17% plan to switch over to other brand and the remaining are not sure of what to do.
7. 50.83% prefer 150 gms size of the soap and 12.5% prefer less than 200grms of bar size
8. 55% do not buy soaps on promotional offer where as 23.33% buy on promotional offers and remaining are not sure about it.
9. 55.83% use 5 bars per month, while 17.5 % use 8 bars, 16.67% use 2 bars, and 10% use above 10 bars of soap.
10. Reliability of soap on skin, freshness, fragrance, moisturizing effect, packaging, brand and side effects are the most important factors while purchasing soap.
11. Medical value, availability, popularity and promotional offers are the moderating factors while buying soap

RECOMMENDATIONS

In future research we can add many other factors also

CONCLUSION

This study identified the level of influence of various factors on the purchase of FMCG products-soaps among consumers. The study emphasized that consumers gave more importance to the 'quality' of the FMCG-personal care brands. Also the study depicts that there is a 'significant' association between the age and buying behavior of people while purchasing the bathing soaps. Also found that people use 'specific brand' rather than trying new brands.

The null hypothesis has been accepted as there is a significant association between age and factors like fragrance while buying a bathing soap. This has been proved by the Chi square testing and the ANOVA testing. They are able to realize the need of the product, extensive awareness of the product, and suitable information sources of the product. They derive characteristics through their experience of the product and make careful study on the negative effect and quality of product.

Reliability of soap on skin, freshness, fragrance, moisturizing effect, packaging, brand and side effects are the most important factors while purchasing soap. Medical value, availability, popularity and promotional offers are the moderating factors while buying soap. They are able to collect information of the product through Television advertisements. Consumer prefers the product, making the purchasing decision and expressing the satisfaction level. The consumers have the tendencies brand shift if not satisfied with the utilization of the product as well as availability in the market. In the post-purchase satisfaction in consumers of predominant brand image and quality of the product is important. The success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyal to the brand.

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