

Study on Consumer Buying Behavior Towards Selected Bath Soap

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Abstract :- A simple production method with high return soaps are invariably used in every household. The non-edible oil soap has huge market potential. Soap is the traditional washing compound made from oil fats and caustic alkali. One can say a detergent is the one that cleans any surface. Synthetic detergent is quite different from other kinds of detergent. There is large demand of this consumer item. There are renowned organized as well as unorganized private sectors, engaged in this production. From the 1940s on-ward, synthetic detergents have expanded rapidly all over the world. To improve detergency of the detergent cakes & powders, certain other components were added to it known as builders, synergies, fillers and brighteners etc. Detergents, as a constituent of the overall FMCG industry, accounts for a near 12% of the total demand for all FMCG products estimated at over Rs 530 bn. The mixed oils are taken in a pan and heated to approximately 70 degrees centigrade. Caustic soda solution is added for saponification reaction.

Key ward: Various brand soap need to customer and Responded of the customer buying age wise

I. INTRODUCTION

A simple production method with high return soaps are invariably used in every household. The non-edible oil soap has huge market potential. The market is spread from remote village to the metro cities alike. The industry gives a good profit and high employment oriented.

Soap is the traditional washing compound made from oil fats and caustic alkali. One can say a detergent is the one that cleans any surface. Synthetic detergent is quite different from other kinds of detergent. More firms is produced with such kind of detergents, moreover, there is less tension created on the dirty surface yet emulsification takes places and the detergent niters the surface much faster. This is the reason why the cleaning process is fast.

There are different kinds of raw material used in the industries. There is large demand of this consumer item. There are renowned organized as well as unorganized private sectors, engaged in this production. The technology, involved in the high priced detergent powder and cakes is charged nowadays. From the 1940s on-ward, synthetic detergents have expanded rapidly all over the world. Their rapid development has been stimulated by the enormous and fast growth of the international petro-chemical industry. The transition from conventional hard soaps to synthetic detergent cake has been rapid and irreversible response by consumers. So that to-day, synthetic detergent accounts in most developed and developing countries in the world.

II. CONSUMER BEHAVIOR

The term consumer behaviour refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behaviour can also be defined as those acts of consumers directly involved in obtained using and disposing of economic goods and services, including the decision processes that preceded and determine these acts.

To successfully market to different segments the marketing manager needs appropriate marketing strategies which he can design only when he can understand the factors which account for these differences in consumers behaviour and faster. With ever increasing population of the country, the demands of apparel/cloth also increasing proportionately.

III. MANUFACTURING PROCESS

The mixed oils are taken in a pan and heated to approximately 70 degrees centigrade. Caustic soda solution is added for saponification reaction. Soap is formed; builders like sodium silicate soap stone, talc, etc are added when the saponification is over. Though mixing of the material is

made colour all perfumes are added. Finally, the soap is transferred to rames at all levels to settle down. The wet soap is taken out of the frames, cut into bars, stamped and packed.

IV. OBJECTIVES

- ✚ To find out the consumer buying various bath soap and colours.
- ✚ To study the influence of various sources of information on consumers buying behavior.
- ✚ To The evaluate of extent buying on reduce price of various soap.

V. METHODOLOGY

Research methodology is a way to systematically represent a research on any problem. It tends taken by the researcher in studying the research problem along with the logic behind them. It tends to define the methodology for the solution of the problem that has been undertaken for the purpose of the study.

VI. COLLECTION OF DATA

The data can be collected from primary and secondary sources. In this data collects from primary data and supplemented by secondary data from the magazines, journals

etc. The techniques will be use questionnaire and interviews Random samples that are representative of the population are chosen.

VII. TESTING OF PRE

In this a 'pilot survey' was done so as to see which item are most commonly used and 'trial survey' is conducted to see what necessary changes are to be made by deleting of adding the questionnaire as required and finally the questionnaire made which is use for the purpose of this study.

VIII. MARKETING MIX FACTORS & BRAND PREFERENCE

There is a statistical significant relationship between price factor & brand preference at the significant level of 0.031. Around 92% of the respondents indicated that the price level as medium as per their perception about the price of respective brands. While 16% indicated that the price level is high. But 40% of the Lux consumers felt price level is high though Rexona Dettol, Hamam & Nature power consumers had never felt price level is high in the considered sample.

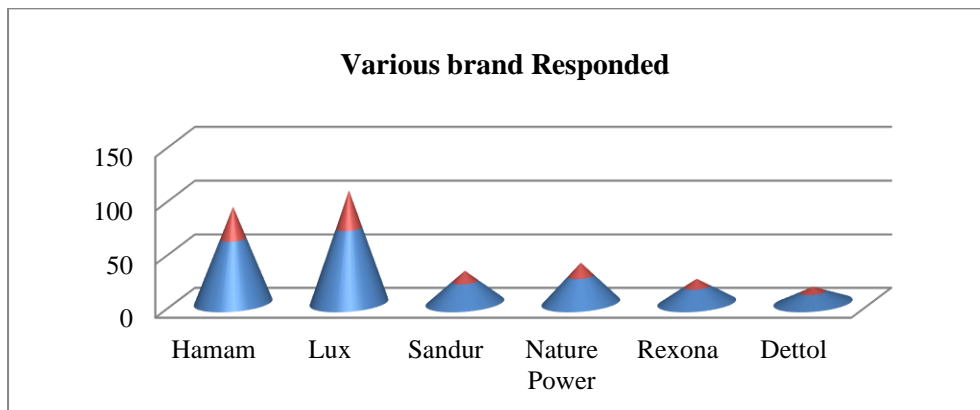
IX. DATA ANALYSIS

The following table shows the distribution of questionnaires among the considered brands in the study.

Table 1 Customer responded Various Brand soap

| Various brand Responded | | |
|-------------------------|-----------|------------|
| Soap name | Responded | Percentage |
| Hamam | 60 | 30 |
| Lux | 70 | 35 |
| Sandur | 20 | 10 |
| Nature Power | 25 | 12.5 |
| Rexona | 15 | 7.5 |
| Dettol | 10 | 5 |
| TOTAL | 200 | 100 |

Chart 1 Customer responded



From the above table it has been analyzed that majority of the consumers needs 35% of Lux soap and following the Hamam soap is 30%. In Nature power soap is 12.5%. Other than soap is minimum level of customer want. The Lux and Hamam soap is highly wanted to customer because the price and quality is well position. Other soaps unwanted status of the people.

X. PROFILE OF THE RESPONDENTS

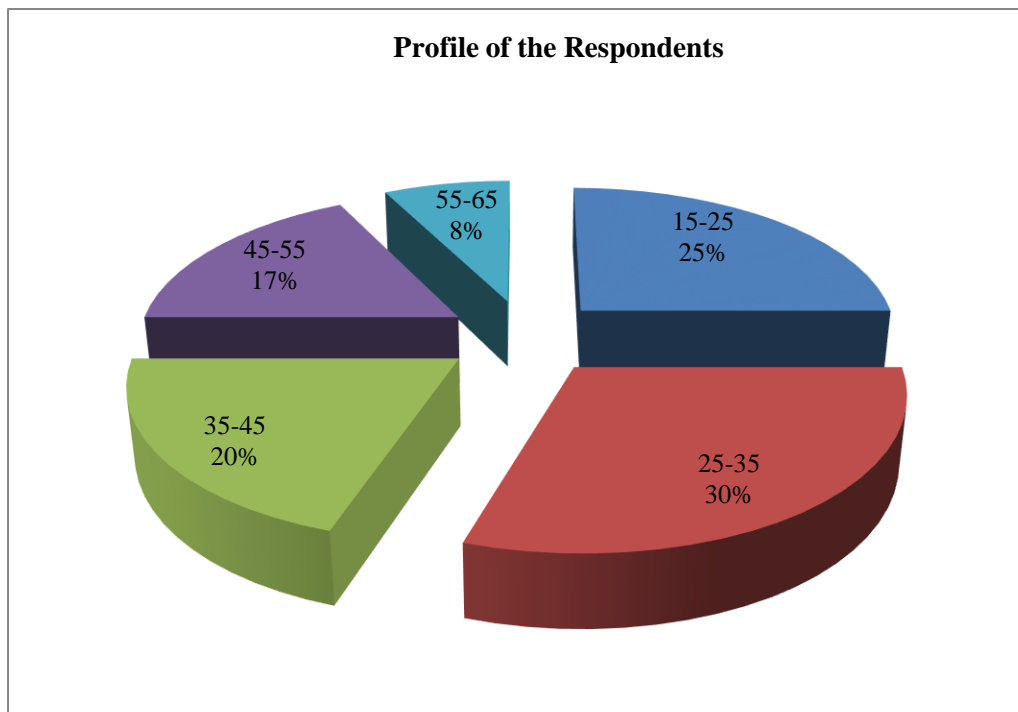
The collected from each brand the following table shows the respondents age and frequency of profile.

Table 2 Customer Age wise buying soap

| Age Groups | | |
|--------------|-----------|------------|
| Age of old | Frequency | Percentage |
| 15-25 | 50 | 25 |
| 25-35 | 60 | 30 |
| 35-45 | 40 | 20 |
| 45-55 | 35 | 17.50 |
| 55-65 | 15 | 7.50 |
| Total | 200 | 100 |

Source of data

Chart 2 Customer Age wise buying soap



From the above table it has been analyzed that majority, the age of consumers is 30% and 25% age of 15-25 and 25-35 years of old is respectively. The following age that age of 35-45 is 20. The youngest and middle class peoples are

highly wants that various product of soap is highly sale. The customers buying various brand of soap see that advertisement and the buying way of relationship.

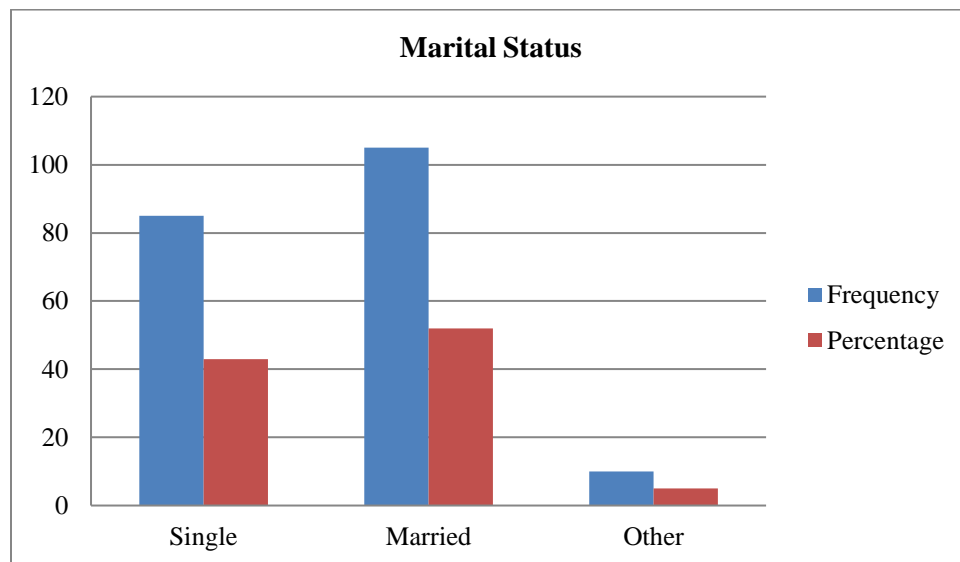
XI. MARITAL STATUS

Table 3 Marital Status

| Marital Status | | |
|----------------|------------|------------|
| Status | Frequency | Percentage |
| Single | 85 | 43 |
| Married | 105 | 52 |
| Other | 10 | 5 |
| Total | 200 | 100 |

Source of data

Chart 3 Marital Status



From the above table it has been analyzed that married status for the highest need of buying level. Because of married and family maintenance situation of the high wants. The single customer there is no high want because single person any one brand wants for various customers the maintenance for low level and the other people unlike of various a brands.

FM radio, various customer message passed and the buying way of relationship.

The single customer there is high wants various products used because single person any were brand wants for various customers the maintenance for low level of price, highly level of price for any one product is purchase and the other people unlike of various a brands.

XII. DISCUSSION & CONCLUSION

The respondents felt price was at a medium level as per their perception respective of the brand and which indicates majority of the respondents Lux soap were not high end brands when their purchasing decision is made for 35% of Lux users had felt price level was at a high end. Moreover Sandur, Rexona and Dettol soap users had never felt that the brands were at a high end since none of the respondents indicated that the price level was high for the above three brands.

Above details indicates that the consumers are more conscious on perception of price & product characteristics of the brand at the point of purchase. Therefore it can be recommended to improve the skin protection attributes of the product while providing a considerable emphasis to enhance the fragrance of the product, which will enable the brands to capture more market share in the various beauty soap segment.

The youngest and middle class peoples are highly wants that various product of soap is highly. The customers buying various brand of soap see that TV advertisement, News paper,

TV advertisements being the most influenced promotional activity of the respondents being influenced by the customer. The respondents made their purchasing due to discounts & free banded promotions of majority of the respondents purchased the soap from super markets and other

from fancy shops buying wanted. The recommendation can be made to introduce more free branded issue or discount time to time reminds the brand to consumers. The all customer buying various bath soap is well production, manufacture and protectively, all various use of bathing soap is very satisfied of customer.

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