

STUDY ON CONSUMER PREFERENCE TOWARDS BATH/ TOILET SOAP IN CHANDRAPUR CITY

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ABSTRACT

The soap manufacturing industry is one of the oldest industries operating in the FMCG sector in India, and accounts for more than 60% of the consumer goods sector. The soap and detergent industry covers laundry and toilet soaps, and synthetic detergents in the form of liquid, powder, and bar. Bar soaps can be classified into three sections - premium, popular, and economic. Around more than 50% of soaps produced and sold in rural markets. Increasing awareness of hygienic standards in rural areas is providing growth opportunities to several players. Manufacturers are introducing soaps in different sizes and ranges, targeting consumers from low-income groups. Currently, there are around 5 million retail outlets in India which sell soaps, out of which 3.75 million operate in rural areas. In herbal category Indian market is flooded with hundreds of well-known and reputed brands. Due to many advantages and information Indian consumer is attracting towards herbal and natural products. The decision and use of a specific brand by the consumer throughout the time is impacted by the quality advantages presented by the brand particularly with regards to brand of edible and beauty care products. Availability factor also plays an important role because cheap price products are easily available as compared to expensive one. In bath/toilet category consumer preference is very difficult to judge. In this segment sales promotion is largely seen. This study focuses the preference behavior of toilet soap by consumer in rural and semi urban area within a Chandrapur.

Key words: Toilet Soap, Consumer Preference, Availability, Sales Promotion, Herbal, Natural.

INTRODUCTION

Consumer satisfaction is the final aim of all economic activity. Consumer is biggest monetary gathering who are impacted by open and private financial choice. Consumer fulfillment manages the attributes of human way of behaving.

The investigation of consumer conduct doesn't just incorporate justification for purchasing yet additionally the utilization interaction of the purchaser at large. In the whole course of buying, consumer get driven by influencing forces, for example, feeling, inspiration, pay, way of life,

assessment, culture, character and so on The Indian customer market has higher expendable pay. More than 60 % of India Population Lives in 6,27,000 Villages in rural Areas. 90% of the Rural Population is concentrated in villages with a Population of less than 2,000 with agriculture and allied activity being the main Business. This shows the Potential India and has to bring the much -needed Volume Driven Growth. The Saturation limit in the Urban Market has reached and now marketers are moving Rural. They are following go “GO RURAL” Strategy.

Soap is made by mixing fats and oils with a chemical base. Humans have used bath soap for millennia. Proof exists of the production of soap like material in around 2800 BC in olden days of Babylon. Brands like Dettol and lifebuoy have actively participated in the initiative by making the rural peoples aware of their range of cheap products. The bathing soap products have their availability in pan India irrespective of urban or rural and have flexible pricing which ranges from as low as Rs 10/piece, Rs 15/piece - Rs 20/piece to more than Rs 100/piece. This study basically focuses on motivational factor on consumer buying behavior towards the bath soap on the basis of demographic, psychographic and behavioral factors.

Factors affecting buying behavior

- 1) Price is the most important factor which effects the buying behavior of consumer, by which a consumer goes for the various segment of soap like premium, popular, sub-popular and carbolic which are basically decided by the cost factor and fat content in the soap.
- 2) The buying frequency is either monthly that is done by the families or in case of bachelors it is more than once in a month. The occasions when premium soaps are purchased are usually when there are festivals and ceremonies. Moti Sandal and rose version Soaps are usually presented during festivals and occasions for presents and gifts.
- 3) The promotional techniques help to boost sales. Various tactics like the price off's, buy one get two free, free gifts and other schemes help boost sales in short run and also help in clearing stocks.
- 4) One of the important points a soap marketer should note is that the soaps are usually purchased by women in urban areas as most of the day to day consumption of personal care products are made by women. A point to note is that women use more personal care product than men do and hence premium soaps are mostly targeted at them. Men normally make purchase decisions in rural areas. Hence the marketer has to adopt different strategy for such a market.

Benefits sought by various customers from various brands are

1. Beauty – Lux
2. Freshness – Liril, Cinthol
3. Family—Santoor, lifebuoy, Mysore sandal.
4. Baby – Johnson & Johnson, Doy
5. Cream – Dove, Doy Care (moisturizing)
6. Medicated – Dettol, Savlon,
7. Glycerin – Pears,
8. Herbal –Medimix, Margo

Major players in the Indian market

1. ITC Ltd.
2. Hindustan uniliver ltd.
3. Wipro ltd.
4. Godrej consumer Products Ltd.
5. Jyothy Labs.
6. Reckitt Benckiser
7. Patanjali India.
8. Karnataka soaps and detergent Ltd.

Bath/toilet soap attributes

- Quality
- Product design style and color
- Brand name
- Price
- Innovation
- Health aspects
- Promotional offers
- Brand trust
- Influence of advertising
- Durability
- Lather & TFM content.

There is a increase in Income of Rural People, growth in rural demand is expected to increase double fold every Quarter because consumers are moving up towards premium products. However, in the recent past there has not been much change in the volume of premium soaps in proportion to economy soaps, because increase in prices has led some consumers to look for cheaper substitutes. The Maximum Advertisement is Personal Care Category comes from Toiletry Soaps .It will be also good to understand some ground realities about rural marketing before marketers venture into rural markets with their brands. Like in urban areas, People who watch TV in rural areas, also influence the choice of many personal care products.

Beauty Soap segment holds the largest market share, account for more than 50% of the market. Medicated Soap segment is also witnessing growth in India, majorly due to increasing understanding about the benefits that medicated soaps can have for various skin conditions. Based on the Form, market is segmented into Bar Soap and Liquid Soap segments. India Soap market is dominated by Bar Soap. Being a price sensitive market, majority consumers in India gives price preference Bar soaps as they are cheaper than liquid soaps. Based on Distribution Channel, the Indian Soap market split into the various segments.

The store-based distribution channel account for more than 95% of the market share, and this trend is expected to prevail over the course of next five years. Major players operating in India Soap market include Wipro Consumer Care Limited, Godrej Consumer Products Ltd,

Hindustan Unilever Ltd, Reckitt Benckiser (India) Pvt.Ltd, ITC Ltd, Colgate Palmolive (India) Ltd, Jyothy Laboratories Ltd, Patanjali Ayurveda, The Himalaya Drug Company, and Karnataka Soaps and Detergents Ltd.

Scope of the study:

The scope of the study is restricted to toilet soaps only and tries to relate consumer preferences regarding toilet soap, its price constraints, effect of advertising and sales promotion. From the above information this study tries to examine and understand the Consumers' psychology.

Need for the study:

Bath/Toilet soaps, despite their divergent brands, are not well differentiated by the consumers. It is, therefore, not clear if it is the brand loyalty or experimentation lured by high volume media campaign, which sustain them. A consequence is that the market is fragmented. It is obvious that this must lead to a highly competitive market

Objectives

- To Study the consumer perception and awareness toward bath/toilet soap regarding various brands available in the market.
- To point out the factors considered before buying bath/toilet soap.
- To analyze the bath/toilet soap are having best range of price, packing, fragrance and other features.
- To Study the influence of advertisement and promotion techniques on consumer preference

Limitations

- This study only related to nearest rural and semi urban area of Chandrapur city
- This study is collected the information regarding toilet soap only not include baby soap

Research Methodology:-

The study under taken is descriptive in nature, for the collection of data following resources were used.

1) Primary Data

2) Secondary Data.

1) Primary Data: - Primary data collection methods can be divided into two groups: quantitative and qualitative. Primary data was collected through close ended questionnaire.

Sampling: - The universe of the study covers whole Chandrapur city and nearby rural areas as its population. The sampling is selected by using convenient sampling and the sample size was confined to 160.

2) Secondary Data:-Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about research area, almost regardless of the nature of the research area.

Data Analysis and findings

Table 1:According to Gender

Category	No.of respondents	Percentage
Female	68	43
Male	92	57
Total	160	100%

Table 2: According to Occupation.

Occupation	No.of respondents	Percentage
Student	52	33
Employee	43	27
Housewife	39	24
Self-employed /Business	27	16
Total	160	100%

Table 3:According to Marital Status

Status	No. of respondents	Percentage
Single	74	46
Married	86	54
Total	160	100%

Table 4: According to Age

Age	No. of respondents	Percentage
More than 15	29	18
15-25	36	22
25-35	45	29
35-45	31	19
45 and above	19	12
Total	160	100%

Table 5: According to Monthly income

Monthly Income	No. of respondents	Percentage
5,000-11,000	43	27
11,000-21,000	37	24
21,000-31,000	41	25
31,000-41,000	23	14
41,000 and above	16	10
Total	160	100%

Table 6: According to Monthly Expenditure.

Monthly Expenditure (in Rs)	No. of respondents	Percentage
More than 100	33	21
100-125	43	27
125-150	30	18
150-175	33	21
175 and above	21	13
Total	160	100%

Table 7: According to frequency of purchase.

Frequency	No. of respondents	Percentage
Once in a month	67	41
Twice in a month	43	27
Thrice in a month	33	21
Four in a month	17	11
Total	160	100%

Table 8: According to factors for buying bath/toilet soap

Factors	No. of respondents	Percentage
Quality & Brand of soap	14	9
Price of soap	53	34
Shell life	47	29
Promotional offers	36	22
Health & Hygiene	10	6
Total	160	100%

Table 9: According to type/kind of consumer.

Type/Kind of consumer	No. of respondents	Percentage
Switcher	27	17
Splitter	34	21
Shifter	29	18
Brand loyal	39	25
Hardcore	31	19
Total	160	100%

Table 10: According to explanation for change a brand

Explanation	No. of respondents	Percentage
Trying new variety	57	36
Less price on other brands	45	28
Promotional offers	34	21
Not satisfy with current brand	24	15
Total	160	100%

Table 11: According to present use of bath/toilet soap.

Present use	No. of respondents	Percentage
Lifebuoy	32	20
Santoor	27	17
Lux	21	13
Dove	11	7
Pears	07	4
Cinthol	10	6
Dettol	11	7
Medimix	18	11
Mysore sandal soap	14	9
Liril	09	6
Total	160	100%

Table 12: According to Total Members in the Family.

Family Members	No. of respondents	Percentage
Two Members (only couple)	24	15
Three Members (one	41	26

child)		
Four Members (Two children)	59	37
Five or Six Members (including grandparents)	36	22
Total	160	100%

Findings and Conclusion.

From the above table it is clear that

- 1) 43% respondents are female and 57% respondents are male.
- 2) 33% respondents are students, 27% respondents are employees, 24% respondents are housewife's, 16% respondents are self employed or having their own business.
- 3) 46% respondents are single and 54% respondents are married.
- 4) 18% respondents are having age of above 18, 22% respondents are in the age group of 15-25, 29% respondents are in the age group of 25-35, 19% respondents are in the age group of 35-45 and 12% respondents are above age of 45.
- 5) 27% respondents are having monthly income of 5,000-11,000, 24% respondents are having monthly income of 11,000-21,000, 25% respondents are having monthly of 21,000-31,000, 14% respondents are having monthly income of 31,000-41,000 and 10% respondents are having monthly income of above 41,000.
- 6) 41% respondents frequency of buying bath/toilet soap once in a month, 22% respondents frequency of buying bath/toilet soap twice in a month, 21% respondents frequency of buying bath/toilet soap thrice in a month and 11% respondents frequency of buying bath/toilet soap four times in a month.
- 7) 9% respondents consider quality and brand name while buying bath/toilet soap, 34% respondents consider price of bath/toilet soap while buying, 29% respondents consider shell life while buying bath/toilet soap, 22% respondents consider promotional offers while buying bath/toilet soap and 6% respondents consider health and hygiene factor while buying bath/toilet soap.
- 8) 17% respondents are switcher type of consumers, 21% respondents are splitters type of consumers, 18% respondents are shifters type of consumers, 25% respondents are brand loyal type of consumers and 19% respondents are hardcore brand loyal type of consumers.
- 9) 36% respondents change their brand to try new variety of bath/toilet soap, 28% respondents change their brand because of less prices as compared to current brand, 21% respondents change their brand because of promotional offers available on other brands, 15% respondents change their brand because of not satisfied with their current brand.
- 10) 20% respondents are using Lifebuoy, 17% respondents are using santoor, 13% respondents are using lux, 7% respondents are using Dove, 4% respondents are using pears, 6% respondents are using Cinthol, 7% respondents are using Dettol, 11% respondents are using medimix, 9% respondents are using Mysore sandal soap and 6% respondents are using Liril.

- 11) 15% respondents are having only two members in the family, 26% respondents are having three members in the family, 37% respondents are having four members in the family, 22% respondents are having five or six members in the family.

In today's highly competitive market consumer is the king. Bath/Toilet soap plays a vital role while starting a day no matter whether a male going outside from home or a housewife. Everyone takes a bath without bath the day is incomplete. There are many important factors like suitable to skin, fragrance, packing, brand, moisturizing effect while buying bath/toilet soap.

Mostly it is observed consumer prefer shell life while consuming bath/toilet soap. Lifebuoy and santoor brands are largest selling soaps in the country even in the chandrapur area lifebuoy and santoor brands are largest selling soaps. Shell life of these brands is more as compared with others so consumers buy frequently. Due to advertisement and information available in different media consumers come to know about different varieties of soaps like pure natural, less use of chemicals and about TFM contained. Marketers always try to launch new products in the market and also they bring new and improved version of the product. Consumers are curious about new product they give good response to this. Marketer always tries to inform that there product is unique and different from others.

Individuals need nature of bath/toilet soap for which they are prepared to have brand dedication or switch over starting with one brand then onto the next. To catch the requirements of the relative multitude of sections of individuals, the items are presented in various amounts for ideal nature of consumer. In this way, the soap will bring more market potential for Bath/Toilet soap. The consumer have the inclinations brand shift in the event that not happy with the use of the item as well as accessibility on the lookout. In the post - buy fulfillment in consumer of prevalent brand picture and nature of the item is significant. The progress of a firm relies generally upon its capacity to draw in buyers towards its brands. Specifically, it is basic for the endurance of an organization to hold its present clients, and to make them faithfulness the brand.

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