

Consumer Behavior towards Detergent Bars: A Study of Chittoor Town

Dr.Reddy Praneeth Karman ¹,

¹ Assistant Professor, Assistant Professor, MBA Dept (HHCM), Apollo Hospitals Educational and Research Foundation, Chittoor, AP India

ABSTRACT

Detergent bars are used as a necessity as the commodity is used almost in universal context, there is a need to continuously monitor consumer behavior, changing patterns, and overall behavior

Keywords: - Detergent Bars, Consumer Behavior

1. INTRODUCTION

Consumer Behavior is a old concept that is always fascinating because of its ever changing nature , consumers generally go for purchasing whenever need arises, consumer searches for all possible alternatives available and choose best option for making purchase decision , post purchase behavior commences soon after the purchase , levels of satisfaction by using the product can be known , the current study aims at studying consumer behavior towards detergent bars

1.1 Simple Model of Consumer Behavior [1]



2. REVIEW OF LITERATURE

Elif Akagun Ergin (2010) studied about Compulsive buying of Turkish consumers and found that there are significant differences in compulsive buying among Turkish men and Turkish women [2]

Satya Prakash Srivatsava , Manish Kumar (2013) studies consumer behavior in rural markets is not similar to each other and marketer must frame different strategies for different rural markets [3]

Fatimah Furaji et.al (2013) studied about advertising attractiveness on purchase decisions and found that advertising has prominent influence on purchase decision making [4]

Mridansh Jha (2013) studied about rural consumer behavior in Bihar and found that consumer behavior of Bihar rural consumers is very much influenced by family size and structure [5]

Shannon Cummins et al (2014) studied about consumer behavior in online context and found that the field of marketing is witnessing revolutionary paradigm shift by advent of internet [6]

Yatish Joshi and Zillur Rahman (2015) studied about various factors affecting green purchase behavior and future research directions and found that environmental concerns and products functional attributes are major determinants of green purchase behavior among consumers [7]

3. ANALYSIS

Data is collected from 100 women respondents of chittoor town by administering questionnaire using convenience sampling method

1. Age of respondents

18-30	45
31-45	29
46 and above	26

From the above table, it is understood that majority of respondents belong to 18-30

2. Monthly Income of respondents

Below 10,000	43
10,000-20,000	47
Above 20,000	10

From the above table, it is understood that majority of respondents have monthly income between 10000-20000

3. Family Size

2 Members	16
3 Members	68
4 Members and above	16

From the above table it is understood that majority of respondents have 3 members as their family size

4. Which detergent bar do you use?

Surf Excel	18
Rin	20
Tide	11
Ghadi	10

Henko	7
XXX	15
Other Brand	19

From the above table, it is understood that majority of respondents are using rin bar

5. Frequency of Purchase

Once in a week	45
Once in a month	40
Others	15

From the above table, it is understood that majority of respondents purchase detergents once in a week

6. Reason for specific brand Purchase

Cleaning effect	61
More Lather	20
Price	12
Other reason	7

From the above table it is understood that majority of respondents preferred their detergent bar because of cleaning effect

7. Do you recommend the current brand detergent brand to friends and relatives?

Yes	75
No	9
May be	16

From the above table it is understood that majority of respondents recommend their current detergent brand with friends and relatives

8. Have you seen advertisement of your detergent brand?

Yes	83
No	17

From the above table it is understood that majority of respondents saw advertisement of their detergent brand

9. Are you satisfied with your detergent brand

Yes	79
No	21

From the above table it is understood that majority of respondents are satisfied with their detergent brand

4. CONCLUSIONS

It can be concluded that majority of respondents are satisfied with their current brand of detergent and also majority of them are recommending their brand to others, marketers should constantly study this trends in market to know about happenings in the market place

5. REFERENCES

- [1]. Hayden Noel, Basics of Marketing, Consumer Behavior ANA Publishing House, Switzerland 2009 pp 14-15
- [2]. Elif Akagun Ergin “Compulsive Buying Behavior Tendencies: The Case of Turkish Consumers” African Journal of Business Management Vol 4 (3) March 2010 pp 333-338
- [3]. Satya Prakash Srivatsava, Manish Kumar” Consumer Behavior in Rural Marketing – A New Paradigm “ Asian Journal of Technology and Management Research Vol.1, Issue 1 Jan –Jul 2011
- [4]. Fatimah Furaji, Latuzynska, Wawrzyniak, Wasikouska “ Study on the influence of advertising attractiveness on the purchase decisions of men and women “ Journal of International Studies “ Vol 6, No2, 2013 pp 20-32
- [5] Mridansh Jha “ A Study on the rural consumer buying behavior in Bihar” International Journal of Marketing, Financial Services and Management Research Vol 2, No2 Feb 2013 pp 172-182
- [6] Shannon Cummins, Jamea Peltier, John A Schibrowsky and Alexander Nill “ Consumer Behavior in the online context” Journal of Research in Interactive Marketing Vol 8 , No 3, 2014 pp 169-202
- [7] Yatish Joshi, Zillur Rahman “ Factors affecting green purchase behavior and future research directions “ International Strategic Management Review 3(2015) pp 128-143