

BATH SOAP SANTOOR AND CONSUMERS OF CHANDRAPUR CITY

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ABSTRACT

According to IMARC International market analysis research and consulting group Indian market for bath soap reached a value of 3,000 million US Dollar in the year 2020-21

Bath soaps are surfactants that are utilized to purge and keep up with body cleanliness. They are produced using fish fats or vegetable oils joined with glycerin, propylene glycol, allantoin, triethanolamine, and soluble arrangements, like acidic lye. This causes a compound response that separates the ester connections between the unsaturated fats and glycerol, bringing about fluid dissolvable particles. These mixtures kill microorganisms by muddling their layer bilayer and empower soil to segregate from the skin. Accordingly, shower cleansers structure a fundamental part of individual consideration normal as it unclogs pores and eliminate dead cells from the skin.

Some of the key factors driving the Indian bath soap market growth are growing both rural and urban population , significant economic and industrial growth and high lifestyles

This research may be a path of producers, consumers will customize the brand product and they prefer to select the product. The main objective of the study is to find the consumer satisfaction towards bathing soap.

Keywords:- Bath soaps, bath soap market rural and urban population, brand product.

Introduction

Buyer conduct is a consistently evolving idea, which will in general change as per time, tastes and forms, pay of customer, etc. To know the way of behaving of customer is a key to the progress of business associations, to recognize the brand credits that the clients (customers) see to be generally significant, and how much these affect their utilizing conduct and devotion.

Every adult Indian citizen takes bath everyday Indian weather is mostly hot and humid so people takes bath at least once in a day some people take bath twice a day. Before starting a day majority of people take bath first and then they start their duties. Taking bath is having cultural and ritual importance also Just like tooth paste, tea is important and integral part of their life bath soap is also plays a very important role for them. Bath soaps are considered as a staple product coming under the segment of personal care and bath soaps came into use around thousands of years ago. In recent years the use of bath soap have decreased in some parts of the world because of availability of options like liquid body wash, shower gels but still bath soap to be the most popular cleansing products around the globe. The bath soap market in India is segmented based on brands , soap category (beauty soap, baby soap, health and medicated soap , herbal and ayurvedic soaps handmade and glycerin soap.) It is expected that size of indias bath soap market will grow at a high rate over the next few years. Body washing cleanser items is a noticeable section of country in general body washing items market.

There are numbers of factors responsible for choice of bath soaps. Mostly consumer prefer soap that last longer majority of consumer they don't know about TFM content high TFM content soaps doesn't last longer as compared to low TFM content. High TFM content soaps are soft in nature as compared to low TFM content soaps. Santoor and lifebuoy soaps are popular and they are used by the majority of consumers because they last longer as compared to other soaps. Price factor is also responsible for sale of santoor and lifebuoy soap because these two brands are low in price as compared to soaps like liril, international lux, medimix, mysore sandal soap, pears, dove, cinthol, godrej no 1 etc.

In Chandrapur Santoor, Lifebuoy and Lux are largest selling soaps time to time all major players make modification and promotion schemes to attract consumers more and more. On the off chance that the item performs underneath the consumer assumption, then he/she will reconsider fulfillment with the choice, which at its limit may bring about the buyer returning the item. At the point when the buyer is happy with the products execution, rehash buy is almost certain.

Objectives

This study has following objectives

- 1 To examine the consumer behavior and preferences towards Santoor bath soap.
- 2 To analyze the different factors determining purchase decision of Santoor bath soap.
- 3 To analyze the customer satisfaction towards Santoor bath soap.

Basic Ingredients in Bath Soap

Sodium Laureth Sulfate

Sodium Palmitate

Sodium Lauroyl Isethionate

Sodium Cocoate

Sodium Olivinate and Lauric Acid

Research methodology

This study is an experimental enquiry the data and information is collected through a structured questionnaire which was designed based upon a pilot study conducted among different age categories initially. This study based on primary and secondary data. Primary data was collected through the questionnaire from location of Chandrapur city and secondary data was collected from reference books, periodicals, journals, articles, magazines, newspapers and from internet. Simple random sampling method is used for this research. The respondents are also asked opinion about currently using soap brands quality, price, packing, fragrance, shape, lather, color, suitability to skin etc.

Popular bath soaps in the city

Sr no	Brand name	Sr no	Brand name
1	Santoor	2	Lux
3	Liebuoy	4	Pears
5	Cinthol	6	Medimix
7	Dettol	8	Margo
9	Chandrika	10	Dove
11	Mysore sandal soap	12	Godrej no 1
13	Fiamo di wills	14	Liril

Major producer of bath soap in India

- 1 ITC Indian Tobacco Limited
- 2 Wipro consumer care
- 3 Godrej Pvt. Ltd
- 4 Hindustan Unilever
- 5 Jyothy Labs
- 6 RB Health
- 7 Vasa Global Company
- 8 Ivory Soaps Works
- 9 AVA Cholayil Pvt. Ltd
- 10 Karnataka soaps and detergents Ltd
- 11 Patanjali India.

Analysis and Interpretation

Respondents Gender

	Number	Percentage
Male	56	53
Female	50	47
TOTAL	106	100

Respondents Age

	Number	Percentage
Above 20 year	39	37
21-40	40	38
41-60	27	25
TOTAL	106	100

Marital status

	Number	Percentage
Married	41	39
Unmarried	65	61
TOTAL	106	100

Occupational Status

	Number	Percentage
Student	25	24
Employee	50	47
Professional & Others	31	29
TOTAL	106	100

Income status

	Number	Percentage
5,000-15,000	31	29
15,000-25,000	39	37
25,000-35,000	20	19
35,000 and above	16	15
TOTAL	106	100

Family size

	Number	Percentage
3 members	40	57
4 members and above	66	63
TOTAL	106	100

Frequency of purchase of bath soap

	Number	Percentage
Once in a month	49	46
Twice in a month and more	57	54
TOTAL	106	100

Using santoor soap as a bath soap

	Number	Percentage
Yes	67	63
No	39	37
TOTAL	106	100

Factors for buying bath soap

	Number	Percentage
Quality & Brand name	11	10
Price	36	34
Shell life (durability)	37	35
Promotional offers	15	14
Suitability to skin & Hygiene Purpose	07	07
TOTAL	106	100

Findings and Conclusion

From the above table the findings and conclusion is as follows

- 1) 53% respondents are Male and 47% respondents are Female
- 2) 37% respondents are age of above 20 years, 38% respondents are in age group of 21 to 40 years of age and 25% respondents are in age group of 41 to 60 years of age.
- 3) 39% respondents are married and 61% respondents are single.
- 4) 24% respondents are students, 47% respondents are employee working in public sector or in private sector enterprise, 29% respondents are professionals or doing business or self employed.
- 5) 29% respondents are having monthly income of 5,000-10,000, 37% respondents are having monthly income of 15,000-25,000, 19% respondents are having monthly income of 25,000-35,000 and 15% respondents are having monthly income of 35,000 and above.
- 6) 57% respondents are in family consist of 3 members, 63% respondents are in family consist of more than 4 members.
- 7) 46% respondents have to buy bath soap once in a month, 54% respondents have to buy twice or more in a month depend upon family member and usage.
- 8) 10% respondents quality and brand name factor for buying bath soap, 34% respondents prefer price factor for buying bath soap, 35% respondents prefer shell life durability factor for buying of bath soap, 14% respondents prefer promotional offers factor for buying bath soap and 7% respondents prefer skin suitability and hygiene factor for buying bath soap.
- 9) 63% respondents are using santoor brand as a bath soap regularly 37% respondents are not using santoor as a bath soap regularly.
- 10) Majority of consumers more than 63% are using santoor soap for bath attractive price , shell life and fragrance are highlight factors for consumers to buy santoor brand bath soap.

India is considered as a hot weather country majority of region comes under hot weather almost nine to ten months it is covered under hot and humid climate every citizen of India takes bath atleast once in a day in winter season also people takes a bath in north India where winters are more cold as compared to rest of other parts in this region also people takes bath at least once a day. In India without bath nobody starts the day taking bath is having religious and cultural importance so there every adult takes the bath.

In summer season people takes the bath two to three times a day almost every part of country summer is hot and harsh so people takes the bath mostly people change their bath soap according to season in summer lime variant and menthol soap are preferred in rainy season dettol and lifebuoy brands are having good demand and in winter and other season sandal oil variant soaps are preferred by consumers. Indian consumers are very price sensitive they want reasonable price, medium to high quality and good shell life of the product. Santoor soap acquires more than

45 percent market all over India the success of santoor soap is its price, fragrance, shell life foam, promotional offers and availability.

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