

# A Study on Buyers Preference Towards Bathing Soap

**Darshana R<sup>1</sup>, John Britto M<sup>2</sup>**

<sup>1</sup> Student, Sathyabama Institute of Science and Technology, Chennai, India.

<sup>2</sup> Assistant Professor, Sathyabama Institute of Science and Technology, Chennai, India.

Corresponding Author: darshanarajesh.06@gmail.com

**Abstract:** - We look into the aspects that influence customer purchase behavior when it comes to bathing soap. Bathing soaps may differ the number of times we use it, it depends upon a person. Hygiene is a good idea. Soaps for bathing are simply too expensive nowadays. Bathing is in high demand these days. As the standard of living rises, so does the demand for soap. Urbanization, buying power of the population, literacy, the expansion of the media, and the advancement of technology are all factors that have contributed to the improvement expansion of transportation and communication networks. Supermarkets, hypermarkets, and organized retail are all examples of organized retail outlets, and so on multinational corporations are being confronted with a number of challenges. The major retail stores are putting up a fight. Increasingly, companies are launching their own private label brands products.

**Key Words:** — *Bathing soaps, Consumer Preference, Factors, Fast Moving Consumer Goods (FMCG).*

## I. INTRODUCTION

In today's world it is difficult to understand a customer's preferences, and getting them to the next step in the purchasing process is even more difficult. The goal of a company's marketing efforts is to leave a lasting impression in the minds of the people who buy things. In India, the soap industry is a fast-moving consumer goods (FMCG) industry. Companies advertise their products in a variety of methods by ad, newspaper, celebrity endorsement, magazines, the internet, and so forth. Soap is required for all classes of people. It is an unavoidable aspect of human life.

## II. OBJECTIVES

- To investigate the elements that influence customer brand loyalty for bathing soaps.
- To investigate consumer behavior and preferences for the bathing they prefer.
- Researching the various marketing methods employed by various brands.

Manuscript revised May 01, 2022; accepted May 02, 2022.

Date of publication May 04, 2022.

This paper available online at [www.ijprse.com](http://www.ijprse.com)

ISSN (Online): 2582-7898; SJIF: 5.59

- Researching the many brands available on the market for soaps for bathing.
- To investigate customer loyalty to a certain brand in the direction of soaps for bathing.

## III. REVIEW OF LITERATURE

- P A Ananda Kumar and S Babu (2014) 'A significant amount of Brand', according to State. Among the respondents, there is a lot of switching going on, in the event that their favorite brands aren't available in their stores, as well as the role of the retailer in brand influence at this stage, you have a lot of options.
- Khaled Mahmud and Khonika Gope, as seen in Factors Influencing Brand Extent, their research Users of toilet soap claim that they are loyal to the brand while using it. People are influenced by family members, toilet soaps, Product characteristics or soap availability in your area stores.
- G. Muruganantham and Priom Biswas (2011) discovered that flavour plays an important influence in chocolate purchasing behavior. When choosing a chocolate brand, respondents look for something different. When it comes to the goods they purchase, they choose the more goods that are accessible on the market.

- Sumanta, Soumya Saha, and Munmun Dey Bhattacharyya (2010) found that Consumer Shoe Purchasing Behavior in Kolkata: A Study According to the 'Case Study,' marketers should Shops should be located in a handy place, as well ensuring that they meet high quality criteria obtain notoriety through word-of-mouth marketing
- T. Mamatha (2008) claims that consumer behavior is a very complex phenomenon that requires additional research, comprehend, explain, and forecast.

*Statement Of Problem:*

Calculating consumer purchase behavior toward various products particularly bathing soaps, is always a difficult task for businesses. Since the beginning of time, various bathing soap firms arrive on a daily basis. When it comes to cutting-edge marketing concepts, the question of whether are these marketing efforts having an effect on customers? Purchasing patterns are the goal of this research is to find out what they are a number of elements that influence a customer's decision to buy with a special focus on bathing soap users.

**IV. RESEARCH METHODOLOGY**

*Descriptive Method:* It describes the characteristics of the variable under the study. It observes and measures the variable without manipulating them.

**4.1 Method of Sampling**

*Simple Random Sampling Design:* One of the most common types of non – probability sampling procedures is a convenience sample.

*Sample Size:* It comprises of 95 respondents from Tindivanam, spread across various demographic actions.

*Sources of Data:* The word “data collection” refers to the process of preparing and gathering data.

- *Primary Data* – Questionnaire given to 95 respondents
- *Secondary Data* - Websites and online journals, Published reports & Review of literature from published articles.

**4.2 Analytical Tool**

*CHI – SQUARE TEST:* One technique to show a relationship between two categorical variables is to use a chi-square statistic. There are two sorts of variables in statistics: numerical and categorical. Non-numerical variables and (countable) variables (categorical) variables.

**HYPOTHESIS:**

*Occupation and Brand preference:*

- H0: The occupation of the respondent has no influence on the brand preference of bathing soap.
- H1: The occupation of the respondent has influence on the brand preference of bathing soap.

*Chi-Square Tests:*

Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	44.720a	40	0.280
Likelihood Ratio	49.565	40	0.143
Linear-by-Linear Association	0.910	1	0.340
N of Valid Cases	95		

a. 54 cells (100.0%) have expected count less than 5. The minimum expected count is .32.

*Result:* Since p value (0.280) is greater than > 0.05 we accept the null hypothesis and reject alternate hypothesis. The occupation of the respondents has no influence on the brand preference of bathing soap.

*Income and Brand preference:*

- H0: The Income of the respondent has no influence on the brand preference of bathing soap.
- H1: The Income of the respondent has influence on the brand preference of bathing soap.

*Chi-Square Tests:*

Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	39.901a	24	.022
Likelihood Ratio	45.821	24	.005

Linear-by-Linear Association	.357	1	.550
N of Valid Cases	95		

a. 35 cells (97.2%) have expected count less than 5. The minimum expected count is 1.07.

*Result:* Since the p value (0.022) is less than  $< 0.05$  we reject null hypothesis and accept alternate hypothesis. The income of the respondent has influence on the brand preference of bathing soap.

#### 4.3 Correlation:

In the financial and investment industries, correlation is a statistic that quantifies how closely two securities move in relation to one another. Correlations are employed in a variety of situations, advanced portfolio management (calculated as the sum of the sums of the sums of the sums of the correlation coefficient, whose value must decrease, in the range of -1.0 to +1

*Output:*

*Income and frequency of purchase of soap*

Monthly income of the respondents	Pearson Correlation Sig. (2-tailed)	1	.257*
WHAT IS THE FREQUENCY OF PURCHASE IN A MONTH?	Pearson Correlation Sig. (2-tailed)	.257*	1
	N	95	95

\*. Correlation is significant at the 0.05 level (2-tailed).

*Result:* The value of Correlation coefficient (r) is 0.257. Hence there is high correlation between Income and frequency of purchase of the soap.

#### V. SUGGESTIONS

- Toilet soaps such as Dove and Pears are not well – liked by consumers. As the result, the manufacturers should take the appropriate steps to promote the aforementioned brands.

- The cost of well – known brands such as Hamam, Power, Lux and Medimix can also be lowered. As a result, various brands of toilet soaps are affordable to people of all income levels group.
- The majority of customers are concerned about the product’s quality of soap. As a result, procedures can take the appropriate steps. To improve the quality of toilet soap brands, take the following procedures.
- The FMCG company must concentrate on distribution. Channels, networking, marketing techniques, and sales are just a few of the terms that come to mind when to tap into the potential segment etc.

#### VI. CONCLUSION

One of the most essential aspects of marketing is consumer preference; FMCG businesses must determine what consumers want and then put their preferences into technical terms. Understanding the purchase habits of various market segments marketers can use segments to find buyers who are interested in their product. In general, buyers of toilet soap are of low income or a budget-conscious shopper who expects freebies, good quality, and a fair pricing alteration, the business should make some adjustments their product to reach a larger market and acquire more customers, as well as to outperform their competition. FMCG Companies should focus their innovative strategies and initiatives to recruit and keep new customers through distribution channels customers who have already purchased.

#### REFERENCES

- [1]. Varadhrajan. R (2017), '\*A Study on Buyer Behaviour and Brand Loyalty of Toilet Soaps in Perambalur Town (Tamil Nadu)', International Journal of Innovative Research in Engineering & Management (WIEM), Volume-4, Issue-4, July- 2017, Page no 685 to 689.
- [2]. Dhanalakshmi, S. Ganesan, M (2015), 'Satisfaction & Brand Loyalty towards Bath Soaps: A Study of Consumers in Chennai', International Journal of Innovative Research in Science, Engineering and Technology, Vol. 4, Issue 1, January 2015, Page no.19044to19051.
- [3]. Saravanan. P, Shenbagaraman. V. M. Mohan. K. Wranton P. R, 'A Study on The Voice of Customers with Specific Reference to Bath Soap Users in Chennai, Tamilnadu\*', Pp. 214-224.
- [4]. Rampier. M, Lakshmibala. M (2015), 'An Empirical Study of Indian Consumer Buying Behaviour of FMCG Products (With Special Reference of Bathing Soap) AEUMR, Vol 3, Issue 9, September 2015, Pane No. 1 to 8.

- [5]. Reddy. J.S. Ramana, K.A. Bhandari.M (2016), \*Statistical Analysis of the Core Determinants Influencing the Consumers Brand Preference in Generalization of Bath Soaps', Journal of Accounting & Marketing, Volume 5. Issue 4, 2016, Page No. 1 to 5.