

A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS SOAP SUDS

Submitted in partial fulfilment of the requirement for the reward of
BACHELOR OF COMMERCE

By

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BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of JAHNSI RANI.R (39740107) who has done the project work entitled **A STUDY ON CONSUMERS BEHAVIOUR TOWARDS SOAP SUDS** under my supervision from December 2021 to February 2022..

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Submitted for Viva voice Examination held on_____.

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DECLARATION

I **JAHNSI RANI.R (39740107)**. Hereby **declare** that the Project Report entitled **“A STUDY ON CONSUMERS BUYING BEHAVIOR TOWARDS SOAP SUDS”** done by me under the guidance of **Dr. M. John Britto., MBA, Ph.D.**, Assistant Professor, Department of Management studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

R.JAHNSI RANI

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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 mark 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. Detergent, 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.

KEYWORD: Various brand soap need to customer and respondent of the customer buying age wise.

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CHAPTER 1

1.1 INTRODUCTION:

Soap is the traditional washing compound made from oil fats and caustic alkali. It is an item of daily necessity as cleaning agent. There are few specialty soaps like the washing soaps, castile soaps, sandal soaps, humaman soaps, lux soaps, rexon soaps, specially flavored soaps, medital soaps, toilet soaps and baby soaps. Population growth, especially households with children has a proportional impact on the growth of the manufacturing sector of the industry. The soap industry is vivacious, varied, creative and tricky, and has the prospective to provide a gratifying career.

With increasing popularity there has been increase in potential competitors but it still has the opportunity of further exploitation. Today with increase in disposable incomes all around the world, demand for these products expected to increase because consumers are moving up towards premium products. With increasing awareness of hygiene standrads, the market for the soap is growing at a rate higher than 8% annually. People have become more creative in trying to find new ways in which they can make soap ethier for domestic use commerical purposes. This book will provide all the basic facts and information you need to get started. You will be able to slowly build your way upto compelety master the art of soap making. Soap is undoubtedly the oldest product to be produced specifically as a surfactant and in its many forms continues to play a major role today. Within this highly competitive market place soap is present in a multitude of forms both solid and liquid. The soap industry in india is at high growth rate and many new entrants are planning to launch their product in this category. The overall soap industry is worth at 60000 crores. India with a huge population has a household penetration of soaps at 98%. Pepole belonging to different income levels use different brands,which fall under different segements, but all income levels use soaps, making it the second largest category in india. Rural consumers in india constitute 70% of population.

Rural demand growing, with more than more soap brands being launched in the discount segment targeting the lower socio-economic strata of consumers. Soap manufactures originally targeted their products to the lowest income strata in urban as well as rural areas, positioning their brands as a way to remove dirt and clean the body. The book contains processes formulae, photographs of plants & machinery with suppliers contact details, addresses of raw material suppliers and providing information regarding manufacturing method of different washing and toilet soaps. Some of the fundamentals of the book are raw material oil fats, fatty acids, manufacture, various formulations soaps, soap perfumery, management of soap factories, analytical methods.

This book will be a mile stone for its readers who are new to this sectors, will also find useful for professionals, entrepreneurs, those studying and researching in this important area. Soap is a necessary item for good hygiene. Ingredients for making soap can be found almost anywhere and the process is simple. Makeing homemade soap allows people to make soap that suits their needs and perference and can also be a business opportunity for local entrepreneur.

→ WHAT IS SOAP:

Soap is a cleaning agent made of a combination of fats, a base and water. It comes in different varieties such as bars,liquid, and power.

→ HOW DOES SOAP WORK?

Soap causes particles that cannot be dissovled in water to become water –soluble. they attach to soap.

→ HOW TO MAKE SOAP:

There are 3 key ingredients in soap: oil or fat, lye water.

→ WHO:

My target is both men and women at the age group [18-60]

→ HOW MUCH:

I will take maximum of 40 samples and minimum of 50 samples.

1.2 INDUSTRY PROFILE:

Market of cleaning products, cosmetics, and participated in a combined U.S. market worth more than \$55 billion in the early 2000s. By segment, cosmetics and personal soaps, which include such items as cologne, perfume, shampoo, and shaving preparations, accounted for about 49 % of industry sales. Soaps and detergents, including bar soap and laundry detergent, was the second-largest segment, contributing around 27 percent of annual revenues, The remaining 24% of sales was dispersed among many household kitchen and bathroom cleaners, dusting and polishing compounds, and surfactants.

Most companies in the industry specialize within one or several lines to soaps, cosmetics, or cleaning goods, and while some are diversified, few have products in all segments. The various specialties within the industry evolved at different rates and in different periods, but many of the industry's most basic products have historical antecedents dating back thousands of years. Different accounts place soap's invention between 2500 B.C. and 300 B.C. The word "soap" may have been derived from Mt. Sapo, near Rome, a place where burnt offerings were made to the gods.

People discovered that the fat and residue from the offerings had cleaning properties. By definition, Soap is a cleaning product created through the chemical process of combining a fat or natural oil with an alkali (such as wood ashes or lye) under controlled conditions. Soap-producing factories developed in France and Italy, where olive oil was plentiful and used as the main ingredient, throughout the sixteenth centuries. In the nineteenth centuries, palm oil began to replace olive oil in formulations. By the turn of the twentieth century, many people still made soap by boiling fats and lye to produce solid cakes.

1.3 QUALITIES OF GOOD BATH SOAP :

When it comes to making a good bar of soap there are five qualities that most soap makers formulate their soap recipe for: Bubbly, Cleansing, Hardness, Conditioning and creamy. In most, not all, soap recipes that you find online you will see three soap making oils over and over again: olive oil, palm oil and coconut oil, I like to call them the staple soap making oils. There is a reason that these three were chosen in many soap recipes and still today are the core soap making oils.

Olive oil provided the conditioning quality of the soap. It's what made the soap not drying but moisturizing. Coconut oil is used to give the soap its hardness after saponification, the cleansing quality we all want our soap to do in the first place and it also lends in the providing the bubble factor of the soap. Lastly, palm oil also helped with hardness of the soap bar but it also gave the lather its creaminess.

With just these three soap making oils you can formulate a balanced bar of soap. Now, that would make for a boring bar of the soap especially with all the wonderful oils out there to add which can make each formulation unique.

1.4 FORMULATION:

Soap is made when a part of an oil molecule (or fatty acid) binds to a sodium ion in a full chemical process. It's feasible to achieve the outcomes we desire in our soaps by selecting oils with specified molecular qualities (in other words, selecting the right fatty acids) and blending them in the precise quantities. Bath soap is made either in a batch or in a continuous process. These cleaning products contain a variety of chemicals that help them clean more effectively.

1.5 INGREDIENTS:

Some of the essential ingredients of bath soap include-Talc powder, Soap Noodle, color, olive oil, almond oil, grape seed, safflower, oatmeal, clay, corneal salt, aloe vera gel, or perfume & DM water any other item which you might want to use.

Soap – making materials use can be purchased for a very low price. It is even less expensive if you buy them in bulk. If you can get the price correct up front, the remainder of your business will be a breeze later on. As a result, we recommend wholesale raw materials.

Alkali and fat are the two main raw components needed to make soap. The most frequent raw ingredient used in soap production is sodium hydroxide. Potassium hydroxide, on the other hand, can be used. The latter produces a soap production in sodium hydroxide. Potassium hydroxide, on the other hand, can be used. The latter produces a soap that is more water soluble. As a result, potassium hydroxide produces “soft soap”. Locally, raw resources are sold at a lower cost.

1.6 MARKET ANALYSIS:

The global bath soap market is being driven by the growing global population. The industry is especially being aided by the large millennial population who are a significant industry driver for the overall consumer sector. Millennials account for nearly 30% of the total population and form the largest demographic group, globally. India accounts for the largest millennials population who makes up almost 34% of the country's population make a major part of the workforce. The expanding disposable incomes, especially in emerging countries like China and India, leading to changing lifestyles and higher standards of living, are aiding the bath soap industry.

The industry is being driven by the diversification of the product. The consumers are also seeking out soaps with different fragrances and moisturising abilities. With rising pollution levels, globally, the industry is finding further impetus for its growth as key players are launching new products aimed at protecting the skin from pollutants. The increasing hygiene consciousness among the consumers is further aiding the industry growth. Aggressive marketing campaigns by major manufacturers along with celebrity endorsements, are propelling the industry forward. However, the industry growth might be hampered by the rising availability of alternatives like shower gels and bath powders, among others.

1.7 SOAP MANUFACTURING PROCESS:

Soap are the product of the reaction between a fat and sodium hydroxide.



1.7.1 Saponification:

- ✓ The chemical reaction between any fat and sodium hydroxide is a saponification reaction.
- ✓ The process of making soap by the hydroxide of fats and oils with alkalies.
- ✓ In saponification, a mixture of tallow b (aminal fat) and coconut oil is mixed with sodium hydroxide and heated.
- ✓ The soap produced is the salt of a long chain carboexyic acid.

1.7.2 Glycerine Removal:

- ✓ Glycerine is more valuable than soap, so most of it is separated.
- ✓ Some is left with the soap with aids the soap to become smooth.
- ✓ Soap are not soluble and does not gives lather or foam in salt water, while glycerine is,so salt is include in the wet soap causing it to exclude out into soap and glycerine in saltwater.

1.7.3 Soap Purification:

- ✓ Any remaining sodium hydroxide is now neutralized using a weak acid example citric acid and two-thirds of the remaining water is separated.

1.7.4 Finishing:

- ✓ Additives like preservatives, color, and fragrance causing agents are added and mixed in with the soap and are them molded into bars for selling purposes.

1.8 CONSUMER BEHAVIOUR:

- ❖ 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 obtaining, using and disposing of economic goods and services, including the decision processes that preceded and determine these acts.
- ❖ The study of consumer behaviour is study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what they buy it, when they buy it, where they buy it, how often they buy it and how often they use it.
- ❖ 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 consumer behaviour and faster.

1.9 NEED FOR STUDY:

- ❖ Bath 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.

1.10 OBJECTIVE OF THE STUDY:

- ➔ To see the awareness level of the consumer in reference to soap market.
- ➔ To find out brand and colour and shape preference among surveyed

consumers.

- What are the additional features required their brand and thier loyalty.
- To know the reson for a switch over from one brand to another.
- To study the influence of various sources of infromation on consumers buying behaviour.
- To evaluate the extent of expenditure of soaps.
- To check consumer reliablitiy on soap adverisements and appeal of advertisement for soap.

1.11 SCOPE OF THE STUDY:

- Realted to coverage geographical area
- The scope of the study is restricted to the area.
- The respondends are the true representatives of the population related to product selection.

1.12 NATURE OF STUDY:

The study can be classified as a social research since it deals with the behaviour pattern of respondents. A social research may not be as precise or accurate as the researchers in physical sciences in making predication. However, techniques have been developed to reduce as far as possible the inaccuracy is studying social phenomenon.

- **It is an exploratory research:** The basic aim of the exploratory research study is to gain familiarity with a phenomenon or to achieve new insight into it. In this particular study an attempt made to comprehend and gain insights into the buying behaviour of consumer with reference to soaps.
- **It has an applied base:** The result obtained from this study and the references drawn from it will be used and applied to the field of marketing of soaps.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

Accounting to **Hermann et al.**(1992), price perceptions directly influence satisfaction judgments; “The research demonstrated the influence of perceived price fairness on satisfaction judgments empirically’.

According to **Xie et al.** (2004), price fairness refers to consumers’ assessments of whether a seller’s price is reasonable, acceptable or justifiable. In a separate study on factors affecting customer satisfaction, the authors found that ‘charging a fair price helps to develop customer satisfaction and loyalty’.

Herrmann et al. (2007) told that customer satisfaction is directly influenced by price perceptions, albeit indirectly, through the perception of price fairness. The price fairness itself and the way it is fixed and offered have a great impact on satisfaction.

Eugene Anderson reported in the study: “the findings imply that increasing customer satisfaction is likely to decrease price elasticity of demand. In particular, the findings imply a percent increase in customer satisfaction should be associated with 0.60 percent decrease in price sensitivity’.

In 1995, a Harvard business review article by **Thomas Jones** and **Earl Easser Jr.** came up with the ‘satisfied customers defect’. This theory debunked the cloud satisfaction. **R.L.Oliver’s** expectations confirmation theory held that customer satisfaction could be defined by measuring the gap between the customers expectations and his or her perception of whether those expectations had been met.

Thomas Jones and **Earl Sasser Jr.** showed that customer satisfaction couldn’t be used solely to track customer loyalty, and in fact –you should be looking at a range of customer satisfaction metrics to gauge a better understanding of your consumers and their loyalty.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methodology is a way to systematically represent a research on any problem. It tends to be 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.

3.2 RESEARCH DESIGN:

A research design is the overall description of all the steps through which the project has proceeded from the setting of objectives to the writing of the project report. The success of the project depends on the soundness of the research design, which includes problem definition, specific method of data collection and analysis and time required for the project.

3.2.1 Types of Research Design:

The research design is formulated after the formulation of objectives and according to the requirement of the study. The following types of research design are used for the purpose of study with different objectives to frame of mind.

3.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1 Non-probability sampling:

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

3.3.2 Convenience sampling:

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA:

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

3.4.1 Primary data:

→ The Primary data for this study was collected through questionnaire.

3.4.2 Secondary data:

→ Secondary data was collected from external sources like Websites, Journals etc.

3.4.3 TOOL FOR ANALYZING DATA:

The statistical tool used is percentage analysis. The percentage method used for comparing certain features. The collected data respondents on the fore of tables and charts in order to give visualization of comparison made.

3.5 STRUCTURE OF THE QUESTIONNAIRE:

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.5.1 Basic introduction:

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

3.5.2 Personal details:

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.5.3 Research related questions:

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion.

3.5.4 Suggestion question:

The last and final questions in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

3.6 SAMPLE SIZE:

The sample size for the project had a target of 30-40 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 50. Total of 50 responses helped the project to analyze more response and it helped to derive a conclusion recording people's perception towards a study of satisfaction of

public how they consider it.

3.7 PERIOD OF STUDY:

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 30 days project is based on the responses collected from the 50 participants in the 6 days' time period.

3.8 HYPOTHESIS:

Hypothesis is considered as the principal instrument in research. It enables to make Probability statement about population parameters. It can be defined as a proposition or a set of proposition set forth as an explanation for the occurrence of some specified group of phenomenon either asserted merely or as a provisional conjecture to guide some investigation or accepted as highly probable in the light of established facts.

The hypothesis evolved in the study are:

- HO1 There is no change in consumer behaviour.
- HO1 There is no switchover among different brands.
- HO1 Sales promotion do not have any influence on buying behaviour
- HO1 Prices does not play a significant role in influencing the buying selection.
- HO1 The influences do not play a important role while making the purchase desicion.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

PERCENTAGE ANALYSIS:

Table No. 4.1:

Age wise classification of the respondents

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE (%)
1	BELOW 15	5	10
2	16-30	16	40
3	31-50	21	30
4	ABOVE 50	8	14
	TOTAL	50	100

Interpretation:

From the above table, it is inferred that 10.0% of the respondents are under the age group of below 15 years, 40.0% respondents are under the group of 16-30 years, 30.0% of the respondents are under the group of 31-50 years and 14.0% of respondents are under the age group of above 50 years. Majority (40.0) of the respondents are the group of 16-30 years.

Chart No. 4.1:

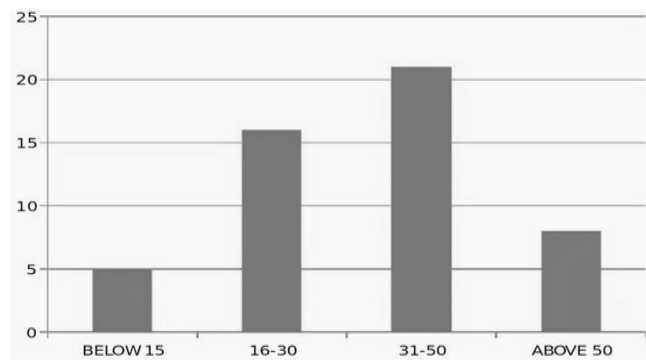


Fig 4.1: Age of the respondents

Table No. 4.2:

Gender wise classification of respondents

S.NO	GENDE R	NO OF RESPONDENTS	PERCENTAGE (%)
1	MALE	41	82.0
2	FEMALE	9	18.0
	TOTAL	50	100

Interpretation:

From the about Table it is inferred that 82.0% of the respondents are male, 18.0% of the respondents are female.

Chart No. 4.2:

Chart representing Gender wise classification of respondents

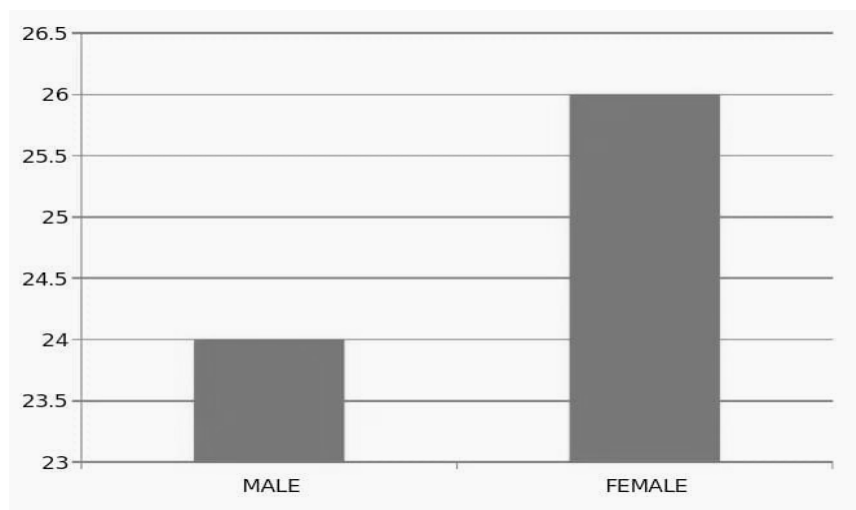


Fig 4.2: Gender of the respondents

Table No. 4.3:

Q. Showing the occupation of the respondents.

S.NO	OCCUPATION	NO OF RESPONDENTS	PERCENTAGE (%)
1	STUDENT	16	32
2	PROFESSIONAL	8	16
3	BUSINESS	11	22
4	HOMEMAKER	15	30
	TOTAL	50	100

Interpretation:

From the above table, it is inferred that 32.0% of respondents were students, 16% of the respondents were professional, and 22% of the respondents have own business, and 30% of the respondents were home makers.

Chart No. 4.3:

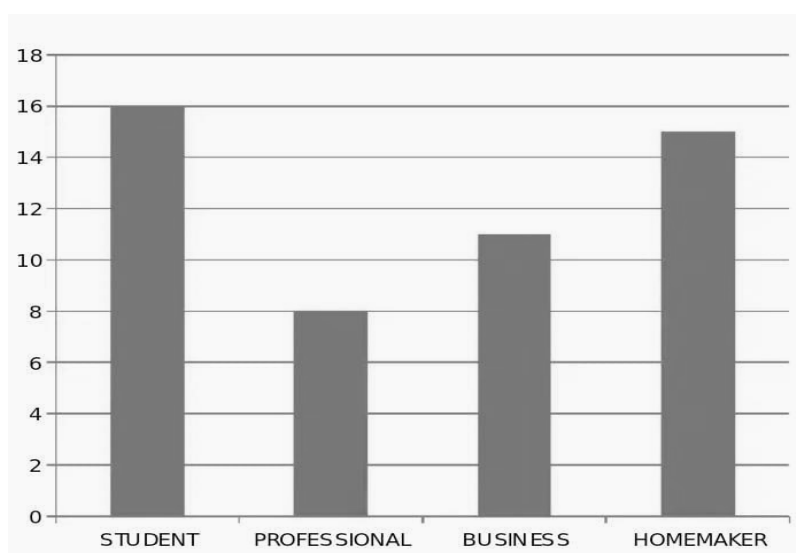


Fig 4.3: Showing the occupation of the respondents.

Table No. 4.4:

Q: Showing the family's monthly income of the respondents

S.N O	INCOME	NO OF RESPONDENTS	PERCENTAGE (%)
1	BELOW 10,000	5	10
2	10,000 - 20,000	22	44
3	20,000 -30,000	15	30
4	ABOVE 30,000	8	16
	TOTAL	50	100

Interpretation:

From the above table it is inferred that the 10.0% of the respondents get below 10000, 44.0% of respondents 10000-20000,30.0% and 16.0% the respondents get 30000 and above.

Majority (44.0%) of the respondents are having their family monthly income of rs.10000-20000.

CHART NO 4.4

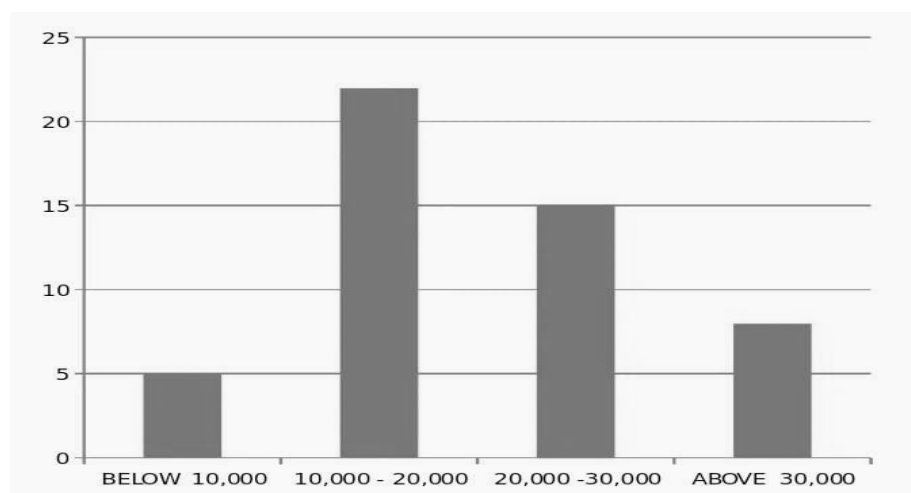


FIG 4.4: Showing the family's monthly income of the respondents

Table No. 4.5:

Q: Showing the respondents using lux soap.

S.NO	USE LUX SOAP	NO OF RESPONDENTS	PERCENTAGE (%)
1	YES	31	62
2	NO	19	38
	TOTAL	50	100

Interpretation:

From the above table, it is inferred that 62.0% the respondents respond yes, and 38.0% of the respondents say no.

Majority (62.0%) of the respondents are saying yes.

Chart No.4.5:

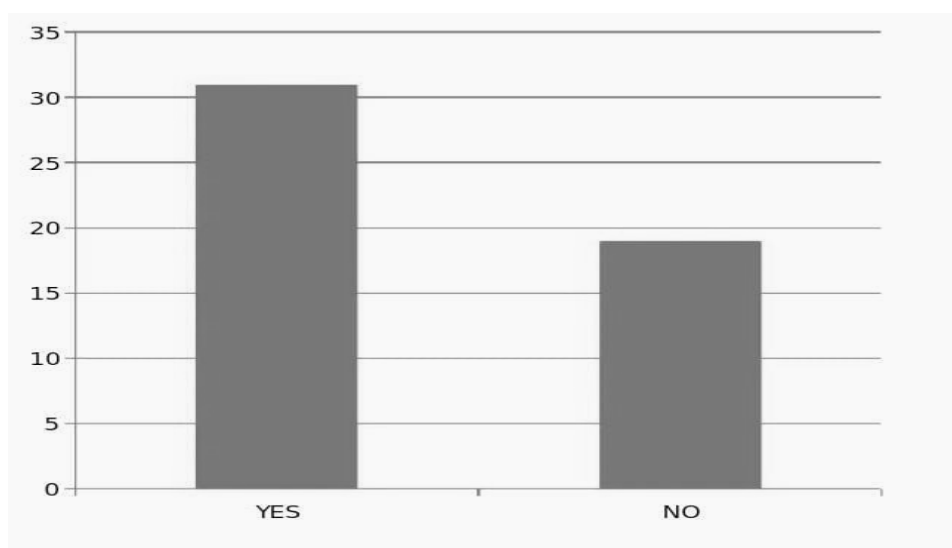


Fig 4.5: Showing the respondents using lux soap.

Table No. 4.6:

Q: Showing the frequency of purchase.

S.NO	FREQUENCY OF PURCHASE	NO OF RESPONDENTS	PERCENTAGE (%)
1	WEEKLY	11	22
2	MONTHLY	24	48
3	BIMONTHLY	10	20
4	QUARTERLY	5	10
	TOTAL	50	100

Interpretation:

From the above table, it is inferred that 22.0% of the respondents buy weekly, 48.0% of the respondents buy monthly, 20.0% of the respondents buy bimonthly and 10.0% of the respondents buy quarterly.

Chart No. 4.6:

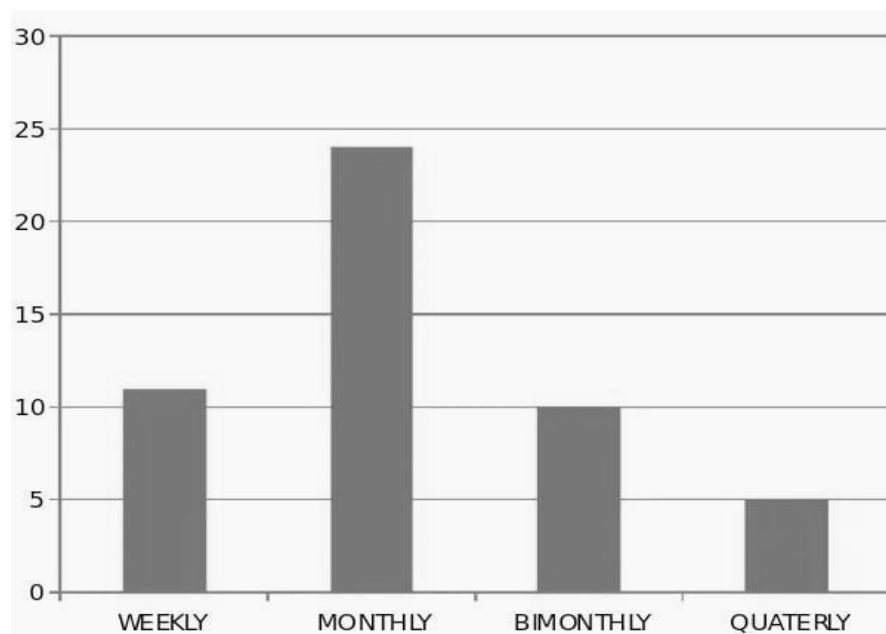


Fig 4.6: Showing the frequency of purchase.

Table No. 4.7:

Q: Showing the no of soap needed every month.

S.N O	NO OF SOAP NEEDED EVERY MONTH	NO OF RESPONDENTS	PERCENTAGE (%)
1	1	9	18
2	2	28	56
3	3	11	22
4	OTHERS	2	4
	TOTAL	50	100

INTERPRETATION:

From the above table it is inferred that 18.0% of the respondents need 1 soap, 56.0% of the respondents need 2 soaps, 22.0% of the respondents need 3 soap, 4.0% of the respondents need more than 3 soap. Majority (56.9%) of the respondents need 2 soaps every month.

Chart No. 4.7:

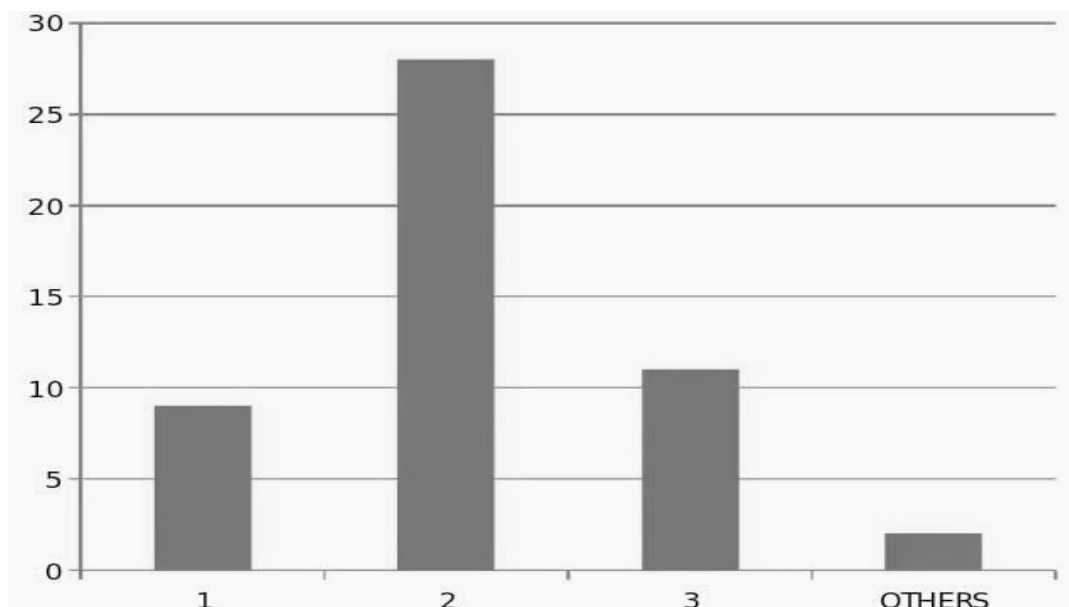


Fig 4.10 Showing the no of soap needed every month

Table No. 4.8:

Q: Showing the influences of purchase.

S.N O	INFLUENCES OF PURCHASE	NO OF RESPONDENTS	PERCENTAGE (%)
1	PRICE	9	18
2	CELEBRITY ADVERTISEMENT	25	50
3	QUALITY & QUANTITY	10	20
4	PACKAGE	6	12
	TOTAL	50	100

Interpretation:

From the above table, it is inferred that 18.0% of the respondents are influenced by price, 50.0% of the respondents are influenced by celebrity advertisement, 20.0% of the respondents are influenced by quantity and quality, 12.0% of the respondents are influenced by package.

Chart No. 4.8:

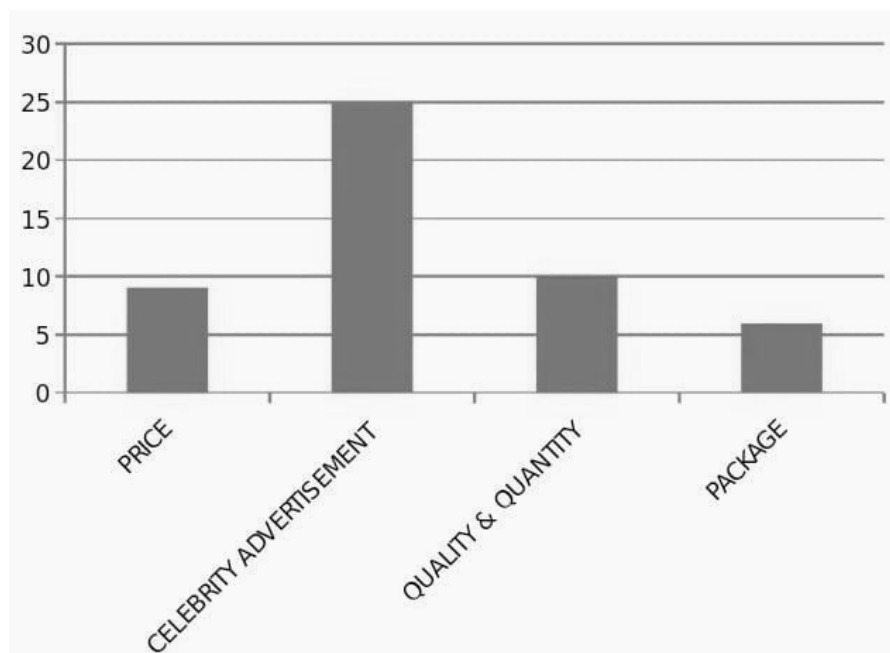


Fig 4.8: Showing the influenced of purchase

Table 4.9

Q. Showing the respondents liking towards soap.

S.NO	LIKINGS TOWARDS SOAP	NO OF RESPONDENTS	PERCENTAGE (%)
1	PERFUME	19	38
2	COLOUR	17	34
3	HYGIENE	3	6
4	PROTECT SKIN	11	22
	TOTAL	50	100

Interpretion:

From the above table it is inferred that the 38% of the respondents like its perfume,34.0% of the respondents like its color,6.0% of the respondents like because its hygiene,22.0% of the respondents like as it protects skin.

CHART 4.9:

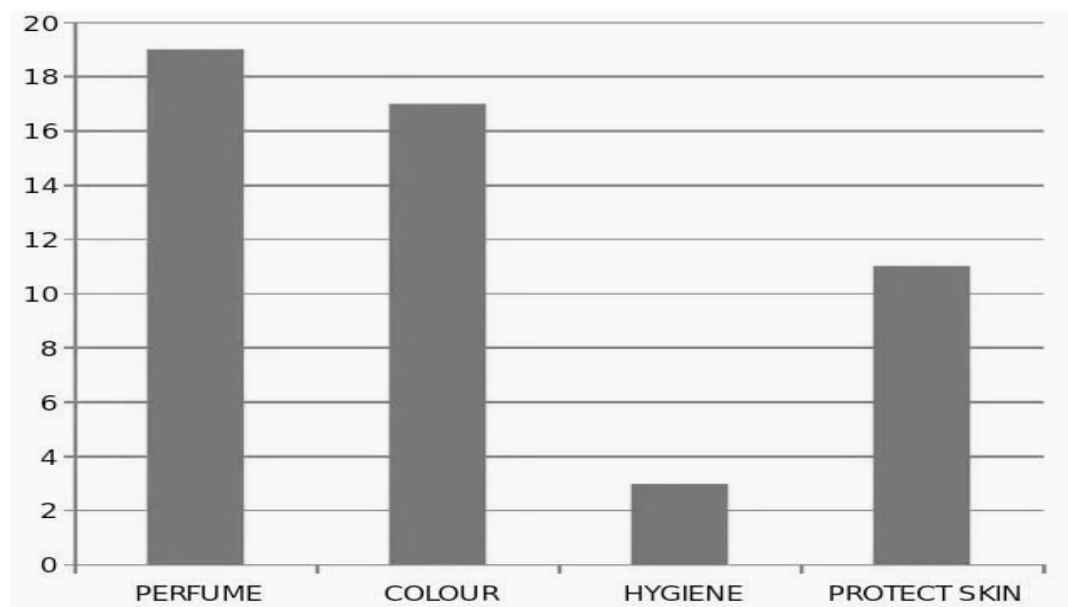


FIG 4.9: Showing the respondents liking towards soap.

Table 4.10

Q. Showing the dislikes of the respondents

S.N O	DISLIKES OF THE RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE (%)
1	LACK OF AWARENESS	15	30
2	LACK OF AVAILABILITY	13	26
3	YOU FIND IT EXPENSIVE	18	36
4	YOU DON'T LIKE THE PRODUCT	3	6
	TOTAL	50	100

Interpretation:

From the above table it is inferred that the 30.0% of the respondents have lack of awareness, 26.0% of the respondents have lack of availability, 36.0% of the respondents find it expensive and 6.0% of the respondents don't like the product.

CHART.4.10:

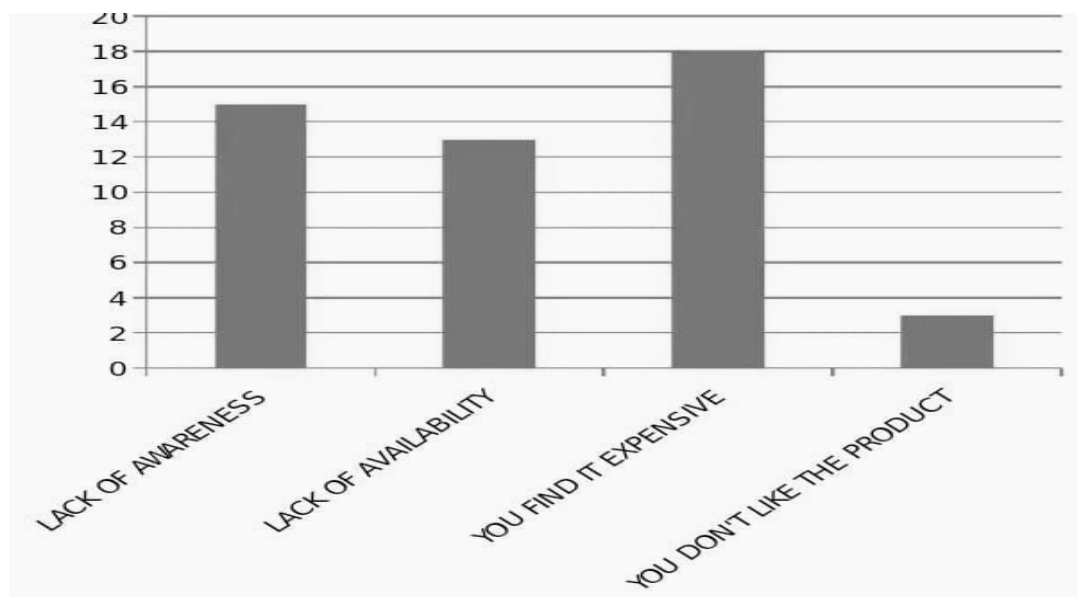


FIG 4.10: Showing the dislikes of the respondents

TABLE 4.11:

Q. Showing the respondents change in brand of the soap

S.NO	CHANGE IN BRAND	NO OF RESPONDENTS	PERCENTAGE (%)
1	YES	21	42
2	NO	29	58
	TOTAL	50	100

Interpretation:

From the above table it is inferred that the 42.0% of the respondents change the brand 58.0% of the respondents doesn't change the brand.

CHART NO 4.11:

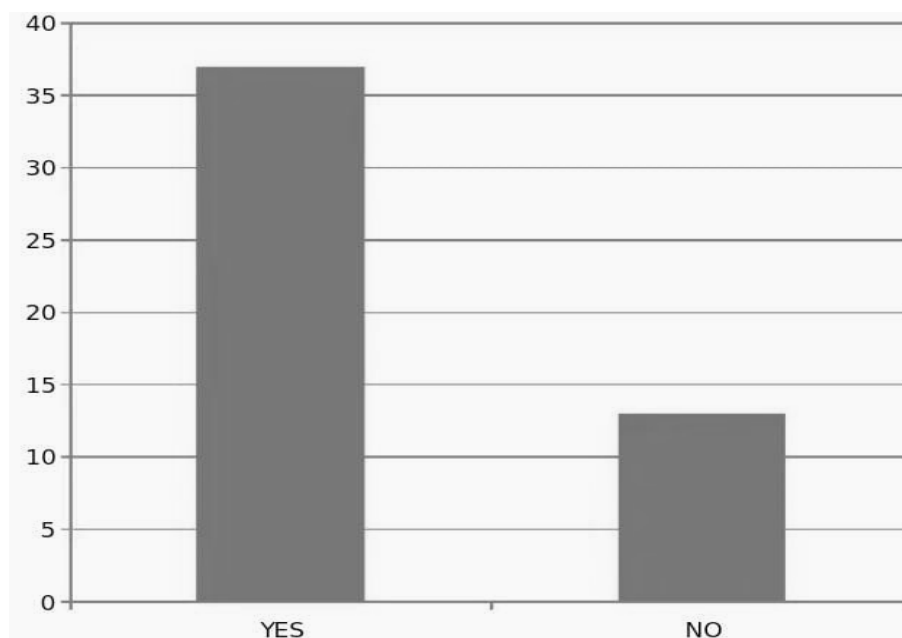


FIG.4.11: Showing the respondent's change in brand of the soap.

TABLE 4.12

Q. Showing the brand of soap used:

S.N O	BRAND OF SOAP	NO OF RESPONDENTS	PERCENTAGE (%)
1	LUX	31	62
2	CINTHOL	8	16
3	MEDIMIX	9	18
4	NATURE POWER	2	4
	TOTAL	50	100

INTERPRETATION:

From the above table it is inferred that 62.0% of the respondents prefers lux, 16.0% of the respondents prefers cinthol, 18.0% of the respondents prefers medimix and 4.0% of the respondents prefers nature power soap.

CHART NO 4.12

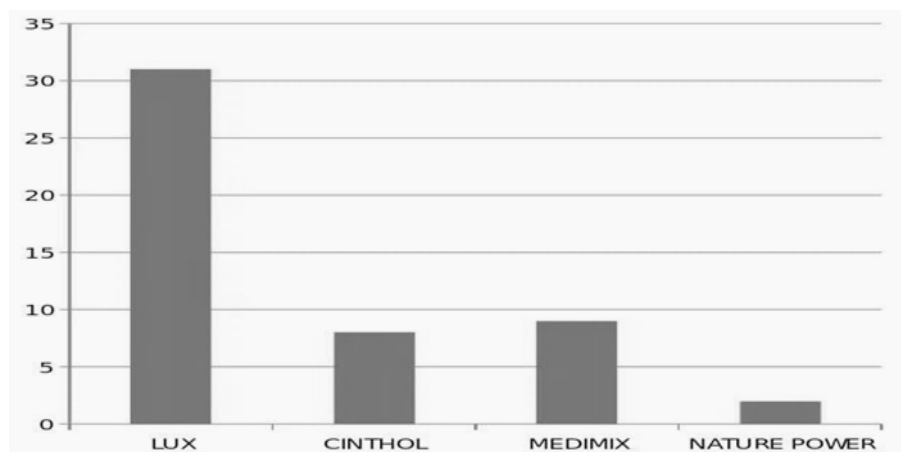


FIG.4.12: SHOWING THE BRAND OF SOAP USED

TABLE 4.13**Q: SHOWING THE EASY AVAILABILITY OF THE SOAP**

S.NO	EASY AVAILABILITY OF THE SOAP	NO OF RESPONDENTS	PERCENTAGE (%)
1	YES	37	74
2	NO	13	26
	TOTAL	50	100

INTERPRETATION:

From the above table it is inferred that 74% of the respondents say that the soap is easily available and 26% of the respondents find it difficult.

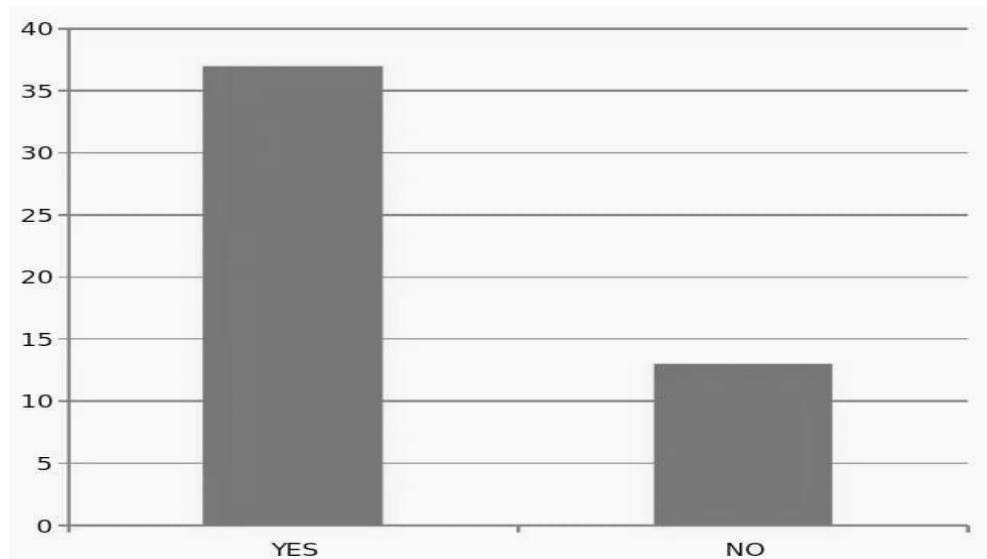
CHART NO 4.13:**FIG.4.13: SHOWING THE EASY AVAILABILITY OF THE SOAP**

TABLE 4.14:

Q. Showing the awareness of the soap.

S.N O	AWARENESS OF THE SOAP	NO OF RESPONDENTS	PERCENTAGE (%)
1	YES	35	70
2	NO	15	30
	TOTAL	50	100

Interpretation:

From the above table it is inferred that 70.0% of the respondents have the awareness of the product and 30.0% of the respondents do not have the awareness of the product.

Majority (70.0%) of the respondents say that they have the awareness of the point.

CHART NO 4.14:

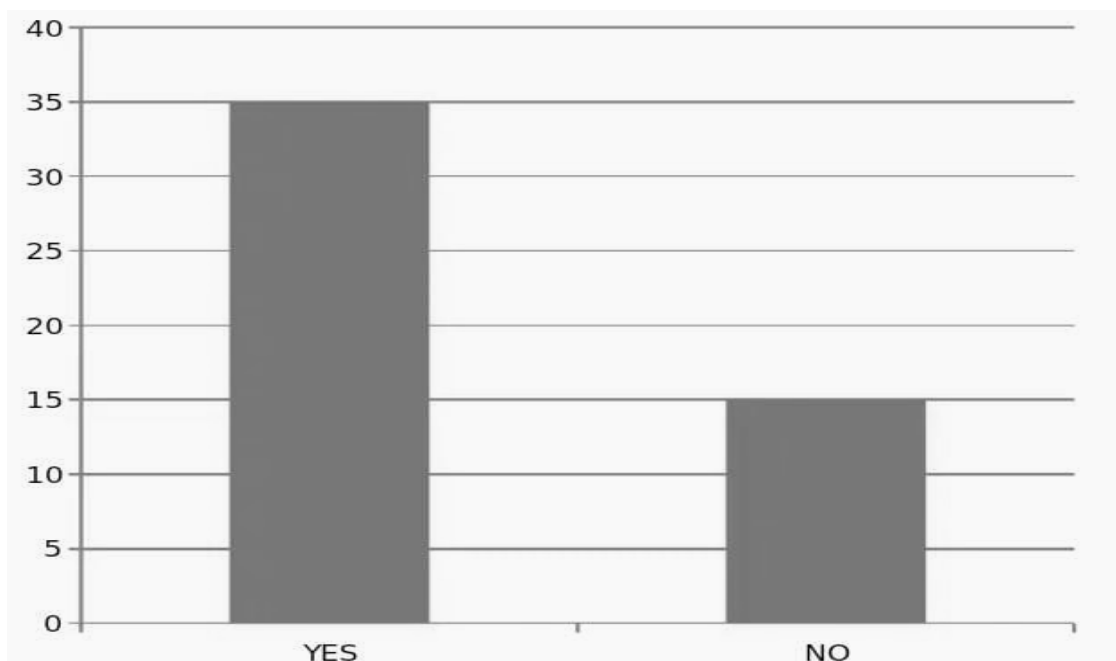


FIG 4.14: Showing the awareness of the soap.

TABLE 4.15

Q. Showing the effective from of advertisement.

S.N O	EFFECTIVE FORM OF ADVERTISEMENT	NO OF RESPONDENTS	PERCENTAG E (%)
1	NEWS PAPER / MAGAZINE	4	8
2	STORE WINDOWS	2	4
3	TV ADVERTISEMENTS	42	84
4	INTERNET	2	4
	TOTAL	50	100

INTERPRETATION:

From the above table it is inferred that 8.0% of the respondents prefers newspaper/magazines,4.0% of the respondents prefers stores window, 84.0% of the respondents prefers TV advertisement and 4.0% of the respondents prefers internet.

CHART NO .4.15

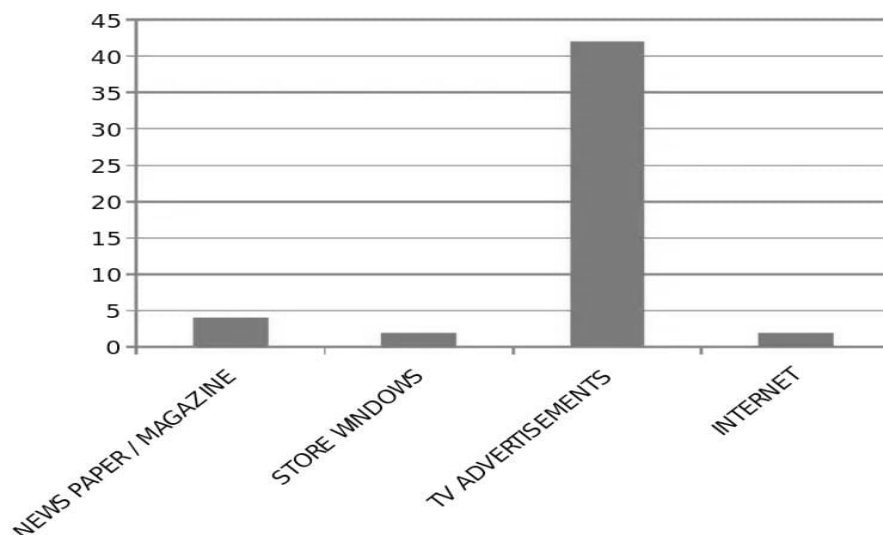


FIG.4.15: Showing the effective from of advertisement

TABLE 4.16

Q. Showing celebrity endorsement prompt of purchase.

S.NO	PURCHASES PROMPTED BY CELEBRITY ENDORSEMENT	NO OF RESPONDENTS	PERCENTAGE (%)
1	YES	44	88
2	NO	6	12
	TOTAL	50	100

INTERPRETAION:

From the above table it is inferred that 88.0% of the respondents are prompted by celebrity endorsements and 12.0% of the respondents are not prompted by celebrity endorsement.

CHART NO 4.16:

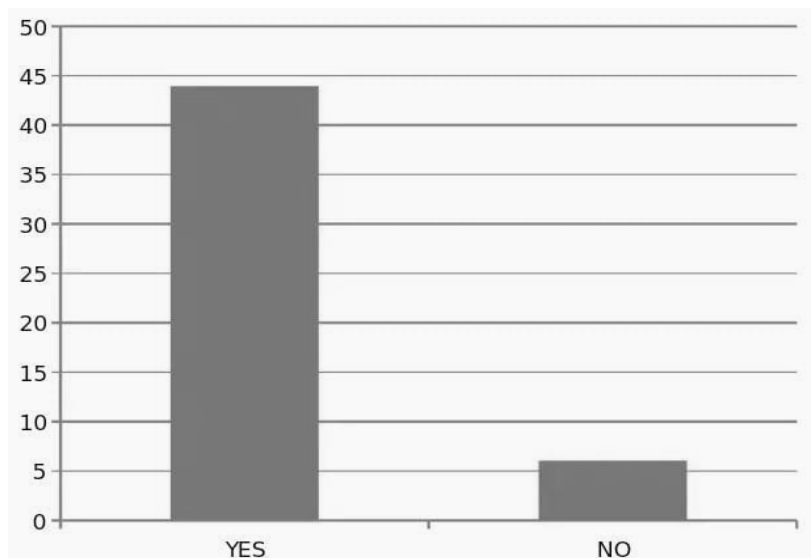


FIG 4.16: Showing celebrity endorsement prompt on purchases.

TABLE .4.17

Q. Showing the offers that influences the purchase.

S.NO	OFFERS INFLUENCING PURCHASE	NO OF RESPONDENTS	PERCENTAGE (%)
1	DISCOUNT	19	38
2	BUY ONE GET ONE	13	26
3	COMBO OFFERS	12	24
4	FREE GIFTS	6	12
	TOTAL	50	100

INTERPRETATION:

From the table it is inferred that the 38% of the respondents prefer discounts, 26% of the respondents prefers buy one get one, 24 of the respondents prefer combo offers and 12% of the respondents prefer free gifts.

CHART NO .4.17

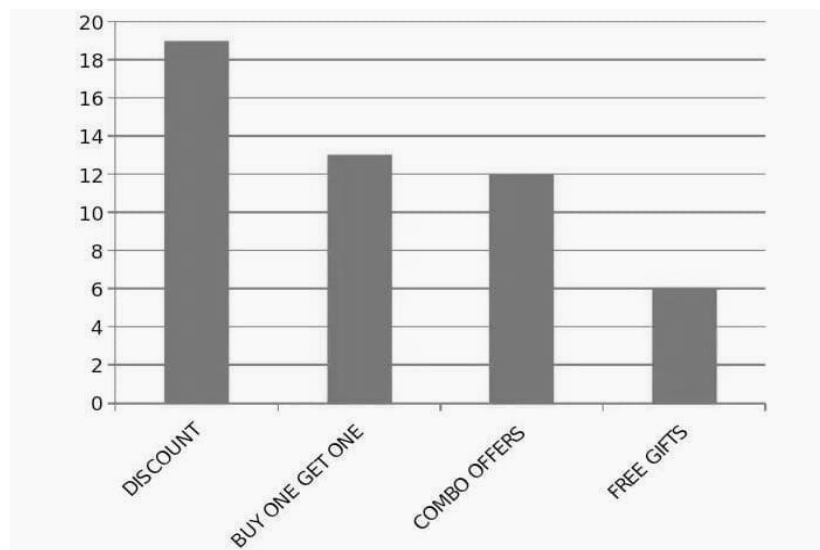


FIG.4.17: Showing the offers that influences the purchase

TABLE.4.18

Q. showing the size of the soap.

S.NO	SIZE OF THE SOAP	NO OF RESPONDENTS	PERCENTAGE (%)
1	100	29	58
2	200	17	34
3	300	4	8
	TOTAL	50	100

INTERPERTATION:

From the above table it is inferred that 58% of the respondents prefer 100 gm, 34% of the respondents prefer 200 gm 8.0% of the respondents prefers 300 gm.

CHART NO.4.18:

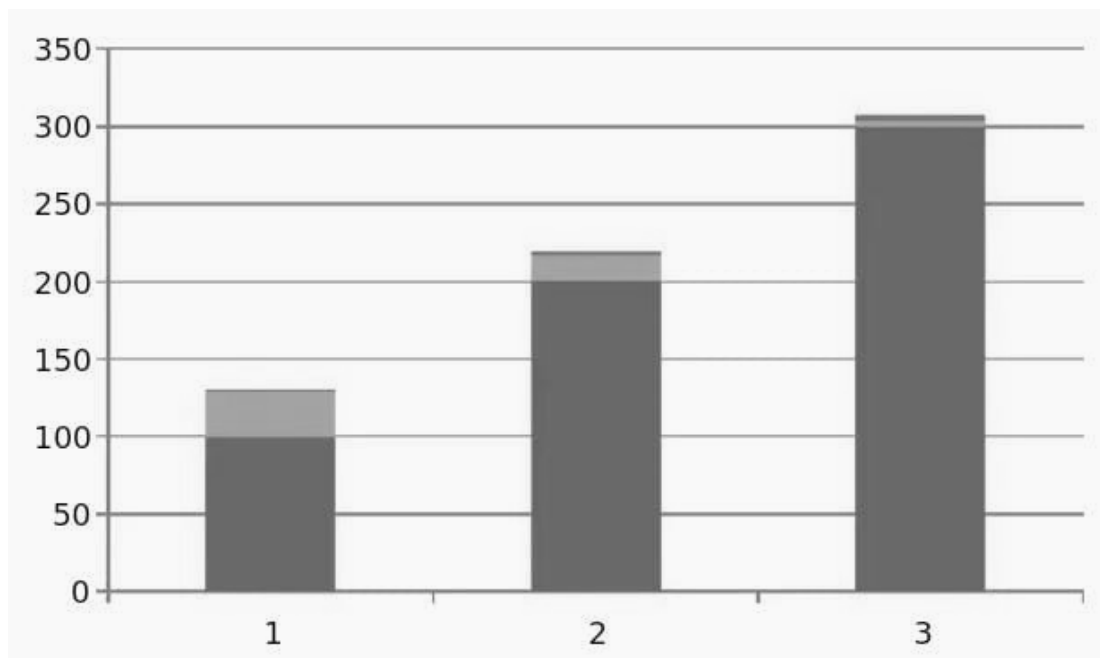


FIG.4.18: Showing the size of the soap

SATISTICAL ANALYSIS:

Table 1 (CHI SQUARE)

Hypothesis 1

Consumer satisfaction in bath soap

S.NO	Problems	1	2	3	4	5	Total
1.	Selling expired products	15	24	20	16	15	90
2.	Unavailability of branded products	18	22	15	13	22	90
3.	No home delivery	20	12	16	24	18	90
4.	Inconvenient location	25	10	18	20	17	90
5.	Others	12	22	21	17	17	90
	Total	90	90	90	90	90	90

$$1^{\text{st}} \text{ Rank} = 100 \frac{(1-0.5)}{5} = 10; 2^{\text{nd}} \text{ Rank} = 100 \frac{(2-0.2)}{5} = 30; 3^{\text{rd}} \text{ Rank} = 100 \frac{(3-0.5)}{5} = 50;$$
$$4^{\text{th}} \text{ Rank} = 100 \frac{(4-0.5)}{5} = 70; 5^{\text{th}} \text{ Rank} = 100 \frac{(5-0.5)}{5} = 90.$$

Table 2 :

Consumers satisfaction in bath soap

S.NO	Problems	Garrett's score	Rank
1.	Selling expired products	49.12	III
2.	Unavailability of branded products	53.92	I
3.	No home delivery	47.31	IV
4.	Inconvenient location	52.27	II
5.	Others	46.39	V

Variations : Most commonly seen as a 5- point scale ranging from “strong disagree “ on one end to “strong agree” on the other with “neither agree nor disagree” in the middle:

However, some practitioners advocate the use of 7 to 9 point scales which add additional granularity. Sometimes a 4 point (nethier – numbered) scale is used to produce an impassive (forced choice) measure where no indifferent option is available. Each level on the scale is assigned a numeric value or coding, usually starting at 1 incremented by one for each level.

As 5 point likerts scaling technique is used to find out the most influencing factor, points were given as below :

Highly Satisfied-5 points, Satisfied-4 Points, Netural-3 point, Dissatisfied-2 points, Highly Dissatisfied-1 points,

TABLE 3

S. NO	Factors	HS - 5	S - 4	N – 3	D S - 2	HDS - 1	TOTAL	RANK
1.	Quality of product	172 860	44 176	6 18	10 20	8 8	1074	IV
2.	Reasonable price	160 800	50 200	18 54	9 18	3 3	1075	III
3.	Easily reachable location	120 600	80 320	21 63	8 16	1 1	1000	VII
4.	Occasional gift for consumer	150 750	60 240	20 60	8 16	2 2	1068	V
5.	Advertisement and consumer awareness	144 720	40 160	38 114	16 32	2 4	1030	VI
6.	Sales service	164 820	58 232	17 51	1 2	— 1	1106	I
7.	Complaint and problem solving ability	165 825	48 192	21 63	3 6	3 3	1089	II

Level of satisfaction towards consumption pattern of bath soap:

On the basis of hypotheses framed the following findings were observed

- Gender of the respondents has significant relationship with level of satisfaction towards consumption pattern of BATH SOAP.
- Age of the respondents has significant relationship with the level of satisfaction consumption pattern of BATH SOAP
- Marital status of the respondents has significant relationship with the level of satisfaction towards consumption pattern of BATH SOAP.
- Occupational of the respondents has significant relationship with the level of satisfaction towards consumption pattern of BATH SOAP.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter.

Finding, Suggestions, and Conclusion of the study in logical manner.

FINDINGS:

- ➔ 82.0% of the respondents are female.
- ➔ 40.0% of the respondents are the group of 16-30.
- ➔ 32.0% of the respondents are students.
- ➔ 44.0% of the respondents are having their family monthly income of rs.10000-20000.
- ➔ 62.0% of the respondents are saying yes.
- ➔ 48.0% of the respondents are buying monthly.
- ➔ 56.0% of the respondents need 2 soaps every month.
- ➔ 50.0% of the respondents are influenced by celebrity advertisement.
- ➔ 38.0% of the respondents like its perfume.
- ➔ 36.0% of the respondents says that they find the product expensive.
- ➔ 58.0% of the respondents do not change the brand of the soap.
- ➔ 52.0% of the respondents change the brand frequently.
- ➔ 62.0% of the respondents prefer soap.
- ➔ 70.0% of the respondents say that the soap is easily available.
- ➔ 70.0% of the respondents say that they have the awareness of the product.
- ➔ 84.0% of the respondents prefers TV advertisements.

SUGGESTIONS:

- ➔ Lux is a generic brand widely used by all segment of society, so company should consider all segment of society while launching its different types of products.
- ➔ Customer's behaviour always looks for some extra benefit with purchasing.
- ➔ They demand for affordable price for product and good schemes with purchasing.
- ➔ Company targets only youth between 15 to 35 years who are conscious of beauty and skin but in current scenario all people are more conscious regarding their skin and beauty, so company or offers at the time of special occasion.

CONCLUSION:

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

The youngest and middle class peoples are highly. The customers buying various brand of soap see that TV advertisement, newspaper, FM radio various customer message passed and buying way 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, high level of price for any one product is purchase and the other people unlike of various a brands above details indicates that the customers 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 proving 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.

Tv advertisements being the most influenced promotional activity of the respondents being influenced by the customer. The respondents made their purchasing due to discount & free branded 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 remind 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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APPENDIX:

A STUDY ON CONSUMERS BEHAVIOUR TOWARD BATH SOAP

QUESTIONNAIRE:

- 1) Name of the respondent: _____
- 2) Age of the respondent:
a. Below 15 b. 16-30 c. 31-50 d. Above 50
- 3) Gender of the respondent:
a. Male b. Female
- 4) Marital status:
a. Married b. unmarried
- 5) Occupation of the respondent:
a. Student b. employee c. business d. others
- 6) What is the frequency of purchase of the soap.
a. Weekly b. Monthly c. Bimonthly d. Quarterly.
- 7) How often do you change your soap brand?.
a. less than 1 month b. Weekly 1s c. More than
- 8) How many bath soaps do you personally require every month?.
a. 1 b. 2

- 9) Dose your overall family use same bathing soap.
a. Yes b. no
- 10) How many times a month you buy your bathing soaps?
a. once b. Twice c. Thrice d. More than 3 times,
- 11) How many days you use your one bathing soap?
a. 1-3 b. 3-6 c. 6-8 d.8 and more
- 12) In your opinion what is the reason for price hike of fuel in India.
a. super market b. Bazars c. Online d. Any other
- 13) Have you ever used homemade soap?
a. Yes b.no