

A STUDY ON CONSUMER BRAND PREFERENCE OF SKINCARE PRODUCT SOAP IN CHENNAI REGION

Submitted in partial fulfillment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

by
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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 - 600 119**

APRIL 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Karthikeyan.M 40410083** who carried out the project entitled **"A Study on consumer brand preference of skincare product soap in Chennai region"** under my supervision from January 2022 to March 2022.

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Submitted for Viva voce Examination held on_____

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DECLARATION

I **KARTHIKEYAN.M (40410083)** hereby declare that the Project Report entitled **“A Study on consumer brand preference of skincare product soap in Chennai region”** done by me under the guidance of **DR.M.LAVANYA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

KARTHIKEYAN.M

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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KARTHIKEYAN.M

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ABSTRACT

The study focuses on the consumer brand preference of skincare product of soap in Chennai region. the consumer behavior plays an important role in marketing of fast-moving consumer goods and this behavior is effected by various factors also. The motive of this paper is to identify the factors affecting consumer buying behavior towards FMCG products and finally effecting their decision-making process. The data for this study has been collected through questionnaire and findings have been theoretically presented. The paper reveals that consumer behavior is largely effected by place, product, price, promotion, physiological and psychological factors. However, effect of these factors also differs from product to product. The study was conducted in different areas of the Chennai city and a sample of 175 respondents was collected to identify their appreciation level.

Therefore, this study has reported about the consumer brand preference of skincare product soap in Chennai region.

KEYWORDS: Consumer behavior, Soap, Brand, FMCG, decision making, skincare, famous brand, Brand comparison

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Fast-moving consumer goods (FMCG), also known as consumer-packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Consumer package goods is considerably a large sector in the Indian economy.

Fast moving consumer goods refer to items that are purchased and consumed frequently by consumers. The main thing is the absolute profit made on FMCG products is small, they generally sell in large quantities, so the cumulative profit on such products can be large.

The first concrete evidence we have of soap-like substance is dated around 2800 BC., the first soap makers were Babylonians, Mesopotamians, Egyptians, as well as the ancient Greeks and Romans. All of them made soap by mixing fat, oils and salts.

In 1918, Mr. Jamshedji Tata set up India's first indigenous soap manufacturing unit when he purchased the Coconut Oil Mills at Cochin Kerala. Mills crushed and marketed coconut oil for cooking and manufactured crude cold process laundry soaps that were sold locally and it was renamed The Tata Oil Mills Company and its first branded soaps appeared on the market in the early 1930's. Further after some decades many types of soaps came to market. In this study there are four different types of soap brands are selected to find the result they are Hamam, Lifebuoy, Medi mix and Lux

1.2 INDUSTRY PROFILE:

The first company created was North West Soap Company, the soap manufacturing plant in India situated in the city of Meerut, in the state of Uttar Pradesh. In 1897, they started marketing cold process soaps. In 1918, Mr. Jamshedji Tata set up India's first indigenous soap manufacturing unit when he purchased the Coconut Oil Mills at Cochin Kerala.

Mills crushed and marketed coconut oil for cooking and manufactured crude cold process laundry soaps that were sold locally and It was renamed The Tata Oil Mills Company and its first branded soaps appeared on the market in the early 1930's. Soap became a necessity for the moneyed class by around 1937.

Today with increase in disposable incomes all around the world along with India, growth in rural demand is expected to increase 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, this was due to the increase in prices which has led some consumers to look for cheaper substitutes.

The major players in the market for the personal wash (Soap) market are HLL, Norma and P&G. The market has several, leading national and global brands and a large number of small brands.

Soap is a product for many people and the lathering up can be a treasured part of a morning and nightly routine. Whether it might be scented or unscented, in bars, gels and liquids, soap is a part of daily lives. IN the unites states, soap is a \$1.390 million (US\$) industry with over 50 mass markets the potential for soap is only beginning to be realized. At the end of the year 2000, soap was a \$1.032 million (US\$) business in India.

1.3 COMPANY PROFILE:

Hamam

Hamam is a brand of soap made in India and marketed by the Indian unit of Unilever. Hamam soap was established in 1931 as a mild soap that could be used by families. Hamam used natural ingredients in its products long before using all-natural ingredients was a trend. It was, at one time, the only Indian-made natural soap. It is said to be pure and safe on the skin. One of the first natural Indian-made soap brands Hamam (from the Unilever) today is a Rs 300-crore strong brand and a market leader in Tamil Nadu.

Lifebuoy

Lifebuoy was introduced by lever Brothers in 1895 in the United Kingdom, Originally a carbolic soap containing phenol, different varieties were later introduced without the medicinal carbolic smell, such as the coral-coloured Lifebuoy during the late 1950s. It was the best selling medicated/health soap in North America until roughly 1951 Although Lifebuoy is no longer produced in the US and UK, it is still being mass-produced by Unilever in Cyprus for the UK, EU (on hold and under investigation) and Brazilian markets, in Trinidad and Tobago for the Caribbean market and in India for the Asian market

Lux

Lux Soap was introduced to America in 1925 by the Lever Brothers. It was a white soap packaged in pastel colors designed to be comparable to the finer French soaps, but more affordable. Once Lux Soap began its national campaign in 1926. Lux Soap followed Colonial Great Britain to Zimbabwe, Africa, in the 1920s, but it took until the mid-20th century before Africans became familiar with toilet soap and few used it. In the 1940s Lever Brothers began mass advertising for Lux, introducing their product as a soap associated with glamour and intelligence, and began using existing advertisements of international celebrities endorsing their products.

Medi-mix

Medi mix is an Indian brand of ayurvedic/herbal soap manufactured and marketed by AVA Cholleyil Private Limited, a Chennai-based company. In 1969 Dr Sidhan combined a recipe 18 herbs to make a skin care soap. In 2011, Medi mix was judged the 87th-most trusted brand in India and the 15th most trusted brand in the personal care category according to the Brand Equity Survey conducted by the Economic Times Medi mix has grown synonymous with skin care, the natural way and for generations women, indeed entire families, have placed their trust on the Medi mix range of products. Medi mix is expanding its range and bringing natural skin care to more people across the world

1.4 OBJECTIVES OF THE STUDY

- To find out particularly which brand soap the consumer preferred the most.
- To know the reason for a switch over from one brand to another.
- To study the factors that influences the buyers to buy different soaps.
- To find out the monthly average expenses on soap by consumers.

1.5 NEED FOR STUDY

- To find out how the consumers are preferring the soap brand.
- To find out whether consumers are buying soaps by brand names or by soap performance.
- To find out the best alternative soap when compared to regular soap.

1.6 SCOPE OF THE STUDY

- To identify the most preferred brand soap by the consumers.
- To find out whether the consumers face any problems or health issues any soaps.
- To study the marketing strategy of soap in Chennai region.

CHAPTER 2

REVIEW OF LITERATURE

Jayanthi (2017) FMCG companies play a significant role in our daily lives. From tooth paste, soaps, daily use items etc. FMCG companies have overwhelmed the Indian market and are set to grow further. The FMCG industry has seen some large players but disruption by new players has likewise changed the Indian scenario.

Acikgöz (2018) stated that deciding on the right products to offer to the target market is a demanding and crucial task that requires comprehension and knowledge into the customer's needs, wants and demands.

Deepa and Chaundary (2017) observed that product quality, brand image and trust are the most important factors influencing consumers' decision making in selecting Patanjali products.

Islam, M.R. et al. (2015) have found that the factors consumers consider for their purchasing decisions are brand image, cost and commitments, distinctiveness, prestige, customer relationship. Except distinctiveness, individuals with various education levels do not show different perceptions on these identified factors.

Malhotra (2014) stated that the paper focuses on marketing of fast moving consumer goods. FMCG are generally low profit margin products and therefore sold in large quantities. Subsequently, it is imperative to concentrate on how to improve brand value for the customers as many brands are accessible for the same categories of products.

Agarwal (2014) suggested that consumer behavior research is the scientific investigations of the processes consumers use to select, secure, utilize and dispose of products and services that fulfil their needs. Firms can satisfy those requirements only to the extent they comprehend their customers.

B.Nagaraju and Thejaswini H.D (2016) identified that consumers mostly buy green products because it boost their health and they have positive attitude towards it. Product labels and outdoor advertisement play a major role in informing them about environment friendly products

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The descriptive research design is adopted for this project for the present study. To measure the perception of consumers towards soap brands those are widely using in Chennai has been considered in the study.

3.2 Sampling techniques:

Convenience Sampling Technique

- A convenience sample is one of the main types of non-probability sampling methods.
- A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

DATA COLLECTION METHOD:

Data collection is the term used to describe a process of preparing and collection data

- **Primary data:**

The primary data are collected from the customers of retail shops and wholesale shops with the help of the questionnaires; the respondents are 175 members.

- **Secondary data:**

The secondary information will be collected by the websites and online journals published reports & review of literature from published articles.

3.4 STRUCTURE OF QUESTIONNAIRE

A questionnaire consists of twenty five questions that the respondents or collected from the respondents in Chennai city zone.

3.5 SAMPLE SIZE

The total sample size was fixed as Maximum of 175 Necessary data were collected from different ages of people and analyzed in terms of the objectives set for the study.

3.6 LOCATION TARGETED PEOPLE OF STUDY:

The research location is Chennai, and the targeted people are the customers of supermarkets and small shops in Chennai.

3.7 TOOLS FOR ANALYSIS:

Percentage analysis

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

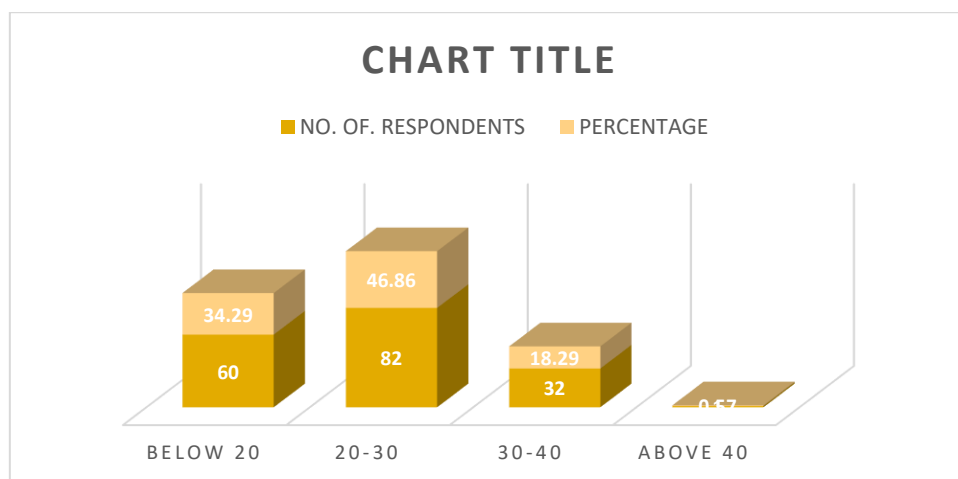
PERCENTAGE ANALYSIS

TABLE 4.1.1: TABLE SHOWING AGE OF THE RESPONDENTS

AGE	NO. OF. RESPONDENTS	PERCENTAGE
Below 20	60	34.29
20-30	82	46.86
30-40	32	18.29
Above 40	1	0.57
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

4.1.1: CHART SHOWING AGE OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 34.29% of respondents were coming under the age group of below 20, followed by 46.86% of respondents were under the age group of 20-30 years, 18.29% of respondents are under the age group of 30-40 years. And 0.57% of respondents were above 40 years.

INFERENCE

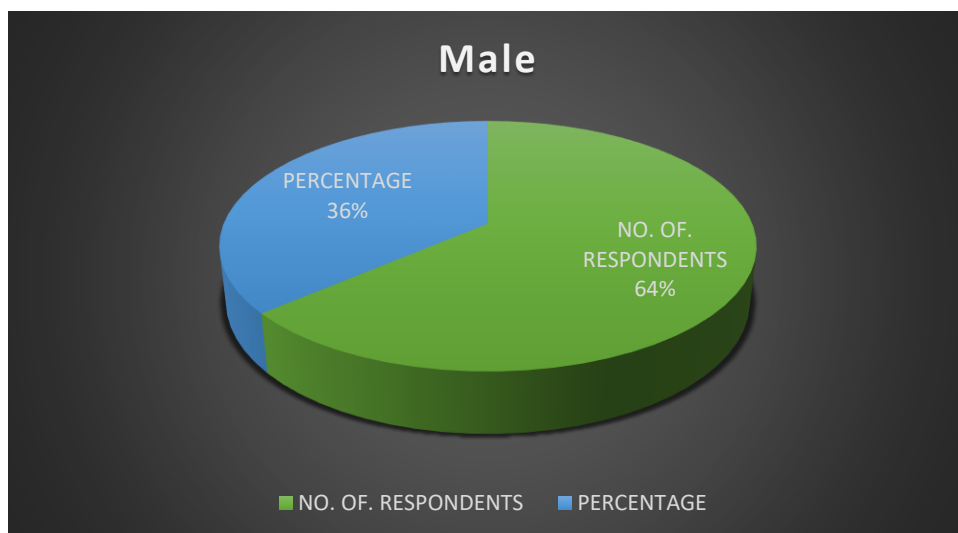
Majority of (46.86%) the respondents or in the age group of (20-30) years

TABLE 4.1.2: TABLE SHOWING THE GENDER OF THE RESPONDENTS

GENDER	NO. OF. RESPONDENTS	PERCENTAGE
Male	108	61.71
Female	67	38.29
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

4.1.2: CHART SHOWING GENDER OF THE RESPONDENTS



INTERPRETATION

From the above table it can be declared that 64% of respondents are male followed by 36% of respondents are female

INFERENCE

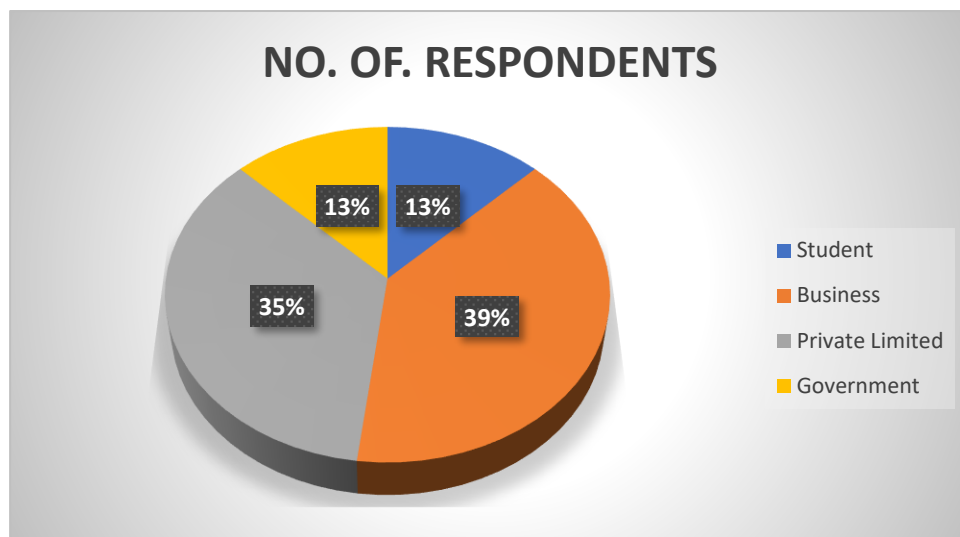
From the sample it can be concluded that majority (64%) of respondents are male compared to female

TABLE 4.1.3: TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Student	22	12.57
Business	69	39.43
Private Limited	62	35.43
Government	22	12.57
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

4.1.3: CHART SHOWING OCCUPATION OF THE RESPONDENTS



INTERPRETATION

Above the table 12.57% are Students, 39.43% are Business, 35.43% are working in private companies, and 12.57% are government employees.

INFERENCE

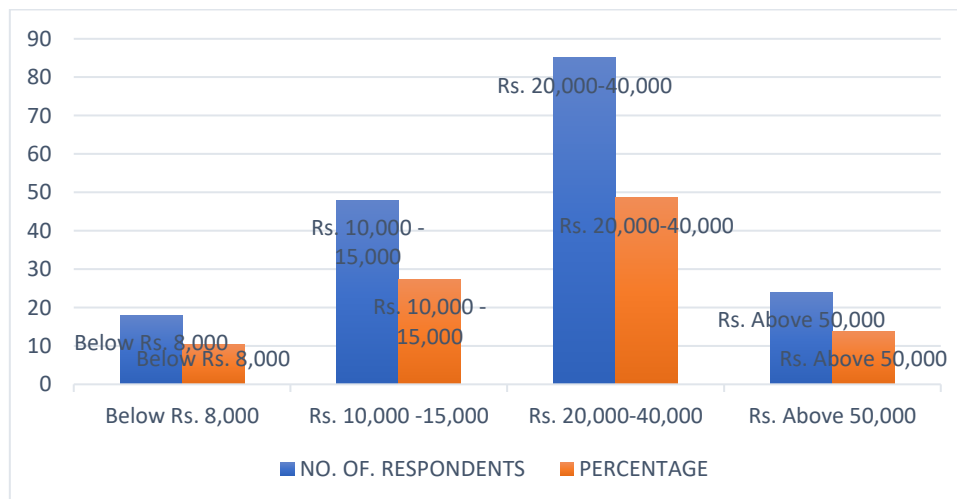
From the sample it can be concluded that majority (39.43%) of respondents are Business persons.

TABLE 4.1.4: TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Below Rs. 8,000	18	10.3
Rs. 10,000 -15,000	48	27.4
Rs. 20,000-40,000	85	48.6
Rs. Above 50,000	24	13.7
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

4.1.4: CHART SHOWING MONTHLY INCOME OF THE RESPONDENTS



INTERPRETATION

As per the table given 10.3% of respondents choosing below 8,000. followed by 27.4% of respondents are 10k-15k monthly income, 48.6% of respondents monthly income 20k-40k and 13.7% of respondents are above 50k .

INFERENCE

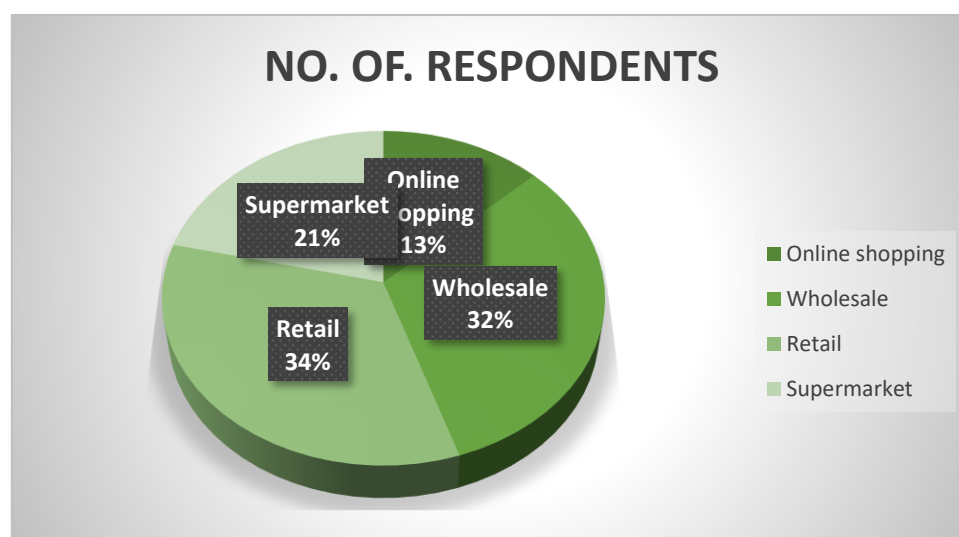
Majority (48.6%) of the respondents earned monthly income of 20k - 40k,

TABLE 4.1.5: TABLE SHOWING FAVOURITE BRAND SOAP OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Hamam	18	10.3
Life buoy	60	34.3
Lux	67	38.3
Medi mix	30	17.1
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.5: CHART SHOWING FAVOURITE BRAND SOAP OF THE RESPONDENTS



INTERPRETATION

As per the chart, 10.3% of the respondents for Hamam as a favourite soap, 34.3% of the respondents for life buoy, 38.3% of the respondents for lux and 17.1% of respondents for Medi mix.

INFERENCE

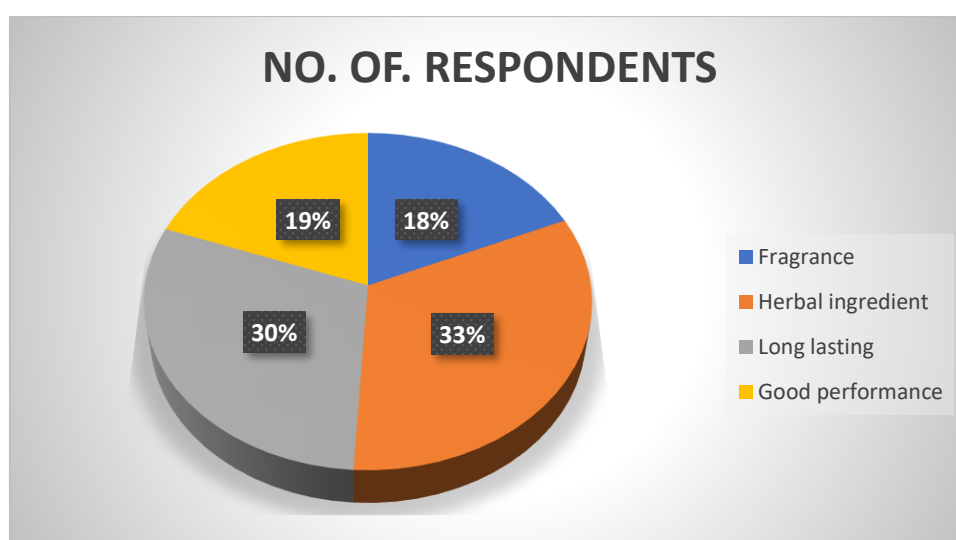
Therefore, the majority (38.3%) of the respondents for Lux as a favorite soap.

TABLE 4.1.6: TABLE SHOWING CONSUMERS CONCEPTION AND WANT IN QUALITY BASIS OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Fragrance	39	18.40
Herbal ingredient	69	32.55
Long lasting	63	29.72
Good performance	41	19.34
TOTAL	212	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.6: CHART SHOWING CONSUMERS CONCEPTION AND WANT IN QUALITY BASIS OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 18.40% of respondents for fragrance, followed by 32.55% of respondents for herbal ingredients, 29.72% of respondents for long lasting and 19.34% for good performance.

INFERENCE

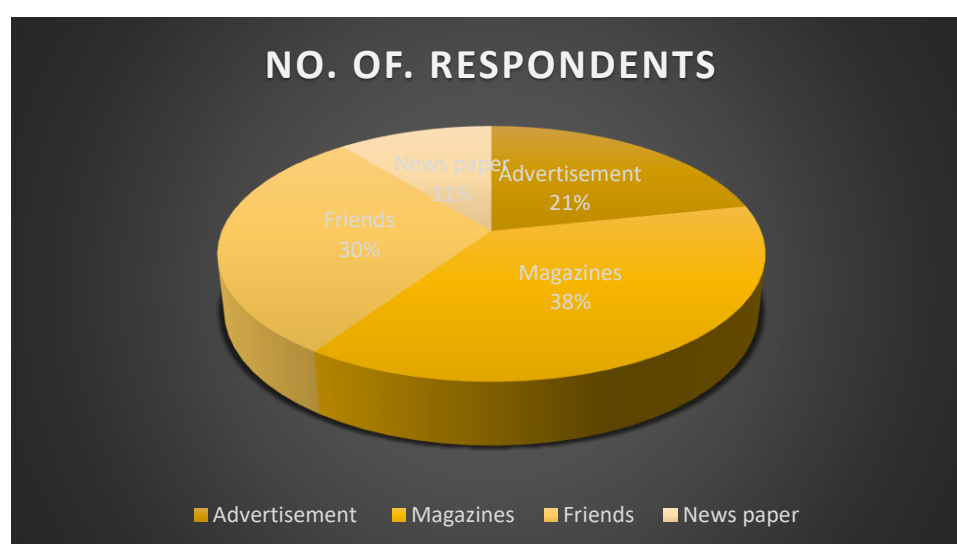
Therefore, majority of (32.55%) of the consumers want herbal ingredients in the soap.

TABLE 4.1.7: TABLE SHOWING SOURCE THAT MOST INFLUENCE THE PURCHASE DECISION OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Advertisement	38	21.7
Magazines	66	37.7
Friends	52	29.7
News paper	19	10.9
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.7: CHART SHOWING SOURCE THAT MOST INFLUENCE THE PURCHASE DECISION OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 21.7% of respondents for Advertisement, followed by 37.7% of respondents for Magazine, 29.7% of respondents for friends and 10.9% responded for Newspaper.

INFERENCE

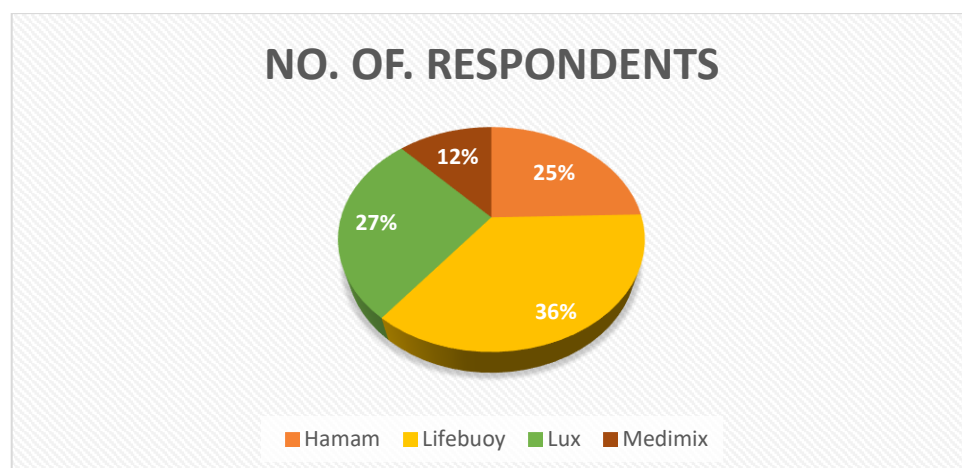
Therefore, majority of (37.7%) of the consumers selected for Magazines are making them for purchase decision.

TABLE 4.1.8: TABLE SHOWING CONSUMERS CONCEPTION ON GOOD SOAP FOR BETTER SKINCARE OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Hamam	43	24.6
Lifebuoy	63	36
Lux	48	27.4
Medi mix	21	12
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.8: CHART SHOWING CONSUMERS CONCEPTION ON GOOD SOAP FOR BETTER SKINCARE OF THE RESPONDENTS



INTERPRETATION

Above the table 24.6% selected for hamam is the best soap for better skin care, 36% are selected for lifebuoy, 27.4% are selected for lux and 12% are selected for Medi mix.

INFERENCE

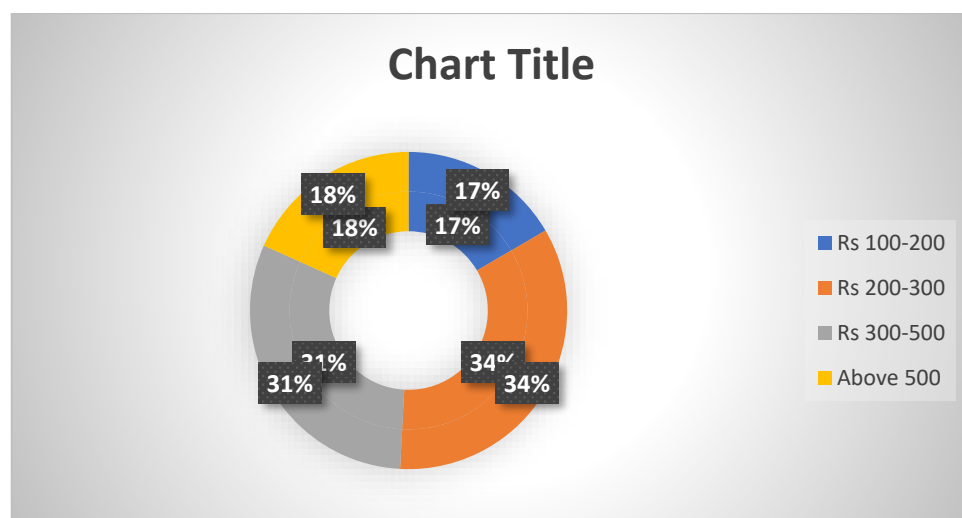
From the sample it can be concluded that majority (36%) of respondents are Lifebuoy.

TABLE 4.1.9: TABLE SHOWING CONSUMERS SPENDING ON SOAP PER MONTH OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Rs 100-200	29	16.6
Rs 200-300	60	34.3
Rs 300-500	54	30.9
Above 500	32	18.3
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.9: CHART SHOWING CONSUMERS SPENDING ON SOAP PER MONTH OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 16.6% spending Rs 100-200 on soap per month, followed by 34.3% are spending Rs 200-300 per month, 30.9% are spending Rs 300-500 per month and 18.3% are spending Rs 500 and above per month.

INFERENCE

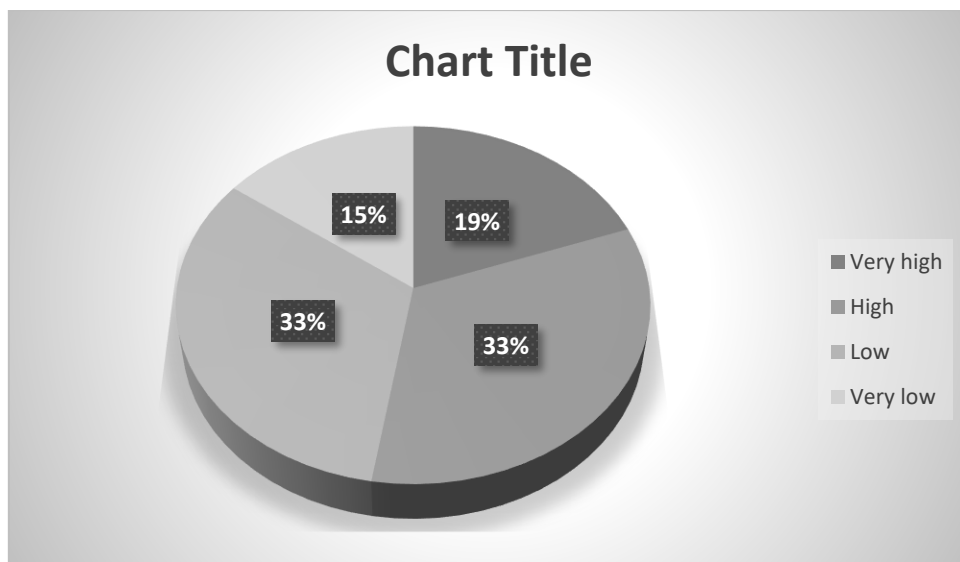
Therefore, majority of (34.3%) of the consumers spending Rs 200-300 on soap per month.

TABLE 4.1.10: TABLE SHOWING EFFECT OF THE PRICE FACTOR ON THE PURCHASE DECISION RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Very high	34	19.4
High	58	33.1
Low	57	32.6
Very low	26	14.9
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.10: CHART SHOWING EFFECT OF THE PRICE FACTOR ON THE PURCHASE DECISION RESPONDENTS



INTERPRETATION

As per the table given above, 19.4% of the consumers responded for very high, followed by 33.1% are responded for high, 32.6% are responded for low and 14.9% are responded for very low.

INFERENCE

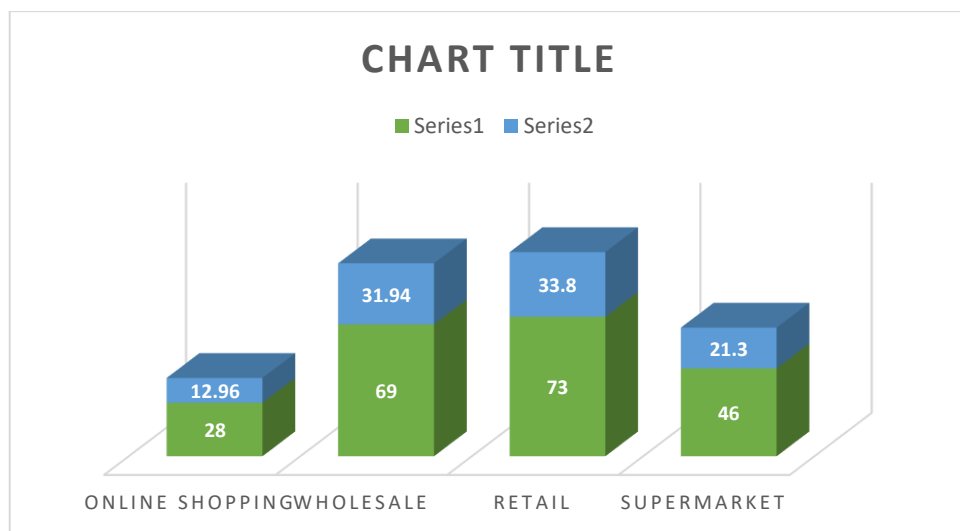
Majority of (33.1%) of the consumers responded for high.

TABLE 4.1.11: TABLE SHOWING WHERE THE CONSUMERS BUY SOAP FROM OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Online shopping	28	12.96
Wholesale	69	31.94
Retail	73	33.80
Supermarket	46	21.30
TOTAL	216	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.11: CHART SHOWING WHERE THE CONSUMERS BUY SOAP FROM OF THE RESPONDENTS



INTERPRETATION

Above the table 12.96% of the consumers responded for online shopping, 31.94% are selected for wholesale, 33.80% are selected for retail and 21.30% are selected for supermarket.

INFERENCE

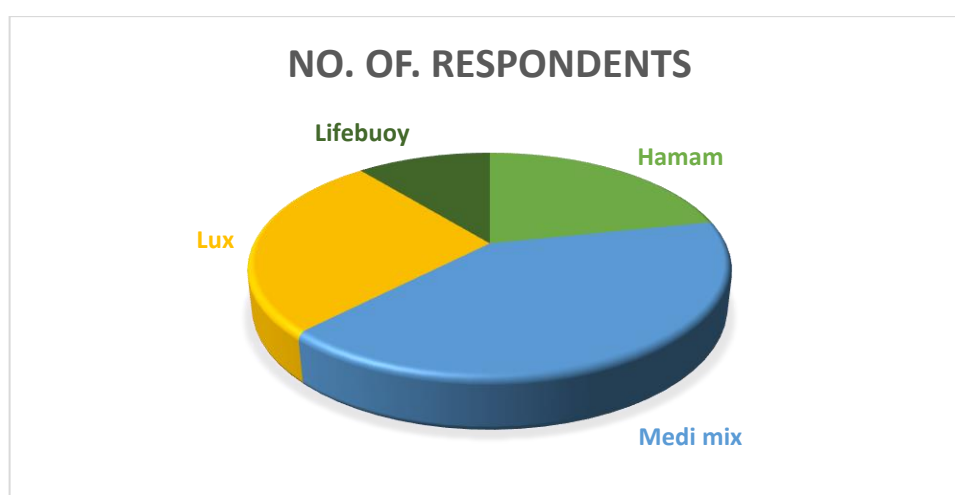
From the sample it can be concluded that majority (33.80%) of respondents for retail.

TABLE 4.1.12: TABLE SHOWING CONSUMERS CHOICE ON BEST SOAP ON TFM BASIS OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Hamam	38	21.7
Medi mix	71	40.6
Lux	47	26.9
Lifebuoy	19	10.9
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.12: CHART SHOWING CONSUMERS CHOICE ON BEST SOAP ON TFM BASIS OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 21.7% of the consumers responded for Hamam, followed by 41.6% are responded for Medi mix, 26.9% are responded lux and 10.9% are responded for lifebuoy.

INFERENCE

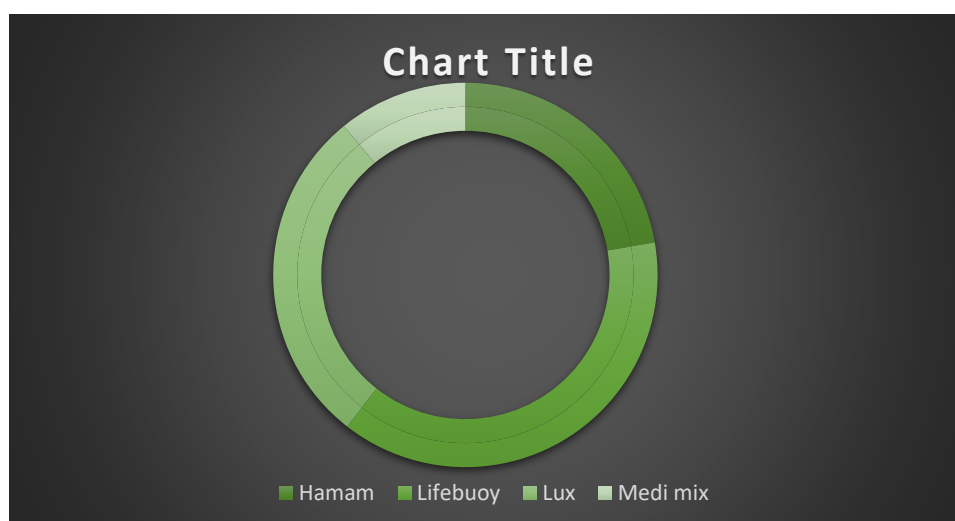
Majority of (41.6%) of the consumers are responded for Medi mix is the best soap In TFM basis.

TABLE 4.1.13: TABLE SHOWING CONSUMERS CONCEPTION ON GOOD BRAND SOAP FOR GERM AND BACTERIAL PROTECTION

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Hamam	39	22.3
Lifebuoy	67	38.3
Lux	50	28.6
Medi mix	19	10.9
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.13: CHART SHOWING CONSUMERS CONCEPTION ON GOOD BRAND SOAP FOR GERM AND BACTERIAL PROTECTION



INTERPRETATION

Above the table 22.3% of the consumers responded for Hamam, 38.3% are selected for Lifebuoy, 28.6% are selected for Lux and 10.9% are selected for Medi mix

INFERENCE

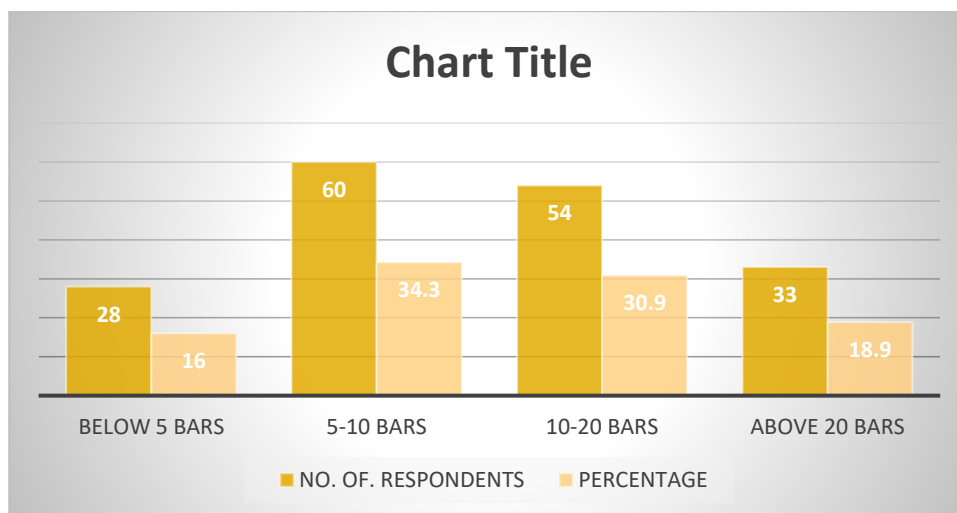
From the sample it can be concluded that majority (38.3%) of respondents for Life buoy.

TABLE 4.1.14: TABLE SHOWING HOW MUCH QUANTITY DOES THE CONSUMER BUY SOAP PER MONTH

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Below 5 bars	28	16
5-10 bars	60	34.3
10-20 bars	54	30.9
Above 20 bars	33	18.9
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.14: CHART SHOWING HOW MUCH QUANTITY DOES THE CONSUMER BUY SOAP PER MONTH



INTERPRETATION

Above the table 16% of the consumers buying soap below 5 bars per month, 34.3% are buying 5-10 bars of soap per month, 30.9% are buying 10-20 bars and 18.9% are buying above 20 bars per month.

INFERENCE

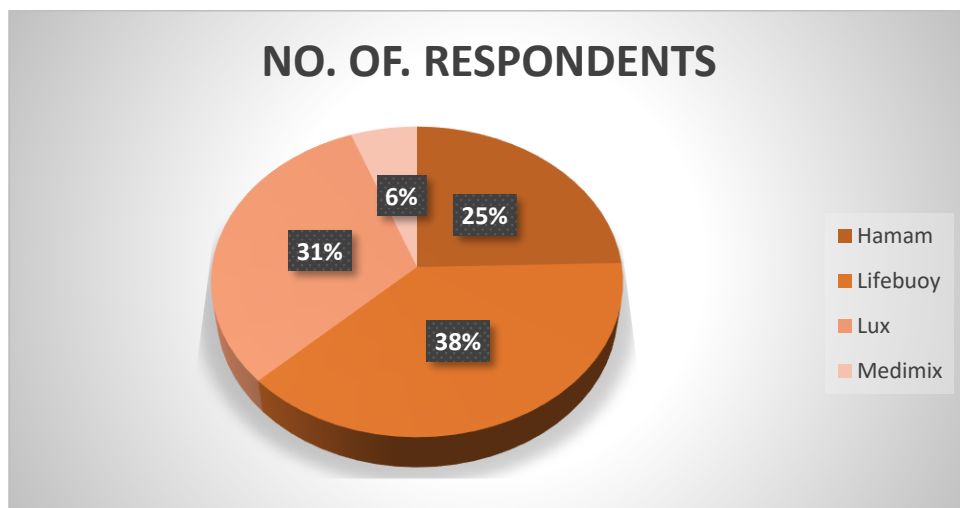
From the sample it can be concluded that majority (34.3%) of the consumer buying 5-10 bars per month.

TABLE 4.1.15: TABLE SHOWING CONSUMERS CONCEPTION ON OVERALL QUALITY OF SOAP RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Hamam	43	24.57
Lifebuoy	67	38.29
Lux	55	31.43
Medimix	10	5.71
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.15: CHART SHOWING CONSUMERS CONCEPTION ON OVERALL QUALITY OF SOAP RESPONDENTS



INTERPRETATION

As per the table given above, 24.57% of the consumers responded for Hamam, followed by 38.29% are responded for Lifebuoy, 31.43% are responded lux and 5.71% are responded for Medi mix.

INFERENCE

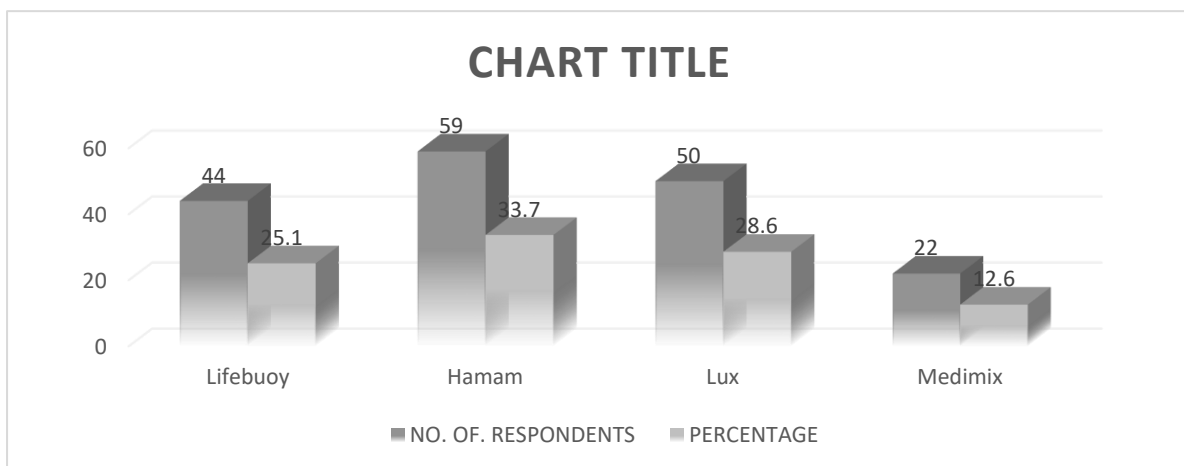
Majority of (38.29%) of the consumers are responded for lifebuoy is the best soap in overall quality s consumers point of view.

**TABLE 4.1.16: TABLE SHOWING CONSUMERS BEST
ALTERNATIVE SOAP OF THE RESPONDENTS**

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Lifebuoy	44	25.1
Hamam	59	33.7
Lux	50	28.6
Medimix	22	12.6
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

**CHART 4.1.16: CHART SHOWING CONSUMERS BEST
ALTERNATIVE SOAP OF THE RESPONDENTS**



INTERPRETATION

As per the table given above, 25.1% of the consumers responded for Lifebuoy, followed by 33.7% are responded for Hamam, 28.6% are responded lux and 12.6% are responded for Medi mix.

INFERENCE

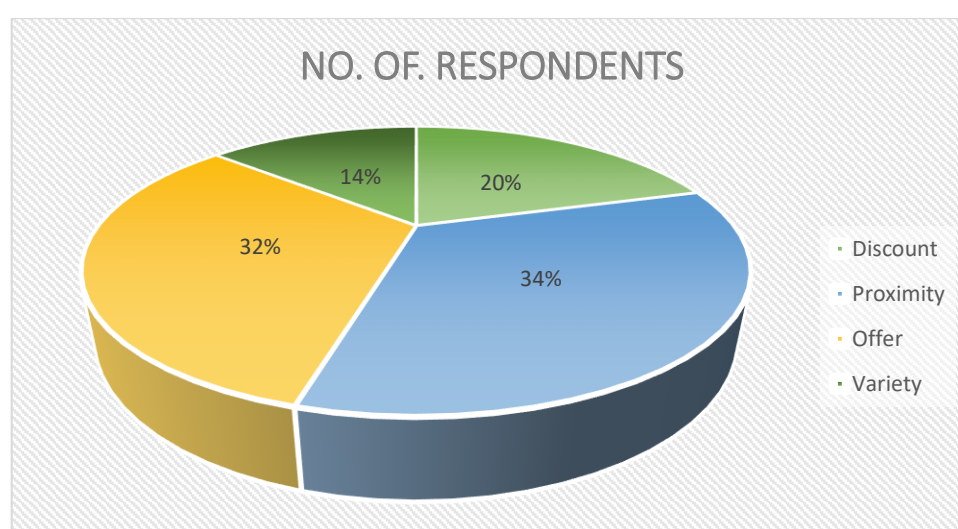
Majority of (33.7%) of the consumers are responded for Hamam is the best alternative soap when compared to their regular using soap.

TABLE 4.1.17: TABLE SHOWING CONSUMERS MAIN REASON TO BUY SOAP FROM THE PARTICULAR SHOP

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Discount	36	20.6
Proximity	59	33.7
Offer	56	32
Variety	24	13.7
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.17: CHART SHOWING CONSUMERS MAIN REASON TO BUY SOAP FROM THE PARTICULAR SHOP



INTERPRETATION

Above the table 20.6% of the consumer selected discount is the main reason to purchase soap from their regular or nearby shop, 33.7% are selected for proximity, 32% are selected for offer and 13.7% for variety.

INFERENCE

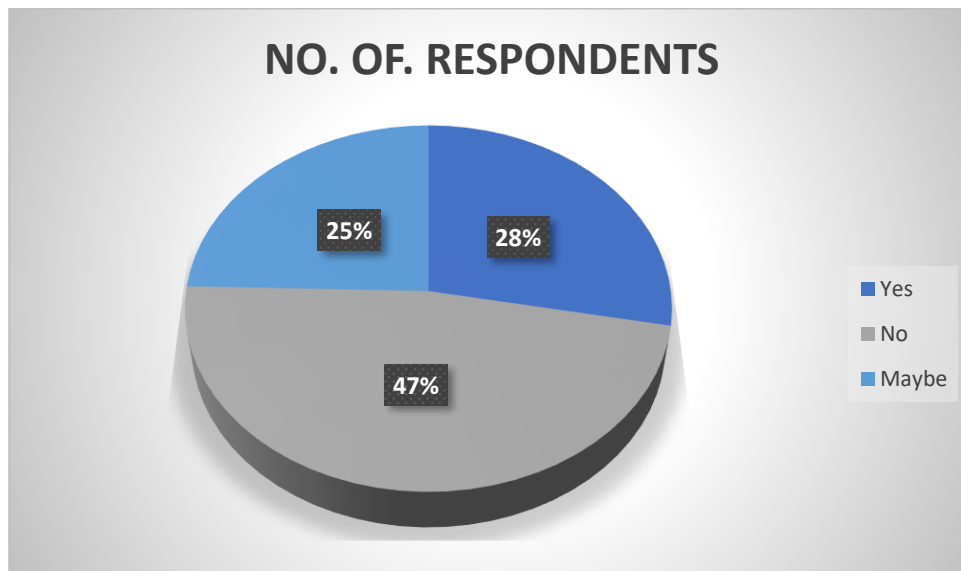
From the sample it can be concluded that majority (33.7%) of the consumer responded for proximity.

TABLE 4.1.18: TABLE SHOWING DOES THE ADVERTISEMENT INFLUENCE THE CONSUMERS SHOPPING BEHAVIOUR

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Yes	49	28
No	83	47.4
Maybe	43	24.6
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.18: CHART SHOWING DOES THE ADVERTISEMENT INFLUENCE THE CONSUMERS SHOPPING BEHAVIOUR



INTERPRETATION

Above the table 28 % of the consumer selected for yes, 47% are selected for no and 25% responded for maybe.

INFERENCE

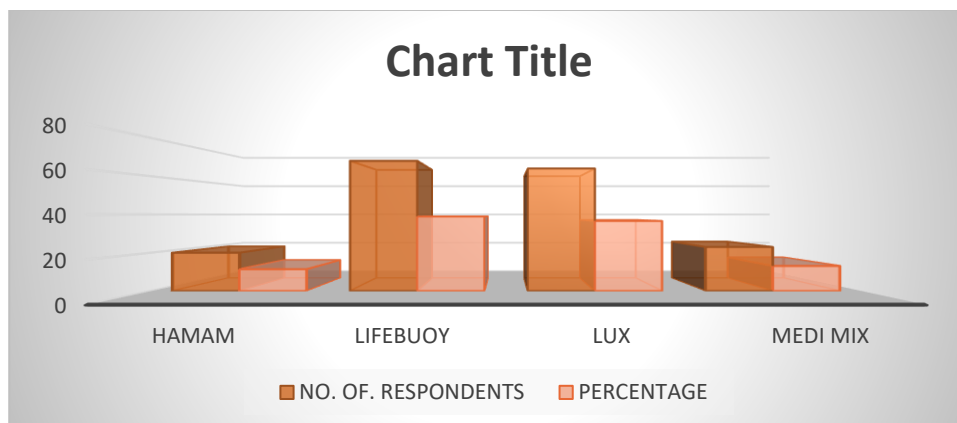
From the sample it can be concluded that majority (47%) of the consumer responded for no.

TABLE 4.1.19: TABLE SHOWING CONSUMERS CONCEPTION ON BUYING ECO-FRIENDLY SOAP OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Hamam	20	11.4
Lifebuoy	68	38.9
Lux	64	36.6
Medi mix	23	13.1
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.19: CHART SHOWING CONSUMERS CONCEPTION ON BUYING ECO-FRIENDLY SOAP OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 11.4% of the consumers responded for Hamam, followed by 38.9% are responded for Lifebuoy, 36.6% are responded lux and 13.1% are responded for Medi mix.

INFERENCE

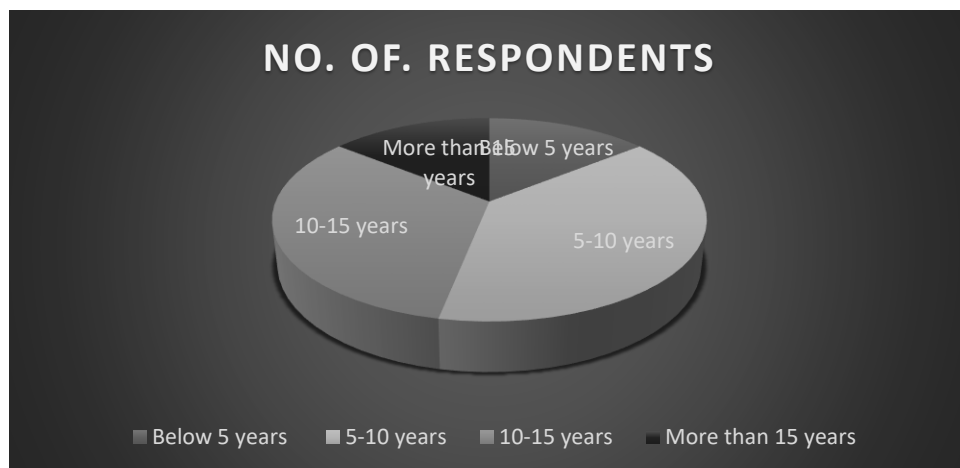
Majority of (38.9%) of the consumers are responded for Lifebuoy is the best eco-friendly soap.

TABLE 4.1.20: TABLE SHOWING HOW LONG DOES THE CONSUMERS USING THEIR REGUALR SOAP

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Below 5 years	25	14.3
5-10 years	68	38.9
10-15 years	57	32.6
More than 15 years	25	14.3
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.20: CHART SHOWING HOW LONG DOES THE CONSUMERS USING THEIR REGUALR SOAP



INTERPRETATION

As per the table given above, 14.3% of the consumers using their regular soap below 5 years, followed by 38.9% are responded for 5-10 years, 32.6% are responded for 10-15 years and 14.3% are responded for more than 15 years.

INFERENCE

Majority of (38.9%) of the consumers using their regular soap for a period of 5-10 years

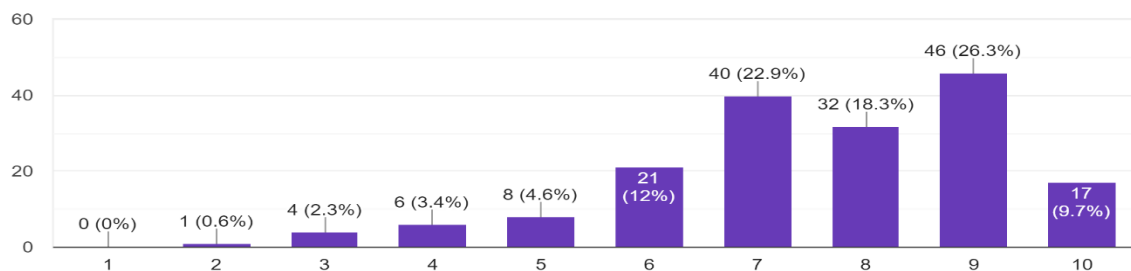
TABLE 4.1.21: TABLE SHOWING CONSUMERS RATING ON THEIR REGUALR USING SOAP

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
1	0	0
2	1	0.6
3	4	2.3
4	6	3.4
5	8	4.6
6	21	12
7	40	22.9
8	32	18.3
9	46	26.3
10	17	9.7
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.21: CHART SHOWING CONSUMERS RATING ON THEIR REGUALR USING SOAP

Rate your presently using regular soap?
175 responses



INTERPRETATION

Above the table 0% of the consumers rated for 1, 0.6% are rated for 2, 2.3% are rated for 3, 3.4% are rated for 4, 4.6% are rated for 5, 12% are rated for 6, 22.9% are rated for 7, 18.3% are rated for 8, 26.3% are rated for 9, and 9.7% are rated for 10,

INFERENCE

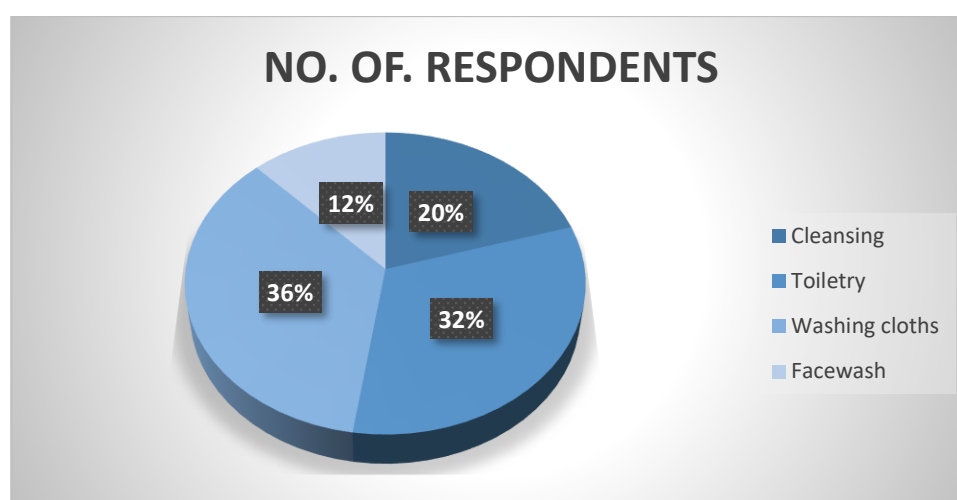
From the sample it can be concluded that majority (26.3%) of the consumer rated for 9 points.

TABLE 4.1.22: TABLE SHOWING CONSUMERS MAIN PURPOSE TO USE SOAP DAILY OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Cleansing	47	20.35
Toiletry	74	32.03
Washing cloths	82	35.50
Facewash	28	12.12
TOTAL	231	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.22: CHART SHOWING CONSUMERS MAIN PURPOSE TO USE SOAP DAILY OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 20.35% of the consumers using their soap for cleansing, followed by 32.03% are using for toiletry, 35.50% are using for washing cloths and 12.12% are using for facewash.

INFERENCE

Majority of (35.50%) of the consumers using their regular soap for washing clothes.

TABLE 4.1.23: TABLE SHOWING CONSUMERS CONCEPTION ON PURCAHSING SOAP IN ONLINE OF THE RESPONDENTS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
Saving time	27	15.43
Offers	58	33.14
Home delivery	72	41.14
Price	18	10.29
TOTAL	175	100

SOURCE: PRIMARY DATA CHART

CHART 4.1.23: CHART SHOWING CONSUMERS CONCEPTION ON PURCAHSING SOAP IN ONLINE OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 15.43% of the consumers responded for saving time, followed by 33.14% are responded for offers, 41.14% are responded for home delivery and 10.29% are responded for price.

INFERENCE

Majority of (41.14%) of the consumers responded for home delivery is the main reason for purchasing soaps in online.

STATISTICAL ANALYSIS

4.2.1 Chi-Square Test 1

HYPOTHESIS:

Null Hypothesis (H0): There is no significant difference between age of respondents and their favorite soap brand.

Alternate Hypothesis (H1): There is a significant difference between age of respondents and their favorite soap brand.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * favourite_brand_soap_	175	100.0%	0	0.0%	175	100.0%

Age * favourite_brand_soap_ Crosstabulation						
Count						
		favourite_brand_soap_				Total
		Lux	Lifebuoy	Hamam	Medimix	
Age	Below 20	25	22	6	7	60
	20 - 30	28	31	9	14	82
	30 - 40	13	7	3	9	32
	above 50	1	0	0	0	1
Total		67	60	18	30	175

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.406 ^a	9	.595
Likelihood Ratio	7.690	9	.566
Linear-by-Linear Association	1.475	1	.224
N of Valid Cases	175		
a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is .10.			

INTERPRETATION

Since p value 0.5 is greater than 0.05 null hypothesis is accepted and alternate is rejected Hence, there is no statistically significant association between age of the respondent and which is the favorite brand of soap.

4.2.2 Chi-Square Test 2

HYPOTHESIS:

Null Hypothesis (H0): There is no significant difference between gender of respondents and how much they spent on soap per month.

Alternate Hypothesis (H1): There is a significant difference between gender of respondents and how much they spent on soap per month.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * How much do you spend on soap a month?	175	100.0%	0	0.0%	175	100.0%

Gender * How much do you spend on soap a month? Crosstabulation							
			How much do you spend on soap a month?				Total
			Rs 100 - 200	Rs 200 – 300	Rs 300 - 500	Above Rs 500	
Gender	male	Count	14	39	36	19	108
		Expected Count	17.9	37.0	33.3	19.7	108.0
	female	Count	15	21	18	13	67
		Expected Count	11.1	23.0	20.7	12.3	67.0
Total		Count	29	60	54	32	175
		Expected Count	29.0	60.0	54.0	32.0	175.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.125 ^a	3	.373
Likelihood Ratio	3.071	3	.381
Linear-by-Linear Association	.654	1	.419
N of Valid Cases	175		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.10.			

INTERPRETATION

Since p value 0.3 is greater than 0.05 null hypothesis is accepted and alternate is rejected Hence, there is no statistically significant association between gender of the respondent and how much do you spend soap per month.

4.2.3 Anova

ANOVA					
gender					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.677	3	.226	.949	.418
Within Groups	40.671	171	.238		
Total	41.349	174			

Descriptives								
gender								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Advertisement	38	1.3158	.47107	.07642	1.1610	1.4706	1.00	2.00
Magazines	66	1.4091	.49543	.06098	1.2873	1.5309	1.00	2.00
Friends	52	1.3462	.48038	.06662	1.2124	1.4799	1.00	2.00
Newspaper	19	1.5263	.51299	.11769	1.2791	1.7736	1.00	2.00
Total	175	1.3829	.48748	.03685	1.3101	1.4556	1.00	2.00

INTERPRETATION

Since p value 0.418 is greater than 0.05. we accept the null hypothesis and reject the alternative hypothesis. Hence there is no significant difference between age of the respondents and the source for purchase decision.

CHAPTER 5

FINDINGS SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority (46.86) of the respondents are in the age group of 20-30 years
- Majority (61.71) of the respondents are male compared to female
- Majority (39.43) of the respondents are business persons in occupation
- Majority (48.57) of the respondents are earning Rs 20,000- 40,000 per month
- Majority (38.29) of the respondents are Lux as their favorite soap.
- Majority (32.55) of the respondents are herbal ingredients is the quality consumers want in their soap
- Majority (37.71) of the respondents are magazines is the most influence of their purchase decision
- Majority (36.00) of the respondents are lifebuoy is the best skincare soap
- Majority (34.29) of the respondents are Rs 200-300 were consumers spending on soap per month
- Majority (33.14) of the respondents are high in the price factors on the purchase decision
- Majority (33.80) of the respondents are retail shop were the consumers buying soap
- Majority (40.57) of the respondents are Medi mix is the best TFM soap.
- Majority (38.29) of the respondents are lifebuoy is the best soap for germ and bacterial protection.
- Majority (34.29) of the respondents are 5-10 bars were the consumers buying soap in quantity basis
- Majority (38.29) of the respondents are lifebuoy is the best overall quality soap
- Majority (33.71) of the respondents are hamam is the best alternative soap
- Majority (33.71) of the respondents are proximity is the main reason were consumers purchasing soap in their particular shop

- Majority (47.43) of the respondents are no in advertisement influence of the consumers
- Majority (38.86) of the respondents are lifebuoy the best eco-friendly soap
- Majority (38.86) of the respondents are 5-10 years were the consumers are using their regular soap daily.
- Majority (26.29) of the respondents are rated for 9 points
- Majority (35.50) of the respondents are washing clothes is the main reason were consumers using soap mostly
- Majority (41.14) of the respondents are home delivery is the were consumers purchasing soap in online.

5.2 SUGGESTIONS

- Consumers are making purchase decision on magazines and advertising promotion so, the soap manufacturing companies have to give importance for advertising.
- Digital technologies also enable marketers to collect and analyze increasingly complex data on consumer's buying patterns and personal characteristics.
- On the other hand, the same technologies enable consumer to find more information about products and services, including prices, more easily, efficiently, and, for the most part, from the comfort of their own home.
- Mostly Some of the consumers want ecofriendly soap to protect the environment so the soap companies have to work on it.

5.3 LIMITATIONS

- Since the project duration was limited to three months
- My Study was limited in Chennai Zone
- During the survey most of the respondents contacted in mobilephone
- The sample size was limited to minimum of 150 and maximum of 200 in this study

5.4 CONCLUSION

The consumers are very much aware about each and every product or services offered by the seller and its possible impact. In this age of digitalized era, consumers are quite conscious about the product or service they choose for the satisfaction of their wants. There is need of more promotion and awareness from the side of the manufacturers and marketers so that the perception level can be increased. Price gets reduced by the FMCG producers so that there must be chance for more people to know about that product increase their interest in purchase of more eco-friendly products also. Consumers are purchasing products in quantity basis so manufacturers have to give importance in that process. Mostly consumer prefer popular soap category which is having a mix bag of good pricing and good quality. Most people like HUL products because it has got varieties of products and also assurance of good quality and it caters in all the categories of soap market.

REFERENCES

- **Dr.Vibhuti, Dr. Ajay Kumar Tyagi, Vivek Pandey (2019)-**
A_Case_Study_on_Consumer_BuyingBehaviortowards_Selected_FMCG_Products
- **Dr. Asad Mirza*Ashish Gupta (2020)-**
Study_on_Consumers_Perception_towards_Green_FMCG_Products_With_Reference_To_Lucknow_city_in_Uttar_Pradesh
- **T. Samsai*, S. Praveena and T. Nivetha (2018)-** Consumer Perception Towards Eco-friendly FMCGs in Coimbatore City
- **Ankit Bhardwaj, student of PGDM (2016)-**, Institute of Professional education & Research, hereby declare that this project work titled "Comparative study of Indian Soap Market
- **Gyan Prakash Pramod Pathak(2014)-**Understanding Rural Buying Behavior A Study with Special Reference to FMCG Products

APPENDIX

- 1.Name?
2. Age?
 - A. Below 20 years
 - B. 20-30
 - C. 30-40
 - D. Above 40 years
3. Gender?
 - A. Male
 - B. Female
4. Occupation?
 - A. Student
 - B. Business
 - C. Private limited
 - D. Government
5. What is your monthly income?
 - A. Below Rs 8,000
 - B. Rs 10,000-15,000
 - C. Rs 20,000-40,000
 - D. Above 50,000
6. What is your favourite brand soap?
 - A. Hamam
 - B. Lifebuoy
 - C. Lux
 - D. Medi mix
7. What quality do you want in your soap?
 - A. Fragrance
 - B. Herbal ingredient
 - C. Long lasting
 - D. Good performance
8. Which are the source that most influence your purchase decision?
 - A. Advertisement
 - B. Magazines
 - C. Friends
 - D. Newspaper

9. If you want to recommend a good soap for better skincare which brand do you prefer?
- A. Hamam
 - B. Lifebuoy
 - C. Lux
 - D. Medi mix
10. How much do you spend on soap a month?
- A. Rs 100-200
 - B. Rs 200-300
 - C. Rs 300-500
 - D. Above Rs 500
11. Are there any effect of the price factor on the purchase decision?
- A. Very high
 - B. High
 - C. Low
 - D. Very low
12. Where do you buy soap from?
- A. Online shopping
 - B. Wholesale
 - C. Retail
 - D. Supermarket
13. If you want to buy a soap on TFM (Total fatty matter) basis which brand soap do you prefer?
- A. Hamam 68% TFM
 - B. Medi mix 60% TFM
 - C. Lux 70% TFM
 - D. Lifebuoy 60% TFM
14. If you want to suggest a good brand soap for germ and bacterial protection which brand do you prefer?
- A. Hamam
 - B. Lifebuoy
 - C. Lux
 - D. Medi mix
15. How much quantity did you buy soap in a month?
- A. Below 5 bars
 - B. 5-10 bars
 - C. 10-20 bars
 - D. Above 20 Bars

16. which brand soap do you suggest if it has overall qualities which includes herbal ingredients, dirt removal, good fragrance and bright skin?
- A. Hamam
 - B. Lifebuoy
 - C. Lux
 - D. Medi mix
17. Which is the best Alternative soap do you choose when compared to your regular soap?
- A. Lifebuoy
 - B. Hamam
 - C. Lux
 - D. Medi mix
18. select the reason for making purchase in your particular store for your soap?
- A. Discount
 - B. Proximity
 - C. Offers
 - D. Variety
19. Does advertisement influence your shopping behaviour?
- A. Yes
 - B. No
 - C. Maybe
20. If you want to buy a eco-friendly soap which brand soap do you prefer?
- A. Hamam
 - B. Lifebuoy
 - C. Lux
 - D. Medi mix
21. How long have you been using the brand of soap that you are using presently?
- A. Below 5 years
 - B. 5-10 years
 - C. 10-15 years
 - D. More than 15 years
22. Rate your presently using regular soap?
- 1, 2, 3, 4, 5, 6, 7, 8, 9, 10
23. What purpose do you use soap mostly?
- A. Cleansing
 - B. Toiletry
 - C. Washing clothes
 - D. Facewash

24. What is the purpose of purchasing soaps in online shopping?

- A. Saving time
- B. Offers
- C. Home delivery
- D. Price

25. How would you suggest soap companies to improve their products?

A STUDY ON CONSUMER BRAND PREFERENCE OF SKINCARE PRODUCT SOAP IN CHENNAI REGION

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ABSTRACT

The study focuses on the consumer brand preference of skincare product of soap in Chennai region. the consumer behavior plays an important role in marketing of fast-moving consumer goods and this behavior is effected by various factors also. The motive of this paper is to identify the factors affecting consumer buying behavior towards FMCG products and finally effecting their decision-making process. The data for this study has been collected through questionnaire and findings have been theoretically presented. The paper reveals that consumer behavior is largely effected by place, product, price, promotion, physiological and psychological factors. However, effect of these factors also differs from product to product. The study was conducted in different areas of

the Chennai city and a sample of 175 respondents was collected to identify their appreciation level. Therefore, this study has reported about the consumer brand preference of skincare product soap in Chennai region.

1.INTRODUCTION

Fast-moving consumer goods (FMCG), also known as consumer-packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Consumer package goods is considerably a large sector in the Indian economy. Fast moving consumer goods refer to items that are purchased and consumed frequently by consumers. The main thing is the absolute profit made on FMCG products is small, they generally sell in large quantities, so the cumulative profit on such

products can be large. The first concrete evidence we have of soap-like substance is dated around 2800 BC., the first soap makers were Babylonians, Mesopotamians, Egyptians, as well as the ancient Greeks and Romans. All of them made soap by mixing fat, oils and salts. In 1918, Mr. Jamshedji Tata set up India's first indigenous soap manufacturing unit when he purchased the Coconut Oil Mills at Cochin Kerala. Mills crushed and marketed coconut oil for cooking and manufactured crude cold process laundry soaps that were sold locally and it was renamed The Tata Oil Mills Company and its first branded soaps appeared on the market in the early 1930's. Further after some decades many types of soaps came to market. In this study there are four different types of soap brands are selected to find the result they are Hamam, Lifebuoy, Medi mix and Lux.

2.REVIEW OF LITERATURE

Jayanthi (2017) FMCG companies play a significant role in our daily lives. From tooth paste, soaps, daily use items etc. FMCG companies have overwhelmed the Indian market and are set to grow further. The FMCG industry has seen some

large players but disruption by new players has likewise changed the Indian scenario.

Acikgöz (2018) stated that deciding on the right products to offer to the target market is a demanding and crucial task that requires comprehension and knowledge into the customer's needs, wants and demands.

Deepa and Chaundary (2017) observed that product quality, brand image and trust are the most important factors influencing consumers' decision making in selecting Patanjali products.

Islam, M.R. et al. (2015) have found that the factors consumers consider for their purchasing decisions are brand image, cost and commitments, distinctiveness, prestige, customer relationship. Except distinctiveness, individuals with various education levels do not show different perceptions on these identified factors.

Malhotra (2014) stated that the paper focuses on marketing of fast moving consumer goods. FMCG are generally low profit margin products and therefore sold in large quantities. Subsequently, it is imperative to concentrate on how to improve brand value for the customers as many brands are

accessible for the same categories of products.

Agarwal (2014) suggested that consumer behavior research is the scientific investigations of the processes consumers use to select, secure, utilize and dispose of products and services that fulfil their needs. Firms can satisfy those requirements only to the extent they comprehend their customers.

B.Nagaraju and Thejaswini H.D (2016) identified that consumers mostly buy green products because it boost their health and they have positive attitude towards it. Product labels and outdoor advertisement play a major role in informing them about environment friendly products.

3.OBJECTIVES OF THE STUDY

- To find out particularly which brand soap the consumer preferred the most.
- To know the reason for a switch over from one brand to another.
- To study the factors that influences the buyers to buy different soaps.

- To find out the monthly average expenses on soap by consumers.

4. MATERIALS AND METHODS

A. RESEARCH METHODOLOGY

The descriptive research design is adopted for this project for the present study. To measure the perception of consumers towards soap brands those are widely using in Chennai has been considered in the study.

B. Data collection

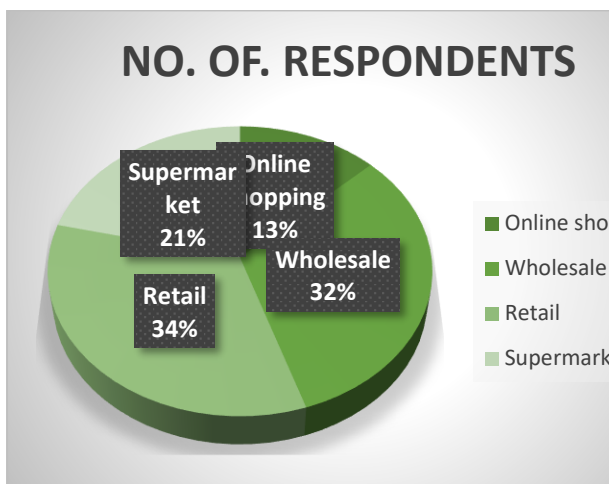
- Sample Size : 175
- Location : Chennai
- Target people : customers of supermarkets and small shops

5.DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS TABLE:1 TABLE SHOWING FAVOURITE BRAND SOAP OF THE RESPONDENTS

OPTI ONS	NO. OF. RESPOND ENTS	PERCEN TAGE
Hama m	18	10.3
Life buoy	60	34.3
Lux	67	38.3
Medi mix	30	17.1
TOTA L	175	100

30- 40	32	18.29
Abov e 40	1	0.57
TOT AL	175	100

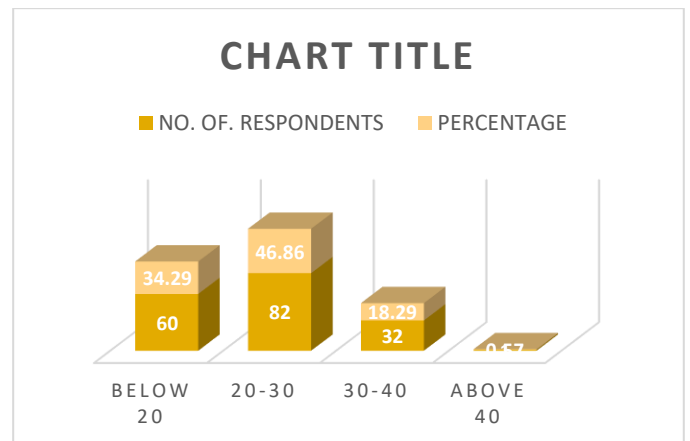


INFERENCE

Therefore, the majority (38.3%) of the respondents for Lux as a favorite soap.

TABLE:2 TABLE SHOWING AGE OF THE RESPONDENTS

AGE	NO. OF. RESPOND ENTS	PERCENT AGE
Belo w 20	60	34.29
20- 30	82	46.86



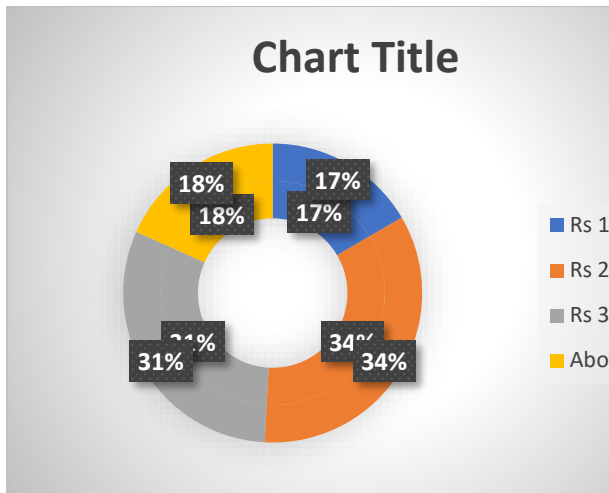
INFERENCE

Majority of (46.86%) the respondents or in the age group of (20-30) years

TABLE:3 TABLE SHOWING CONSUMERS SPENDING ON SOAP PER MONTH OF THE RESPONDENTS

OPTI ONS	NO. OF. RESPOND ENTS	PERCEN TAGE
Rs 100- 200	29	16.6
Rs 200- 300	60	34.3
Rs 300- 500	54	30.9

Above 500	32	18.3
TOTAL	175	100

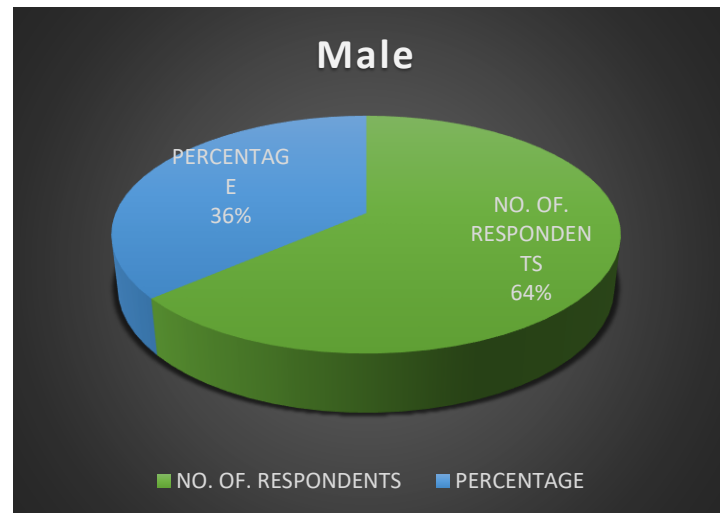


INFERENCE

majority of (34.3%) of the consumers spending Rs 200-300 on soap per month.

TABLE:4 TABLE SHOWING THE GENDER OF THE RESPONDENTS

GEN DER	NO. OF. RESPONDENTS	PERCENTAGE
Male	108	61.71
Female	67	38.29
TOTAL	175	100



INFERENCE

From the sample it can be concluded that majority (64%) of respondents are male compared to female

STATISTICAL ANALYSIS

Chi-Square Test 1

Null Hypothesis (H0): There is no significant difference between age of respondents and their favorite soap brand.

Alternate Hypothesis (H1): There is a significant difference between age of respondents and their favorite soap brand

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.406 ^a	9	.595
Likelihood Ratio	7.690	9	.566
Linear-by-Linear Association	1.475	1	.224
N of Valid Cases	175		
a. 5 cells (31.3%) have expected count less than 5. The minimum expected			

INTERPRETATION

Since p value 0.5 is greater than 0.05 null hypothesis is accepted and alternate is rejected Hence, there is no statistically significant association between age of the respondent and which is the favorite brand of soap.

Anova

ANOVA					
gender					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.677	3	.226	.949	.418
Within Groups	40.671	171	.238		
Total	41.349	174			

INTERPRETATION

Since p value 0.418 is greater than 0.05. we accept the null hypothesis and reject the alternative hypothesis. Hence there is no significant difference between age of the respondents and the source for purchase decision.

6.FINDINGS

- Majority (46.86) of the respondents are in the age group of 20-30 years
- Majority (61.71) of the respondents are male compared to female
- Majority (39.43) of the respondents are business persons in occupation
- Majority (48.57) of the respondents are earning Rs 20,000- 40,000 per month
- Majority (38.29) of the respondents are Lux as their favorite soap.
- Majority (32.55) of the respondents are herbal ingredients is the quality consumers want in their soap
- Majority (37.71) of the respondents are magazines is the most influence of their purchase decision

7.SUGGESTIONS

- Consumers are making purchase decision on magazines and advertising promotion so, the soap manufacturing companies have to give importance for advertising.
- Digital technologies also enable marketers to collect and analyze increasingly complex data on consumer's buying patterns and personal characteristics.
- On the other hand, the same technologies enable consumer to find more information about products and services, including prices, more easily, efficiently, and, for the most part, from the comfort of their own home.
- Mostly Some of the consumers want ecofriendly soap to protect the environment so the soap companies have to work on it.

CONCLUSION

The consumers are very much aware about each and every product or services offered by the seller and its possible impact. In this age of

digitalized era, consumers are quite conscious about the product or service they choose for the satisfaction of their wants There is need of more promotion and awareness from the side of the manufacturers and marketers so that the perception level can be increased. Price gets reduced by the FMCG producers so that there must be chance for more people to know about that product increase their interest in purchase of more eco-friendly products also. consumers are purchasing products in quantity basis so manufacturers have to give importance in that process. Mostly consumer prefer popular soap category which is having a mix bag of good pricing and good quality. Most people like HUL products because it has got varieties of products and also assurance of good quality and it caters in all the categories of soap markets.

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