

A Study On Consumer Buying Behaviour Towards Bathing Soap

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Abstract: Marketing is one of the most important aspects of a business Products. Marketing is the activity of getting people aware of and interested in a brand and its products, often by promoting its offerings so that customers perceive them as valuable or desirable. The consumers are very much aware about each and every product or services offered by the seller and its possible impact. In this stage of digitalized era, consumer is quite conscious about the product or services they choose for the satisfaction of their wants.

Keywords: Consumer, Buying, Marketing and Behaviour

I. THE 4PS OF MARKETING

The 4 Ps of marketing is a popular framework for understanding the areas involved in marketing strategy. Sometimes known as the marketing mix, the four Ps of marketing — product, price, place and promotion — are vital to every good marketing campaign.

✓ PRODUCT

Product is the good or service that the company is offering. Quality products should be able to satisfy customer needs, while also being able to satisfy customer demand. To effectively market a product, marketers need to pinpoint the value it brings to the customer and why customers would want it. The marketing team can start working on campaigns once these, and many other, questions are answered.

✓ PRICE

Price is obviously a large factor in to whether a consumer buys your predictor goes to a competitor. Good marketing teams rely on industry research to appropriately price their products so they boost their market share and reach more happy customers.

✓ PLACE

It's critical that marketing professional's take place — both digital and physical— into account when marketing a product. Marketing teams need to be hyper-aware of where they're marketing to truly optimize their efforts.

✓ PROMOTION

Promotion includes the advertising, promotional strategy and public relations surrounding a product. With some help from market research, marketing executives should be able to know when to target their audience and through which medium. Executing the promotion step of the marketing mix is vital because it helps to build fervour for a product and brand awareness.

II. CONSUMER BUYING BEHAVIOR IN MARKETING

Consumer buying behaviour is the process and actions individuals undertake when making purchasing decisions. It begins with the recognition of a need or wants, followed by an information search, evaluation of alternatives, purchase decision, post-purchase evaluation, and potential repurchase or disposal. It plays a vital role in marketing, allowing businesses to comprehend why and how consumers select specific products or services. By studying consumer behaviour

marketers gain valuable insights into the factors that impact purchase decisions, including personal preferences, needs, motivations, and external influences like social, cultural, and economic factors. Armed with this knowledge, businesses can develop effective marketing strategies, customize offerings to meet consumer needs and create targeted campaigns that resonate with their audience.

III. PROFILE OF BATHING 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. Soap cause particles that cannot be dissolved in water to became water-soluble. They attach to soap.

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, humam soaps, lux soaps, rexon soaps, specially flavored soaps, medical 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 standards, 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 either for domestic use commercial purposes.

STATEMENT OF THE PROBLEM

This study focusing on consumer buying behavior, should identify the specific reasons in understanding preferences and purchasing decisions related to soap products, and also this project aims to investigate the consumer buying behaviour of soap products and focusing on the factors that influence purchase decisions.

OBJECTIVES OF THE STUDY

- ✓ To study the influence of various sources of information on consumers buying behaviour.
- ✓ To see the awareness level of the consumer in reference to soap market.
- ✓ To know the reason for a switch over from one brand to another.
- ✓ To check consumer reliability about the soap

IV. REVIEW OF LITERATURE

Previous research regarding online buying behaviour of consumers focused on developed countries. Very little research has been carried out on developing countries (*Adnan, H., 2014*).

Yuan Xu et al. (2015) stated in their conference paper about their research study on Alibaba.com that business managers should consider perceived risk as important as other factors such as price.

Al-Debei (2015) stated in their study about consumer attitudes towards online shopping that it is developed with the existence of elements such as trust and perceived benefits.

Ariffin et al. (2018), however, defined that there are several types of perceived risk from the consumer perspective. The perceived risks are financial risk, product risk, security risk, time risk, social risk and psychological risk.

Singh et al. (2019) argued in "Psychological antecedents of apparel-buying intention for young Indian online shoppers" that there are several psychological factors that influence the decision of involvement in online buying such as, attitude, motivation, perception, personality, perceived value etc.

Age of the respondents

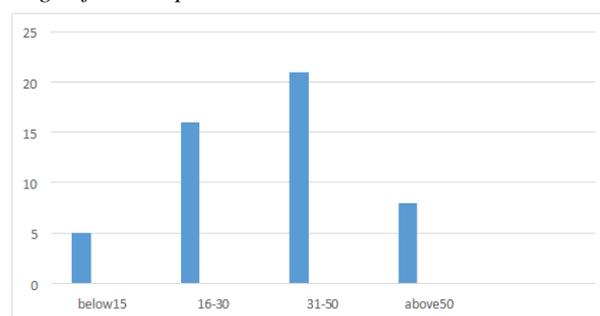
S. No.	Age	No. of Respondents	Percentage (%)
1	Below15	5	10
2	16-30	16	40
3	31-50	21	30
4	Above50	8	14
	Total	50	100

Table no. 1: Analysis Of consumer buying behaviour

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.

Age of the Respondents



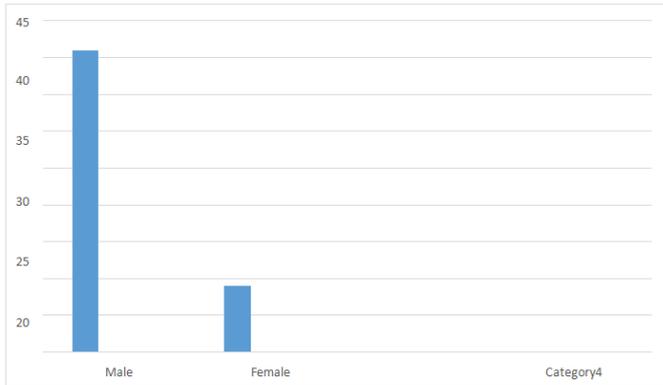
S. No	Gender	No of Respondents	(%) Percentage
1	Male	41	82.0
2	Female	9	18.0
	Total	50	100

Table No.2: Gender of the Respondents

INTERPRETATION

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

Gender of the Respondents



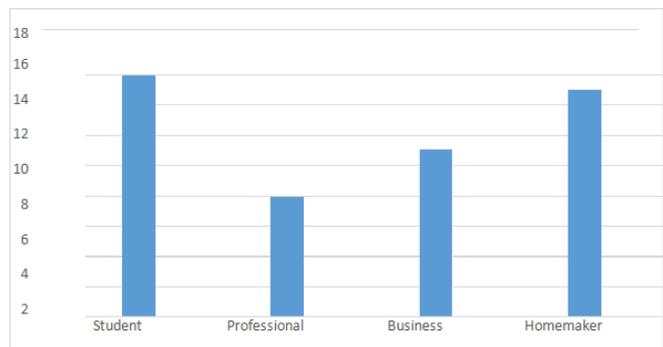
S.no	Occupation	No of Respondents	Percentage (%)
1	Student	16	32
2	Professional	8	16
3	Business	11	22
4	Homemaker	15	30
	Total	50	100

Table No.3: Occupation Of The Respondents

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.

Occupation of the Respondents



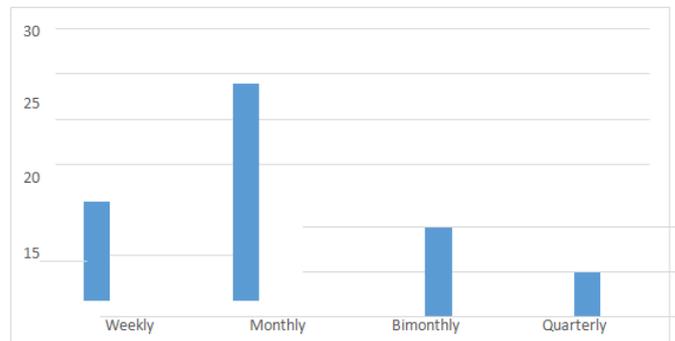
S. No	Frequency of Purchase	No of Respondents	Purchase (%)
1	Weekly	11	22
2	Monthly	24	48
3	Bimonthly	10	20
4	Quarterly	5	10
	Total	50	100

Table No.4: Frequency of Purchase

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.

Frequency of Purchase



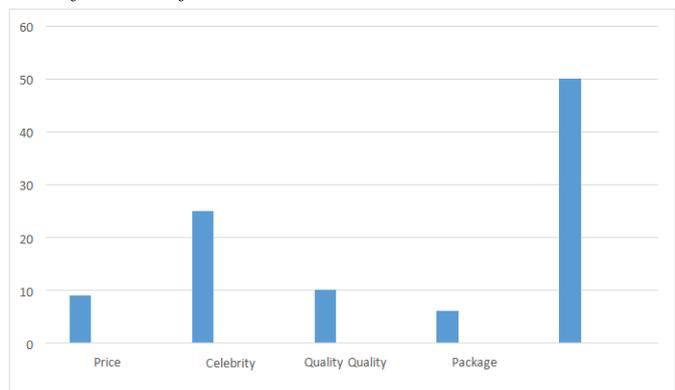
S.No	Influences of Purchase	No of Respondents	Percentage (%)
1	Price	9	18
2	Celebrity advertisement	25	50
3	Quality Quantity	10	20
4	Package	6	12
	Total	50	100

Table No. 5: Influences of Purchase

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, and 12.0% of the respondents are influenced by package.

Influences of Purchase



S.No	Awareness of the Soap	No of Respondents	Percentage (%)
1	Yes	35	70
2	No	15	30

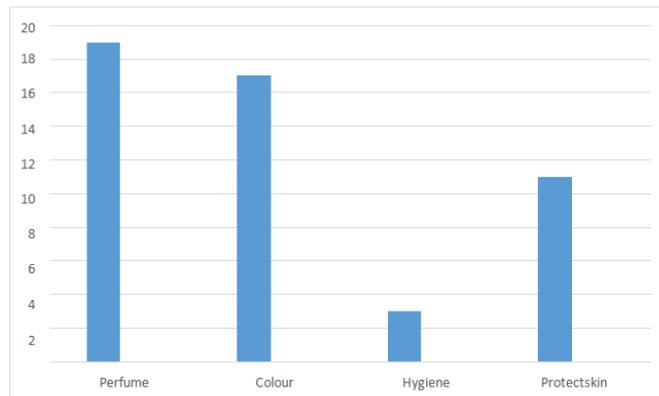
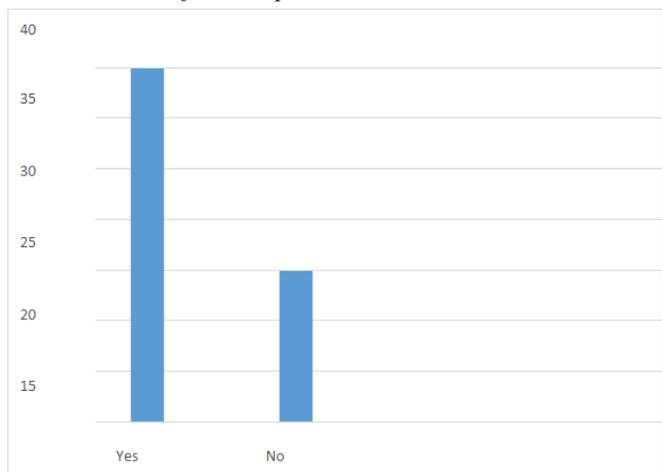
	Total	50	100
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Table No.6: Awareness Of The Soap

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

Awareness of the Respondents



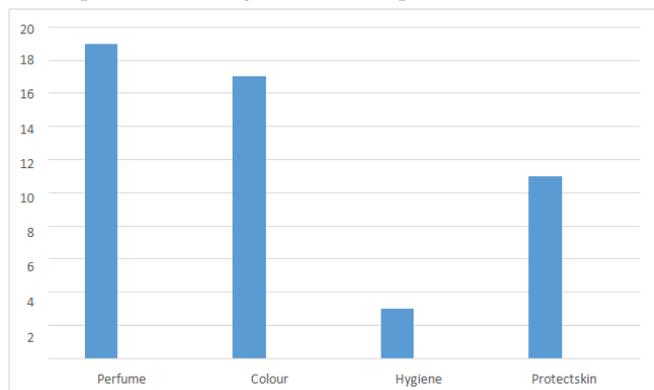
S.No	Linking Towards Soap	No of Respondents	Percentage (%)
1	Perfume	19	38
2	Colour	17	34
3	Hygiene	3	6
4	Protectskin	11	22
	Total	50	100

Table No.7: Respondents Liking Towards Soap

INTERPRETATION

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

Respondents Liking Towards Soap



V. FINDINGS

- The following are the findings of the study
- ✓ 40% of the respondents are 16-30 age people.
 - ✓ 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.
 - ✓ 50.0% of the respondents are influenced by celebrity advertisement.
 - ✓ 70.0% of the respondents say that they have the awareness of the product.
 - ✓ 38.0% of the respondents like its perfume.

VI. SUGGESTIONS

The following are the suggestions offered by the Researcher

- ✓ To make advertisement viable organization ought to utilize big names in promotion and there ought to be activity and excite in advertisement that draws in watcher.
- ✓ Company can consider introducing accumulated in prime areas for the deceivability.
- ✓ The organization ought to spent more on advertisement that is daily paper, hoardings, street appears, nearby TV spot system.
- ✓ The organization ought to attempt to draw in the consideration of the client towards the advertisement.
- ✓ Newspaper is the media through which the greater part of the client could think about soap. So organization ought to accentuation on this mean of advertisement to make mindfulness.

VII. CONCLUSION

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

banded promotions of majority of the respondents purchased the soap from super markets and other from fancy shops buying wanted. The consumers are very much aware about each and every product or services offered by the seller and its possible impact. In this stage of digitalized era, consumer is quite conscious about the product or services they choose for the satisfaction of their wants.

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