

A STUDY ON THE CONSUMER BEHAVIOUR IN RURAL MARKET ON SANTOOR SOAP IN CHANDRAPUR DISTRICT

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ABSTRACT

This paper has concentrated its attention on factors liable for consumer's preference of bath soap usage in rural areas of Chandrapur district such as quantity, price, promotion, quality, size, and brand and celebrity endorsement etc. More than 69% population of India is living in rural area. Rural population is mainly depend on agriculture and allied industries income rural economy plays a vital role in development of Indian economy. Increasing income and business opportunities including agro based startups in rural areas have generated and expanded the purchasing power of rural consumers. The Indian bath/toilet soap industry includes 10 most popular brands with combine annual revenue about \$20 billion and also spread all the major urban and rural area. India per capita consumption of soap is near about 500 grams Per annum. This study is attempted to cover the various factors that influence the buying behavior of consumers who plan to buy bath soap. Fast Moving Consumer Goods (FMCG) sector is the fourth largest sector in India touching everybody life's in everyday. The rural area of Chandrapur district in India has been investigated to examine the thoughts of the rural consumers. Discussion, interview and questionnaire gave the required information to investigation.

Keywords- Rural economy, purchasing power, per capita income, consumption

INTRODUCTION

Consumer behavior is defined as decision process activities of people that undertake choosing, consuming and disposing of product and services. The study and analysis of consumer behavior does not only include determinants for buying but also the consumption process of the consumer at large. In the entire process of buying consumer get driven by factors influences buying behavior such as psychological, social, cultural and personal factors. Among the fast moving consumer product aggressively advertised, bath soaps are in the top of the list. Although, bath soap's basic function is to clean the body dust and dirt, the advertisements confer exotic qualities to it. Bath Soap is a vegetable margarine, coconut oil, olive oil, distilled water, sodium hydroxide and other liquid oils like almond oil, grape seed oil or sunflower oil salt of a fatty acid. Bath Soaps are mainly used as bathing. Soaps are marketed mainly in two ways either by giving importance to beauty aspect such as Hindustan UniLevers Dove soap or bacterial properties such as Dettol and savlon. Different factors are liable for purchase of these two varied soaps (beauty, natural or herbal, chemical free and anti-bacterial).. This research paper is basically focused on influencing factors on rural consumers of Chandrapur district buying

behavior towards the bath soap on the basis of demographic, psychographic and behavioral factors.

OBJECTIVE OF THE STUDY

- 1) To study the consumer perception towards Santoor bath soap.
- 2) To identify the factors considered before buying Santoor bath soap.
- 3) To identify the Santoor soap attributes having best range of prices, promotion, attractive packing and availability.
- 4) To evaluate the satisfaction level of users with respect to their present Santoor brand

BOOK REVIEW

Peter & Olson, (1990). Consumer behavior will be evaluated based on consumer beliefs, values and experiences.

Dr. Dharam Sukh Dahiya (1996) found that purchasing a particular brand requires consumers to have a positive attitude towards advertising.

Nivas Shirur, (1999) It is also a clear fact that the average Indian consumer is always willing to pay more or higher price for quality products rather than settling for poor quality or existing low quality products.

Shekhar Trivedi, (2000) Consumers are happy to comment and compare products based on their price tag.

Debasis Bhattacharya (2002). They develop "risk reduction" strategies to increase confidence in purchasing decisions.

Dr. Savard, W.K. (2002). The increase in household disposable income has led to greater choice in FMCG selection based on price perception.

D. P. S. Verma (2003) In the FMCG industry, factors such as quality, price and availability play an important role in purchasing decisions. News. Trump, S.A. (2003). However, age and other demographic variables have been shown to influence consumers' attitudes and cognitive behavior.

Dr. A.Vinayaga Moorthy (2007) urban consumers He stated that he preferred their products. Anthony George, (2007). Brand usage and brand awareness are interrelated.

According to the research conducted by Kotler and Armstrong (1989), the impact of purchasing behavior is a combination of marketing and personal characteristics. Research shows that the marketing mix plays an important role and influences consumer behavior. Therefore, it is important to monitor and adjust the marketing mix appropriately to gain customer awareness of a particular brand

Gupta, A. K. and Wilemon, D. (1988) believe that marketing mix has a strong and positive relationship

onship with brand choice and consumer purchasing behavior. The price of the product will vary depending on the market and the customer's opinion. It can affect the perceived value of the brand. S. Dhanalakshmi, Dr. M. Ganesan (2015) stated that there are significant differences between different income groups, especially today when the cost of work is high. This situation can be attributed to the lifestyle adopted by different economic groups. Surprisingly, participants paid most attention to the bath soap advertisement. The quality and cost of the newly completed equipment made them preferable to the replacement type. This needs to be carefully examined by business people. Another concern is that many people find gift soaps satisfactory even if they want to use the same product for a long time. In this respect, FMCG companies need to explain ways to satisfy buyers. Moreover, deep penetration into urban areas is important to unlock growth potential, especially in the value segment. Therefore, new products, good sales and distribution are important for FMCG products to become leaders in the market.

RESEARCH METHODOLOGY

The present study is based on descriptive research design as we wish to establish association between social media recruitment and perception of rural consumers and other various factors hypothesized to be influencing it. Sampling Method: The questionnaires were only distributed among the consumers who are using toilet soap including santoor soap at home. Care was taken to ensure that the sample would cover adequately all the leading brands in the study. The sampling method used was convenience sampling. The size of the sample was selected from 94 respondents covering all the leading toilet soap brands including santoor used in Chandrapur District area. Demographic variables are also included in the proposed model.

Prior research consists of primary data collected by the researcher. This is usually done after the researcher has gained some understanding of the problem by reviewing secondary research or analyzing previously collected primary data. Business research can be done through a variety of methods, including surveys and personal interviews or experiments and direct observations. Here the survey is the main source of data collected in the research. The research will be conducted in supermarkets, community stores and online.

DATA ANALYSIS

1) ACCORDING TO CURRENT SOAP USE

PARTICULAR CURRENT SOAP USE	NO. OF RESPONDENTS	PERCENTAGE
SANTOOR	42	44
LUX	21	22
LIFEBUOY	15	15
OTHER	16	19
TOTAL	94	100

From the above table it is clear that 44% of respondents are using santoor soap 22% of respondents are using lux toilet soap , 15% of respondents are using lifebuoy toilet soap and 19% of respondents are using other brands of soap for bathing.

2) AGE

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
ABOVE 18	19	20
18-28	22	23
28-38	24	25
38-48	16	18
48 AND ABOVE	13	14
TOTAL	94	100

From the above table it is clear that 20% of respondents are above 18 years of age, 23% of respondents are in the age group of 18 to 28 years, 25% of respondents are in the age group of 28 to 38 years, 18% of respondents are in the age group of 38 to 48 years and 14% of respondents are in the age group of above 48 years.

3) INCOME

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
5,000-10,500	29	30
10,500-15,500	31	33
15,500-20.500	18	19
20,500 & ABOVE	16	17
TOTAL	94	100

From the above table it is clear that 30% of respondents are in the income range of 5,000 to 10,500, 33% respondents are in the income range of 10,500 to 15,500, 19% of respondents are in the income range of 15,500 to 20,500 and 17% of the respondents are in the income range of 20,500 and above.

4) PROFESSION

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
STUDENT	33	35
EMPLOYEE	46	49
SELF EMPLOYED & OTHER	15	16
TOTAL	94	100

From the above table it is clear that 35% of respondents are students, 49% of the respondents are employees and 16% of respondents are self employed or doing any other type of business.

5) HOW LONG USE OF SANTOOR SOAP

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
FROM 1 YEAR	27	28
2-5 YEARS	31	34
5 YEARS AND ABOVE	36	38
TOTAL	94	100

From the above table it is clear that 28% of respondents are using santoor soap from last one year, 34% of respondents are using santoor soap from last 2 to 5 years and 38% of the respondents are using santoor soap from more than five years.

6) RATING OF PRODUCT

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
SATISFACTORY	30	32
GOOD	31	33
EXCELLENT	33	35
TOTAL	94	100

From the above table it is clear that 32% of the respondents are satisfied with santoor soap, 33% of the respondents are given good rating to santoor soap and 35% of respondents marked excellent to santoor soap.

7) COST OF THE PRODUCT

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
HIGH COST	12	13
LOW COST	11	13
SATISFACTORY	61	64
TOTAL	94	100

From the above table it is clear that 13% of respondents mentioned santoor soap cost is high, 13% of respondents are mentioned santoor soap cost is low and 64% of respondents are mentioned santoor soap cost is satisfactory.

8) AVAILABILITY ISSUE

PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
EASY AVAILABLE	69	74
AVAILABLE ON DEMAND	15	15
ISSUE IN AVAILABILITY	10	11
TOTAL	94	100

From the above table it is clear that 74% of the respondents are said soap is sassily available, 15% of the respondents are said soap is available on demand and 11% respondents are said that soap issue in availability.

9) USE IN FAMILY

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	79	84
NO	15	16
TOTAL	94	100

From the above table it is clear that 84% of respondents use santoor soap in entire family and 16% of respondents are not using santoor soap in the entire family.

10) FROM WHERE KNOW ABOUT PRODUCT

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
ELECTRONIC MEDIA	54	57
PRINT MEDIA	30	32
OTHER SOURCE	10	11
TOTAL	94	100

From the above table it is clear that 57% respondents are come to know about soap from electronic media, 32% respondents are come to know about soap from print media and 11% respondents are come to know about soap from other sources.

11) SATISY FROM THE PRODUCT

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	61	64
NO	34	36
TOTAL	94	100

From the above table it is clear that 64% of respondents are fully satisfied with santoor soap and 36% of respondents are not satisfied with santoor soap.

12) USING OF SANTOOR SOAP

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
ATTRACTIVE PACKNG	05	5
SHAPE & SIZE	06	6
COLOUR	06	6
FOAM	09	9
FRAGRANCE	10	11
SOFTNESS TO SKIN	07	8
SKIN PROTECTION & DIRT REMOVAL	07	8

PRICE	23	24
DURABILITY	21	23
TOTAL	94	100

From above table it is clear that 5% of respondents are attracted towards santoor soap packing, 6% respondents are attracted towards its shape and size, 6% respondents like color of santoor soap, 9% respondents are attracted towards santoor soap foam, 11% respondents like soaps fragrance, 8% of respondents are said soap is soft to skin, 8% respondents said soap is helpful in removing dirt and gives protection to skin, 24% respondents said price of santoor soap is very attractive feature and 23% respondents said that santoor soap is very durable.

FINDINGS AND CONCLUSION

The findings emerged from this study are as follows,

1. The consumers consider the unique ingredients of a Santoor soap and its impact on skin and price while making a brand choice decision,
2. Santoor is the most preferred common brand used by both men and women which comes in the popular category.
3. More than half of the respondents knew only 4 to 6 brands of toilet soaps. From the remaining ones, approximately equal number of respondents knew less than five and more than ten brands. The education level of the consumers has a positive bearing on the brand awareness.
4. Most of the consumers have a high positive image and perception of their present brand. They felt that it is the best one and market leader in its category.
5. A strong brand loyalty on certain brands as they are using the same brands over 5 years. The reasons cited by respondents for brand switching are mainly better quality and cheaper price of the new brand and inferior performance of the old brand. Surprisingly, most of respondents are attracted towards advertisements of new brands.

CONCLUSION

The regular users had never felt that the brands were at a high price since none of the respondents showed that the price was high for their brands. The respondents search for the skin protection characteristic while fragrance has the second priority for the brand selection. Then consumers prefer for the softness and then by ingredients and moisturizing effect. The study indicates that the consumers are more conscious on the perception of price and product characteristics of the brand at the point of purchase.

Respondents gave the least importance to advertisements of new toilet soaps. Quality and price of new brands motivated them to brand switching. This will be very useful and carefully studied by the marketers. It was observed that most of the respondents were attached to a particular brand and using the same brand for a quite long period.

The new product innovation, the smart, soft and flexible merchandising and distribution will have to be the key importance area for products to continue to become market leaders in the Toilet soap industry.

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