

An Empirical Study on Consumer Buying Behavior on FMCG Product of Bathing Soap With Reference to Coimbatore City

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Abstract:

The FMCG Sector is an important element in human society. It has been part of routine body care among great numbers of people. People consider price and quality the most important factors in purchasing bathing soaps. In this study, 160 respondents were taken, data was collected through a questionnaire, and various statistical tools were applied to arrive at the result. Thus, this paper outlines the different age groups of bathing soap users and their buying behavior. Marketers may use this finding to design marketing strategies for bathing soaps.

Keywords: FMCG, Buying behavior, Bath soap, Brand.

Introduction

Fast-moving consumer goods are popularly known as consumer-packaged goods (CPG). The Indian soap industry about 700 companies with a combined net revenue of about \$17 billion. Major companies in this industry include divisions of P&G Dial. Soaps are categorized into men's soaps, ladies' soaps, baby soaps, and some soaps like glycerin soaps, sandal soaps, medical soaps, flavored soaps, etc. Here, I specifically took bathing soap which comes as one of the FMCG products. Introducing a new bathing soap involves market research, identifying consumer needs, and creating a unique selling proposition.

reach a broader audience and offer convenient purchasing options for consumers.

Limitations of the study

- The time of the study was limited.
- The number of respondents was limited to 160 only.
- This study was conducted in Coimbatore city. So, it applies only to Coimbatore.

Statement of the problem

The buying decision depends on the type of products that they need to buy. Human buying behavior is linked to personal thinking, social expectations, and motivation. In the FMCG industry, the bath soap market faces challenges related to shifting consumer preferences, increased competition, and innovative product offerings. Economic fluctuations can impact consumer spending habits, affecting the purchasing power of bathing soaps. Building and maintaining brand loyalty is a constant challenge.

Objectives of the Study

- To understand the consumer preferences on brands of bathing soap.
- To analyze effective distribution and promotional strategies.
- To enhance product recognition and loyalty among consumers.
- To identify the product with the best price range, attractive packaging, and easy availability.

Review of Literature

- **Mahalingam & Kumar (2023)** analyzed consumer behavior towards selected FMCG in Coimbatore city and concluded that new product introduction in market helps the companies for branded product in market.
- **Aggrwal (2022)** Suggested that consumer behavior research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs.
- **Jacoby, o'sen & Haddock (2021)** "The effects of three variable price, composition difference &

Scope of the study

- FMCG companies often build strong brand loyalty through effective marketing and quality products.
- Innovations like new formulations, fragrances, and packaging allow companies to differentiate their products and stay competitive.
- E-commerce provides an additional avenue for sales. Online platforms enable companies to

brand image on the perception of the brand quality.

Research Methodology

Research is a specific and systematic search for information on a specific topic. Research is an art of scientific investigation where research comprises defining and redefining problem formulation suggestion (or) solutions and evaluating data.

Method of Data Collection: The data collected for this study is

Primary Data: The primary data are collected through structured questionnaires.

Secondary Data: Secondary data is a data collected from websites and records.

Area of Study: This study was conducted in Coimbatore city.

Sample size: 160 respondents residing in Coimbatore city were selected for the study.

Tools used for Analysis: Data analysis tools are Simple percentage and Chi-square test.

Data Analysis and Interpretation

Percentage analysis

Table 1: Age of the respondents

Age (years)	Respondents	%
Below 20	24	15.7%
20-25	84	52.8%
25-30	22	14.5%
Above 30	30	17%
Total	160	100%

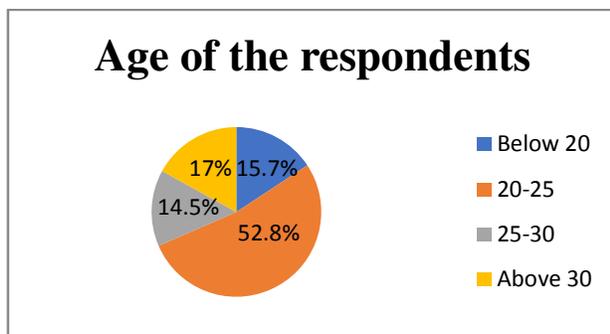


Fig 1: Age of the respondents

Interpretation

It is interpreted that majority (52.8%) of the respondents are in the age group of 20-25 years.

Table 2: Strategy that influence the purchase of the respondents

Strategy	Respondents	%
Family	101	63.5%
Celebrities	12	7.5%
Friends	13	8.2%
Social Media	34	20.8%
Total	160	100%

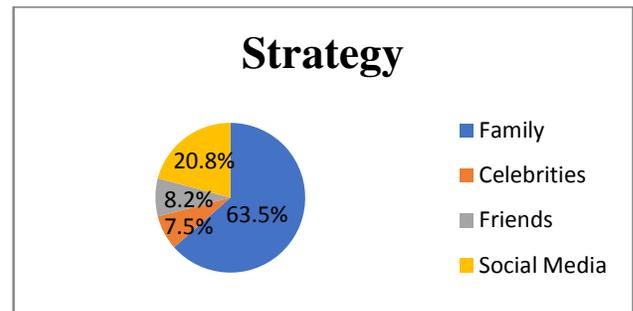


Fig 2: Strategy that influence purchase of the respondents

Interpretation

It is interpreted that majority (63.5%) of the respondents say Family recommendations influence them to purchase the Bathing soap.

Chi-square analysis

Chi-square analysis formula:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Degree of freedom: (r-1) (c-1).

H₁: There is a significant relationship between Gender and satisfaction towards Qualities in bathing soap.

Table 3: Chi-square

O	E	(O-E) ²	(O-E) ² /E
10	10.85	0.7225	0.06
22	16.27	32.775625	2.01
24	25.18	1.41015625	0.05
6	9.68	13.59765625	1.40
18	17.15	0.7225	0.04
20	25.72	32.775625	1.27
41	39.81	1.41015625	0.03
19	15.35	13.59765625	0.88
160	160	97.011875	5.74

Result: Calculated chi-square value is (5.74) less than (16.919) table value. Hence the hypothesis is accepted (H_1).

Findings

- It was found that the majority (52.5%) of the respondents are in the age group of 20-25years.
- Majority (61.1%) of the respondents are Female.
- It was found that the majority (52.5%) of the respondents are Students.
- Majority (54.7%) of respondents' monthly income is less than 15000.
- It was found that the majority (34%) of respondents use Hamam Soap.
- It was observed that most (58%) respondents buy bath soap from supermarkets.
- The study shows that the TV advertisement attracts the majority (85.8%) of the respondents.
- It was found that most (63.6%) of the respondents purchase the bath soap monthly.
- The average expenses spent on bathing soap by the majority (51.9) of the respondents are between (Rs.35- Rs.50).
- Respondent states that family recommendations have the majority (64.2%) influence their bath soap purchase.
- Majority (53.7%) of respondents say they do not switch brands.
- It was found that the majority (83.2%) of the respondents think branding is necessary for the products to be sold in the market.
- It was found that the majority (29.6%) of respondents think variety is the reason for purchasing a particular brand.
- Majority (71.6%) of respondents do not purchase bathing soap online.
- Majority (75.3%) of the respondents say yes, that the quality and packaging of a bathing soap influence the purchasing decision.
- It was analyzed that the majority (41.4%) of the respondents had used the particular brand for over 2 years.
- The study interprets that the majority (52%) of the respondents think promotional pricing or discounts affect their soap purchasing decisions.
- Majority (80.9%) of the respondents are loyal to their specific soap brand.
- It was analyzed that the majority (40.7%) of the respondents think natural ingredients are the main quality they look for in a bath soap.
- It was interpreted that there is a significant relationship between Gender and satisfaction towards Qualities in the bathing soap.

Suggestions

- Natural ingredients used soap is better than chemical used soap.
- Maximum retail price & quality is the most important factor in buying bath soap.
- Shapes, flavours and fragrances can be introduced to feel fresh.
- Advertisement and social media influence the branding to consume more products under FMCG.

Conclusion

It is concluded that the buying behavior of FMCG products in bathing soap is unquestionable. It has shaped how brands connect with their customers. This research is aimed to assess customer preference and satisfaction level while purchasing bath soap. Many new companies are building their new role and finding a new place in this industry. Traditional advertising channels like TV ads, radio, and Newspapers help people purchase bath soap.

References

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