

A Study on Consumer Behavior Related to Different Bathing Soap Brands

Ms.Jayalakshmi.B¹, Mr.Tharanish.S²

1.Assistant Professor, Department of B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

2.III [B.Com](#) CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

Abstract

This study focuses on understanding the consumer behaviour towards different bathing soap brands. Bathing soap is an essential personal care product used by people of all age groups. The study mainly aims to identify the factors that influence consumers while selecting bathing soap brands such as price, quality, fragrance, brand image and advertisements. The findings of the study reveal that fragrance and quality are the most important factors influencing the purchase of bathing soaps. The study also shows that social media plays a major role in creating brand awareness among consumers. Among the various brands, Dove soap is preferred by a majority of the respondents. The study further highlights that promotional schemes influence consumers' buying decisions to a certain extent. The results of the study will be useful for marketers to improve product quality, promotional strategies and customer satisfaction.

Keywords: Consumer behaviour, Bathing soap brands, Brand preference, FMCG, Purchase decision, Satisfaction of customer.

Introduction

The study of how consumers select, purchase, and utilize goods to meet their needs is known as consumer behavior. Companies must comprehend consumer behavior in order to determine customer preferences and enhance their offerings. When making decisions about what to buy, consumers are influenced by a number of factors, including price, quality, brand image, advertisements, and personal opinions. Bathing soap is an essential personal care product used by people on a daily basis. In the present market, there are many bathing soap brands available, offering different features like fragrance, herbal ingredients, skin care benefits and affordable prices. Due to the availability of many brands, consumers have a wide choice, which makes their buying behaviour more complex. Nowadays, consumers are more aware of hygiene, skin care and product quality. Advertising, promotional schemes and social media also influence consumers' preferences towards different bathing soap brands. Therefore, it is necessary to study the factors that affect consumer behaviour in the selection of bathing soaps.

Statement of the problem

The study of how consumers select, purchase, and utilize goods to meet their needs is known as consumer behavior. Companies must comprehend consumer behavior in order to determine customer preferences and enhance their offerings. When making decisions about what to buy, consumers are influenced by a number of factors, including price, quality, brand image, advertisements, and personal opinions. Bathing soap is an essential personal care product used by people on a daily basis. In the present market, there are many bathing soap brands available, offering different features like fragrance, herbal ingredients, skin care benefits and affordable prices. Due to the availability of many brands, consumers have a wide choice, which makes their buying behaviour more complex. Nowadays, consumers are more aware of hygiene, skin care and product quality. Advertising, promotional schemes and social media also influence consumers' preferences towards different bathing soap brands. Therefore, it is necessary to study the factors that affect consumer behaviour in the selection of bathing soaps.

Scope of study

The scope of the study is to analyze the consumer behaviour towards different bathing soap brands available in the market. The study focuses on factors such as price, quality, fragrance, brand image, ingredients and advertisements that influence consumers while purchasing bathing soaps. It also examines consumers' awareness, preference, satisfaction and reasons for switching from one soap brand to another. The study is limited to selected respondents in a specific geographical area and is based on primary data collected through a questionnaire.

Objectives of Study

- To study the consumer attitude towards various bathing soap brands.
- To find other factors, which affect bathing soaps buying decision.
- To study the brand preference of consumers.
- To study the influence of price, quality, and advertising on consumers' choice.
- To assess the satisfaction of customers about prior to existing bathing soap brands.

Research Methodology

Research methodology can also be defined as the systematic approach to solving a research problem. It covers study design, data collection procedures, sampling strategies and analytical instruments.

Research Design

The research takes on a descriptive research design to find out the Buying behaviour of consumers toward bathing soap brands.

1.Sources of Data

Data Collection: Primary Data is obtained through the structured questionnaire administered to respondents. Secondary Data: Information from books, periodicals, research papers, company websites, journals, periodicals and other online sources.

2.Sample Size

Convenience sampling technique is employed and 100 respondents are taken as sample size for the study.

Period of study: November 2025 to January 2026

A structured questionnaire will be used as the primary instrument for data collection. The questionnaire will include questions related to Consumer Behaviour, Bathing Soap Brands, Brand preferences, Awareness, Purchase Decision and Satisfaction of Customer.

3.Tools for data Analysis

- Simple Percentage analysis
- Ranking Method

Review of literature

1.Consumer Preference for Bathing Soaps

Balagurusamy et al. (2022)¹ This study highlights that consumers give more importance to quality, fragrance, brand image, packaging, and skin care benefits while choosing bathing soaps. It reveals a clear difference between rural and urban consumers, where rural buyers are more price-sensitive. Urban consumers focus more on product quality and brand value. The study suggests that companies should adjust their marketing strategies to match changing consumer preferences.

2.Consumer Satisfaction with Bathing Soap Brands

Devi M. (2021)² The study identifies quality, fragrance, skin friendliness, and price as the major factors influencing consumer satisfaction. Satisfied consumers tend to stay loyal and recommend the brand to others. Dissatisfied consumers easily switch brands due to high competition in the soap market. Hence, maintaining satisfaction is essential for brand loyalty.

3.Consumer Behaviour of Popular Bathing Soap Brands

Kumar & Devi (2020)³ This study shows that brand switching mainly occurs due to price changes and promotional offers. Only a smaller group of consumers remains loyal because of skin-friendly nature and fragrance. Advertising and promotions strongly influence buying decisions. The authors conclude that competitive pricing and strong marketing communication are vital for market

survival.

Data Analysis & Interpretation

TABLE NO: 1

An Analysis of Consumer Attitude Towards Different Bathing Soap Brands

Personal profile	particulars	No.of Respondents	Percent
What is your overall attitude towards the bathing soap brands you use?	Very positive	28	28
	Positive	42	42
	Neutral	20	20
	Negative	10	10
Total		100	100

Source: Primary Data

TABLE NO:2

Source of Brand Awareness About Bathing Soap Brands

Personal profile	Particulars	No.of Respondents	Percentage
Source of Brand Awareness	Television	10	10
	Social media	42	42
	Friends/Relatives	37	37
	Relatives	11	11
Total		100	100

Source: Primary Data

TABLE NO:3

Reasons for Choosing Bathing Soap Brands

Personal profile	Particulars	No.of Respondent	Percentage
Reason For Choosing Brand	Price	17	17
	Fragrance	40	40

	Quality	29	29
	Brand Image	14	14
Total		100	100

Source: Primary Data

TABLE NO:4

Impact of price, Quality and Advertisement on Buying Decision of consumer

Personal Profile	Particulars	No.of Respondents	Percentage
How much does price,quality,and advertisement influence your choice of bathing soap?	Very much	40	40
	Somewhat	30	30
	Neutral	20	20
	Not at all	10	10
Total		100	100

Source: Primary Data

TABLE NO:5

Customer satisfaction Regarding Bathing soap Brands

Personal Profile	Particulars	No.of Respondents	Percentage
How satisfied are you with the bathing soap brands you have used so far?	Highly satisfied	45	45
	Satisfied	30	30
	Neutral	15	15
	Dissatisfied	10	10
Total		100	100

Source: Primary Data

TABLE NO:6

Rank of promotional schemes for bathing soaps

S. No	Promotional Schemes	Weighted Average	Rank
1	Buy 3 get one free	4.72	6
2	Super Value Pack	4.56	5
3	Gold Scheme	4.36	3
4	Gifts	4.44	4
5	Chance to meet Celebrity	4.24	2
6	Chance of Abroad Trip	4.12	1

Source: Primary Data

Interpretation

According to the study, customers favor experiential marketing plans over conventional ones. The highest-ranking items were the chance to meet a celebrity and the chance of an Abroad Trip, suggesting a strong attraction to thrills and ambitious goals. Conventional promotions like super value pack and buy 3 get one free, on the other hand, were less popular, indicating that they had less of an impact on consumer purchasing decisions.

Findings

The study reveals that most of the consumers have a positive attitude towards the bathing soap brands they use. Fragrance and quality are found to be the most important factors influencing the purchase decision of consumers. Social media plays a major role in creating awareness about different bathing soap brands. The study shows that price, quality and advertisements have a significant impact on consumers' buying behaviour. Majority of the respondents are satisfied with the bathing soap brands they are currently using. Among the various brands, Dove is the most preferred brand by the respondents. Consumers are highly satisfied with the quality and skinfriendliness of the soaps. Promotional schemes influence consumers to a certain extent, but quality remains the top priority. The study also indicates that consumers may switch brands if they get better quality or attractive offers. Overall, the findings show that consumer satisfaction and preference depend mainly on quality, fragrance and brand image.

Conclusion

This research has identified that many different elements affect consumer's emotions toward bathing soap products. Elements that have been identified as having an influence on consumer purchasing decisions when selecting a bathing soap brand include quality, pricing, fragrance, branding, advertisement, and availability. Consumers are becoming inquisitive and more selective in their purchasing habits with respect to bathing soap and are placing more emphasis on skin care and hygiene. There is evidence of loyalty towards certain soap brands, but if the price of an option rises significantly above the level consumers are used to buying for themselves other options may be purchased as a result of special promotional offers, price promotions, and/or dissatisfaction with the product. In conclusion, manufacturers must have an understanding of their customers to develop effective marketing strategies. Therefore, manufacturers should focus on continued quality improvements, customer satisfaction and targeted promotions to improve brand preferences and maintain a competitive advantage in the highly competitive bathing soap market which continues to grow.

References

1. Kotler, P. 2018. Marketing Management, Pearson..
2. Schiffman, L. & Kanuk, L. 2017. Consumer behavior, Pearson..
3. Nair, R.. & Pillai, S.. 2019. Consumer buying behavior towards FMCG products,. International Journal of Marketing Studies..
4. Sharma, V. (2020). A study on consumer perception towards herbal soap brands. Journal of Business Research.
5. Reddy, K. & Kumar, M. (2021). Brand loyalty in bathing soap market. International Journal of Commerce.
6. https://indusedu.org/pdfs/IJREISS/IJREISS_524_78709.pdf
7. https://www.researchgate.net/profile/A-Balagurusamy/publication/360385027_A_Study_of_Consumer_Preferences_towards_Bathing_Soap_market_in_Coimbatore_District/links/627384533a23744a72650689/A-Study-of-Consumer-Preferences-towards-Bathing-Soap-market-in-Coimbatore-District.pdf
8. <https://books.google.com/books?hl=en&lr=&id=Z5PnCwAAQBAJ&oi=fnd&pg=PA84&dq=study+on+consumer+behaviour+related+to+different+bathing+soap+brands+&ots=XMiwjliNyc&sig=4q1YZiZcmHTjoN1wKlkmAv7qTeI>
9. <https://www.academia.edu/download/61302323/BIJ-815020191122-39751-kq8p3p.pdf>
10. https://www.academia.edu/download/34608840/AN_EMPIRICAL_STUDY_OF_INDIAN_CONSUMER-458.pdf