

# A Study On Consumer Buying Behaviour Of Fmcg Products With Special Reference To Bathing Soap In Erode



## Commerce

**KEYWORDS :** Consumer Buying Behaviour, FMCG Products, Bathing Soap, Type of consumer, Influencing factor

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### ABSTRACT

*Fast Moving Consumer Goods (FMCGs) constitute a large part of consumers' budget in all countries. Bathing soap is one of the important products for every one usage regularly. Bathing soaps are fast moving consumer goods that have seen a surge in their sales in the past few decades in India more and more people are opening up to the idea of experimenting and trying out newer bath soap. This study is attempt to cover the various factors that influence the buying decision of consumers who plan to purchase and or used bath soap. The main aim of this research is to find out the consumers buying behavior on bathing soap in Erode. For this purpose, the research has collected 125 consumers by using convenience sampling technique. To attain the research objectives, simple percentage analysis has been used. The research found that majority of the consumers spent above Rs.100 and monthly once purchase behavior.*

### 1. INTRODUCTION

Consumer behavior is defined as activities people undertake when over taking, consuming and disposing of product and services. The study of consumer behavior does not only include reason for buying but also the consumption process of the consumer at large. In the entire process of buying consumer get driven by influences such as felling, motivation, income, lifestyle, opinion, culture, personality etc. The Indian consumer market has higher disposable income, the development of modern urban life style and increase in consumer awareness have affected by buyer behavior in cities, town, even rural areas. According to 2007 report by McKinsey & company, India is set to grow into the fifth largest consumer market in the world by 2025. In this scenario, creating customer loyalty is now a whole new challenge. These demographic shifts have also created the need for leader who can keep pace with change and identify with and predict future demand. This study is basically emphasis on influencing factor on Indian consumer buying behavior towards the bath soap on the basis of demographic, psychographic, behavioral factors.

#### The Indian Soap Industry

The Indian soap industry includes about 700 companies with combine annual revenue of about \$ 17 billion. Major companies in this industry include division of P&G, Uniliver, and Dial. The Indian soap industry highly concentrated with the top so companies holding almost 90% of market. Indian soap industry volume is Rs. 4800 crore for the purpose of gaining a competitive edge, Indian companies are now re-launching their brands with value additions to woo customers across India.

In terms of market share for Indian soap the industry the data indicate that (HUL) had a market share 64% in the soap market followed by Nirma 16.8%, Godrej at 4.4%. Soaps are categories in to men's soaps, ladies soaps, baby soaps, and common soaps. There are few specialty soaps like the glycerin soaps, sandal soaps, specially flavored soaps, medicated soaps. specialty soaps are highly valued which enjoy only small share of market in value terms. The market is growing at 7% a year. This means that the incremental demand generation that is 5% over and above the population growth. With increasing awareness of hygienic standards, the market for the soaps could at a rate higher than 8% higher annually. Interestingly 60% of the market

is now sourced from the rural sector. This means that the variance between two segments not very large. Since end market focus is the urban areas, margins come from the urban sector.

### 2. LITERATURE REVIEW

Consumer behavior which was earlier termed as covered behavior is a continuous consumption process related to pre-purchase, purchase and post purchase issues. This refers to the physical action of consumers that can be directly observed and measured by others. According to Michael R.Solomon & Nancy J.Rabolt (2004), consumer behavior is the study of the process involved when individuals or groups, select, purchase, use or dispose of product, service, idea or experience to satisfied need and desires. According to Frank R. Kardes (2002), Consumer Behavior is the study of human or consumer responses to product, services and the marketing of products and services.

The concept of modern consumer behavior is that people mostly buy products not for what they do what for what they stand for. This concept implies that the product play a role which goes beyond their functional purposes what actually they meant for and consumers tend to established a relationship with a product what they like. The types of relationship a consumer may make with a product is like self concept attachment, nostalgic attachment, interdependent and love. (Solomon and Nancy, 2004)

Sproles & Kendall (1986) established a model to conceptualize consumers decision making behavior with eight consumer mental orientation variables viz., perfectionism consciousness, brand consciousness, novelty and fashion conciseness, impulsive and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational and hedonic shopping conciseness, price and value conciseness .

Jin & Kang (2010) in their study of purchase intension towards foreign brand jeans using four antecedents viz., face saving, attitude, perceived behavior control and subjective norms found that face saving, attitude, perceived behavior control have significant influence of purchase intension where as subjective norms has not significant influence towards purchase intention.

### 3. OBJECTIVES OF THE STUDY

To find out the socio-economic status of the consumers who are utilizing bathing soap in Erode.

To identify the behavioural factors of the selected consumers in Erode.

### 4. RESEARCH METHODOLOGY

Descriptive research study has been used in this research. Around 125 consumers were collected by using convenience sampling method in Erode. The study is based on primary data as well as secondary data. Simple percentage analysis has been used in this research study.

### 5. DATA ANALYSIS

5.1 The socio-economic factors of the selected consumers are given below table.

**Table 1 : Socio-Economic factor of the selected consumers**

No.	Factors	Number of Respondents	%
1	Age		
	Below 20 Yrs.	23	18.4
	21 – 30 Yrs.	52	41.6
	Above 30 Yrs.	50	40.0
	Total	125	100.0
2	Gender		
	Male	94	75.2
	Female	31	24.8
	Total	125	100.0
3	Educational Status		
	No Formal Education	26	20.8
	School level	41	32.8
	College Level	58	46.4
	Total	125	100.0
4	Occupation		
	Govt. Employee	30	24.0
	Pvt. Employee	26	20.8
	Business	50	40.0
	Others (Students, House wives, Agriculturist, etc.)	19	15.2
	Total	125	100.0
5	Marital Status		
	Married	104	83.2
	Unmarried	21	16.8
	Total	125	100.0
6	Monthly Income level		
	Below Rs.10000	33	26.4
	Rs.10000 – Rs.20000	56	44.8
	Above Rs.20000	36	28.8
	Total	125	100.0

It could be found from the analysis that 18.4 percent of the respondents belong to below 20 years age category, 41.6 percent of the respondents belong to 21-30 years age category and remaining 40.0 percent of the respondents belong to above 30 years. Around 75.2 percent are male and 24.8 percent are female. The respondents have no formal education as 20.8 percent, school level 32.8 percent and 46.4 percent for college level. Around 24.0 percent are working as government employee, 20.8 percent are working as private employee, 40.0 percent are business people and remaining 15.2 percent are having some other works like agriculturist, housewives, students, etc. Noticed that 83.2 percent are got married and 16.8 percent are not married. Among the 100 percent, 26.4 percent are earning below Rs.10000, 44.8 percent are earning Rs.10000 to 20000 and remaining 28.8 percent are earning above Rs.20000.

5.2 The behavioural factors of the selected consumers are given in the following table.

**Table 2 : Behavioural factors of the selected consumers**

No.	Factors	Number of Respondents	%
1	Monthly spending amount for purchase of bathing soap		
	Less than Rs.50	26	20.8
	Rs.50 – Rs.100	48	38.4
	Above Rs.100	51	40.8
	Total	125	100.0
2	Frequency of buying the bathing soap		
	Weekly	56	44.8
	Monthly	69	55.2
	Total	125	100.0
3	Using bathing product		
	Bath Cream	23	18.4
	Bath Soap	102	81.6
	Total	125	100.0
4	Influencing factor		
	Price	36	28.8
	Quality	29	23.2
	Hygiene	27	21.6
	Color	14	11.2
	Fragrance	11	8.8
	Durability	8	6.4
	Total	125	100.0
5	Buying point		
	Convenience Store	16	12.8
	Cosmetic Store	29	23.2
	Supermarket	55	44.0
	Nearby Store	25	20.0
	Total	125	100.0
6	Kind of customer		
	Brand Loyal Customer	72	57.6
	Switcher	31	24.8
	Hard Core Brand Loyal	22	17.6
	Total	125	100.0

It could be found from the analysis that 20.8 percent of the respondents are purchasing less than Rs.50, 38.4 percent of the respondents are spending Rs.50 to Rs.100 and 40.8 percent of the respondents spent above Rs.100. It is observed that 44.8 percent are having the habit of weekly purchase of bathing soap and remaining 55.2 percent are monthly purchaser. It is noticed that 18.4 percent are using bath cream and remaining 81.6 percent are using bath soap. Around 28.8 percent are influenced by the soap price, 23.2 percent are influencing quality soap, 21.6 percent are influencing hygienic soap, 11.2 percent are influencing its fragrance and 6.4 percent are influencing its durability. The respondents are purchased bathing soap in convenience store with the percentage of 12.8, 23.2 percent are purchased from cosmetic store, 44.0 percent purchased from supermarket and 20.0 percent are purchased from nearby store. On the other hand, 57.6 percent of the respondents are brand loyal customer, 24.8 percent of the respondents are switches and remaining 17.6 percent of the respondents are having the character of hard core brand loyal customers.

### 6. FINDINGS

It is found from the analysis that majority of the respondents belong to 21-30 years, male, college level education, business respondents, got married and earning monthly income of Rs.10000 to Rs.20000.

It is identified from the analysis that majority of the respondents spent for above Rs.100, purchase bathing soap monthly, purchased bath soap, influenced by price, purchased from supermarket and they belongs to brand loyal customer category.

## 7. CONCLUSION

The research concludes that the perception of a rural consumer is as equal as the perception of an urban consumer. They are able to realize the need of the product, extensive awareness of the product, and suitable information sources of the product. They derive characteristics through their experience of the product and make careful study on the negative effect and quality of product. They also approach the product of FMCG and make suitable purchase decision. They are able to collect information of the product through Television advertisements. Consumer prefers the product, making the purchasing decision and expressing the satisfaction level. In the post-purchase satisfaction in consumers of predominant brand image and quality of the product is important. The royalty of consumer purpose is very high, so their strength and their expectation are also maximized. The democratic background of the rural consumer plays a vital role in determining the behavioral aspect as well as the royalty of brand and they prefer purchasing of bath soaps mostly from convenience store or neighbor retail store.

## 8. REFERENCES

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