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A STUDY ON CONSUMER PREFERENCE FOR HAMAM SOAP IN MANNARGUDI TOWN

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Abstract

The marketing scenario in India has undergone vast change since 1991 due to the economic reforms. Post liberalization, competition intensified in every product line and market which forced brands to redefine their norms of existence in all industries. In the FMNCG industry, especially in the toilet soap sector there has been severe competition among the MNC's, national and local players. Brand loyalty determines by several distinct psychological processes of the consumer and entails multivariate measurement. Product features is one of the most important factor that affect brand loyalty. The relationship between the availability of the toilet soap and the extent of brand loyalty was also found to be significant.

Keywords: Brand, Brand Loyalty, Industry, Toilet Soap, Consumer, Psychological

1. INTRODUCTION

Marketing is described as every one's business. The function of marketing is eyes and ears of the business. Because it is directly concerned with demand its recognition, anticipation, creation, stimulation and finally satisfaction. Marketing is the process of planning, execution, consumption, pricing, promotion and distribution of ideas, goods

and services to create exchange of ideas, goods and services that satisfy individual and organisational objectives. Marketing is increasingly becoming complex as the economy grows and due to consequent transformation that is taking place in the outlets of the society. The success of a business depends on the strength of its marketing policies, marketing in the situation, guides a company as to what it

should make to meet the demand of consumers.

MEANING OF MARKETING:

The word 'Market' is derived from the Latin word 'Market's' meaning merchandise, wares, traffic, trade or a place where business is conducted. The common usage of the market means places where goods are bought are sold.

OBJECTIVES OF THE STUDY:

- To study the socio demographic characteristics of the respondents
- To analyse the satisfaction level of consumer about the product
- To analyse the consumer awareness of Hamam
- To find out the reason for using Hamam

RESEARCH METHODOLOGY:

Research methodology is way of systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The methodology used for carrying out the present study covers title of the study significant for the study.

RESEARCH DESIGN:

The study is carried out by adopting descriptive and diagnostic study.

METHODS OF DATA COLLECTION:

Primary data

The data was collected by questionnaire. The information required for the study was directly collected from the consumer.

Secondary data

Secondary are collected from the Dealers manuals, journals, magazines and websites.

SCOPE OF THE STUDY:

This research helps to reveal the perception about the image of Hamam soap. The study is expected to give information about the value positioning and establishing product characteristics and study explores the expectation of consumer about Hamam soap.

REVIEW OF LITERATURE:

Prashad, A. (2006). In this study, the author says FMNCG has the personal

care products like soaps, shampoos etc., So this project mainly focuses on the market and study of bath soaps in India. It consists of various multinational and domestic companies. The main focus is on Hindustan lever Ltd, Nirma and Godrej. This project study related 3 major players of bath soap market and their SWOT analysis, BCG matrix, 5 forces model of the industry and the companies. Various suggestions and recommendation are also been given to the FMCG sector bath soap segment. HUL is the most dominating company across the world in FMCG sector bath soap due to its vertical and horizontal integration. Then also nirma and Godrej are trying to give tough fight to it. My study also related to HUL product (Hamam Neem Soap). Here it will useful for me to compare my product with competitor product.

Walfried, Mittal, B, and Sharma, A. (2009). The article is related to brand equity in FMCG products. Brand equity is very important to marketers of consumer goods and services. Brand equity facilitates in the effectiveness of brand extensions and brand introductions. It teaches customer trust towards same brand. The brand equity test are determined under five dimensions are performance, value, commitment. In empirical test, brands customer-based brand equity scale generally had higher prices. Compared this article with my project, it teaches how hamam customer are giving preference to same brand with it comes in different flavours. Company has to retain their regular hamam soap users.

LIMITATION :

- The study has limited sample size of 100 respondents only and therefore Limited generalisation cannot be made.
- Time was big constraint for the study
- The study is undertaken only over a limited area. It covers only in and around in Mannargudi town.

- Few respondents took more time to answer and questionnaire .
- The researcher had difficult with more of the respondents who were not

willing to co-operate with the study, as they were busy with their work.

Data Analysis and Interpretation

Table - 01

Place of Purchase

S. No	Place	No. of Respondents	Percent
1.	Petty Shop	52	52
2.	Retail Stores	24	24
3.	Wholesaler	16	16
4.	Others	08	08
	Total	100	100

Sources: Primary Data.

INFERENCE :

The above table 01 shows that 52% of the respondents purchase the product from petty shop, 24% of the respondents purchase from retail stores, 16% from wholesalers and 8% of the respondent purchase from any other places. The Hamam soap is easily available is all stores and grocery.

Chart No: 01
Place of Purchase

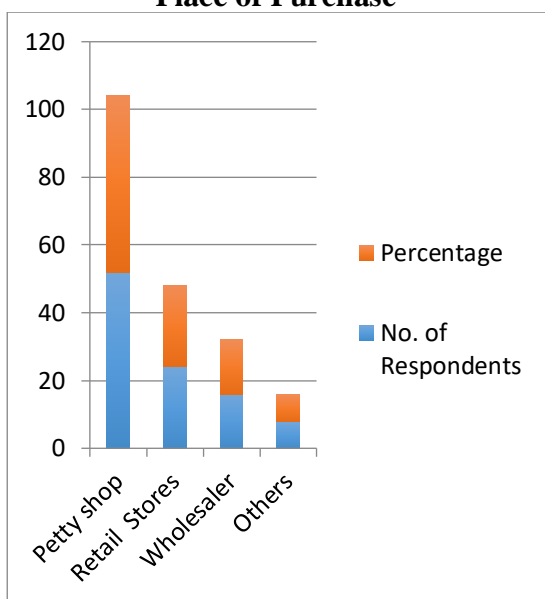


Table 02

Factors Influencing Consumer Purchase Decision

S.No	Opinion	No. of Respondents	Percent
1.	Quality	40	40
2.	Price	26	26
3.	Advertisement	34	34
	Total	100	100

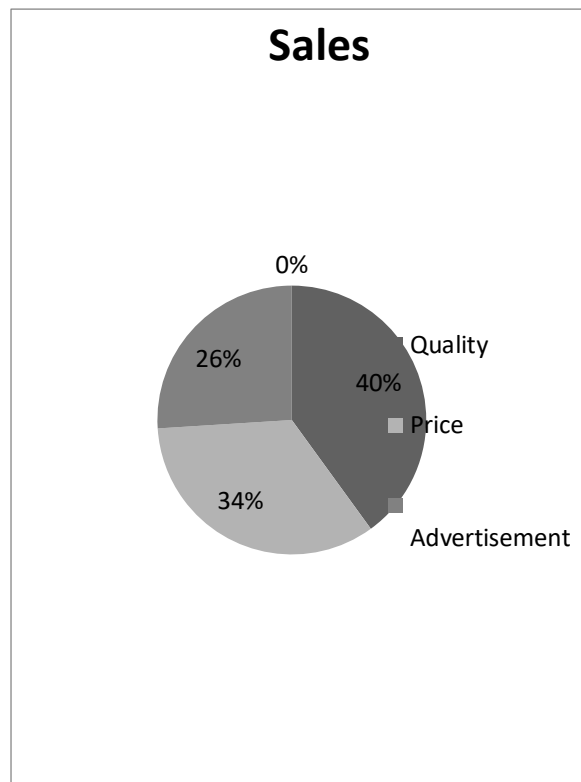
Source: Primary data

INFERENCE:

The above table 02 shows that the 40% of the respondents opinion that the quality is the important factors for influence the consumer purchase decision, 26% are price and only 34% are influenced by advertisement.

Chart 02

Factors Influencing Consumer Purchase Decision



FINDINGS:

- 52% of the respondents place of purchase
- 40% of the respondents opinion that the quality is the important factors for influence the consumer purchase decision.

SUGGESTIONS :

- The researcher feels that if the following suggestions are carried out, the company may strengthen their marketing base even in areas not covered.
- Special steps must be taken to make the illiterates aware of the utility of the product through extensive salesmanship.
- Besides the above, suggestions put forwarded by the respondents revolve around the following points.

CONCLUSION :

This project work mainly aims to find out the consumer behaviour towards Hamam soap. This report will help the company for promoting their product. This survey reveals that the marketers should have a through knowledge about their consumer and their behavioural pattern then only they can satisfy their consumer. As result the marketer will succeed and service effectively in this present day competitive market.

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