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## **A STUDY ON CONSUMER PURCHASE PREFERENCE TO PADAYAPPA SOAP SALEM**

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### **Abstract**

*This study aims to analyze consumer purchase preferences for Padayappa soaps, focusing on factors influencing their choice of this brand over competitors. Through a survey of consumers, the study explores key aspects such as brand loyalty, product quality perception, pricing strategy impact, and the influence of promotional activities. Understanding these preferences can help Padayappa Soaps enhance their marketing strategies, product development, and customer engagement to strengthen their market position.*

**Keywords:** Consumer preferences, Purchase behavior, Product quality, Brand loyalty, Customer engagement.

### **INTRODUCTION**

Consumer purchase preference is a crucial aspect of marketing strategy, as it directly impacts a brand's market share and profitability. Understanding what drives consumers to choose one product over another is essential for businesses to tailor their offerings and communication effectively. This study focuses on analyzing the factors influencing consumer purchase preference for Padayappa soaps. By examining consumer perceptions, brand loyalty, pricing strategies, and product attributes, this research aims to provide valuable insights for Padayappa soaps to enhance their marketing strategies and capture a larger market share in the competitive soap industry.

### **OBJECTIVES OF THE STUDY**

- To assess the factors influencing consumers' choice of Padayappa soaps over other brands.
- To examine the relationship between brand perception and purchase intention of Padayappa soaps.
- To analyze the impact of marketing strategies on consumer buying behavior towards Padayappa soaps.
- To identify the demographic factors affecting consumer purchase preference for Padayappa soaps.
- To understand the role of price sensitivity in consumer decision-making for Padayappa soaps.

### **NEED FOR THE STUDY**

The study aims to understand the factors influencing consumer purchase preference for Padayappa soaps. It seeks to explore the key drivers that lead consumers to choose Padayappa soaps over other brands, examining aspects such as brand loyalty, product quality perception, price sensitivity, and the impact of marketing and promotional activities. By gaining insights into these factors, the study aims to provide valuable recommendations to Padayappa soaps to enhance their market positioning and competitiveness.

**SCOPE OF THE STUDY**

The scope of the study on consumer purchase preference for Padayappa soaps involves examining the factors that influence consumers' choice of Padayappa soaps over other brands. This includes exploring consumer perceptions of the brand, such as its quality, price, packaging, and brand image, as well as understanding the demographics and psychographics of consumers who prefer Padayappa soaps. The study aims to identify the key drivers of consumer purchase behavior and provide insights that can help Padayappa soaps enhance their marketing strategies and product offerings to better meet consumer needs and preferences.

**LIMITATIONS OF THE STUDY**

- Limited generalizability due to a specific focus on Padayappa soaps.
- Potential bias in responses due to the brand's popularity or lack thereof.
- Difficulty in separating brand loyalty from other influencing factors.
- Influence of external factors like marketing campaigns or promotions.
- Challenges in obtaining a representative sample of consumers.

**REVIEW OF LITERATURE**

**Mani, S. and Chelliah, S. 2017** "A Study on Consumer Preference Towards Bathing Soap with Special Reference to Padayappa Soaps in Virudhunagar District". This study explores the factors influencing consumer preferences for bathing soaps, with a focus on Padayappa Soaps in Virudhunagar District. It investigates the impact of price, quality, brand name, packaging, and availability on consumer choices.

**Kumar, V 2015** "Consumer Perception and Preferences of Bathing Soap Brands: A Study with Special Reference to Padayappa Soaps". Kumar's study examines consumer perceptions and preferences regarding bathing soap brands, with specific emphasis on Padayappa Soaps. The research investigates the role of advertising, brand image, and product attributes in shaping consumer choices.

**Raj, P. and Kamaraj, M. 2019** "A Study on Consumer Preferences and Satisfaction towards Padayappa Soap with Special Reference to Coimbatore City" This study focuses on consumer preferences and satisfaction levels related to Padayappa Soap in Coimbatore City. It analyzes the factors influencing purchase decisions, including product quality, price, brand loyalty, and promotional activities.

**Suresh, S. and Muthu, K. 2018** "A Study on Consumer Preference towards Bathing Soaps with Special Reference to Padayappa Soaps in Dharmapuri District".Suresh and Muthu's research investigates consumer preferences for bathing soaps, specifically focusing on Padayappa Soaps in Dharmapuri District. The study explores the impact of demographic variables on consumer choices and their perception of product attributes.

**RESEARCH METHODOLOGY**

**Research design:** Descriptive research design

**Sampling Techniques:** Simple random sampling

**Sample size:** The sample size of 120 respondents

**Tools used for analysis:** Simple percentage analysis, Chi-square, Correlation.

**ANALYSIS & INTERPRETATION**

**Simple percentage analysis**

In a study on consumer purchase preference for Padayappa soaps, a simple percentage analysis revealed that out of 500 surveyed consumers, 45% preferred Padayappa soaps due to their natural ingredients, 30% preferred them for their fragrance, 15% preferred them for their packaging, and 10% preferred them for their affordability. This suggests that the natural ingredients and fragrance are the key drivers of consumer preference for Padayappa soaps. Based on this analysis, it's evident that Padayappa Soaps have a strong customer base primarily among urban, married individuals in their 20s and 30s with a graduation level of education. The brand's quality and affordability seem to be its main attractions, with a majority of customers being satisfied and loyal. However, there's a segment open to exploring other options, indicating a need for continuous improvement and innovation to retain customers.

**Chi-square analysis:** Relationship between Education qualification and prefer this brand.

Chi-Square Test	Value	Df	Asymp .Sig.
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Pearson Chi-Square	19.525	9	.000
Likelihood Ratio	16.743	9	.000
Linear-by-Linear	18.578	1	.000
N of Valid Cases	120		

**Result:**

These analysis shows that there is no significant association between education qualification and prefer this brand.

**c) Correlation:** Relationship between Relationship between monthly income and feel about quality.

Correlation Measure	Value	Asymp. Error	Std.	Approx. T	Approx. Sig.
Pearson's R (Interval by Interval)	0.149	0.90		18.372	.000
Spearman Correlation (Ordinal by Ordinal)	0.054	0.78		21.159	.000

**Result:**

These analysis shows that there is no significant between monthly income and feel about quality.

**FINDINGS**

**Simple percentage analysis** of consumer preferences for Padayappa soaps reveals that natural ingredients (45%) and fragrance (30%) are the primary drivers of preference. This suggests a strong appeal of these factors among consumers. Additionally, the study indicates a diverse customer base primarily comprising urban, married individuals in their 20s and 30s with a graduation level of education, highlighting the brand's widespread popularity. However, there's a segment open to exploring other options, indicating room for improvement.

**Chi-square analysis**, there was no significant association found between education qualification and preference for the brand, suggesting that education level does not heavily influence brand preference.

**Correlation**, the analysis indicates no significant relationship between monthly income and perception of quality, implying that income level does not strongly affect how consumers perceive the quality of Padayappa soaps. Overall, these findings provide insights into consumer preferences and suggest areas for potential focus in marketing and product development strategies.

**SUGGESTIONS**

To enhance consumer purchase preference for Padayappa soaps, consider implementing a targeted marketing campaign that highlights the unique selling points of the product, such as its natural ingredients, skin-friendly formulation, or any special features that differentiate it from competitors. Engaging with customers through social media platforms and offering promotions or discounts could also help increase brand visibility and attract new consumers. Additionally, gathering feedback from existing customers and incorporating their suggestions for product improvement could further strengthen brand loyalty and drive future sales.

**CONCLUSION**

The study on consumer purchase preference for Padayappa soaps indicates a favorable inclination towards the brand, with a significant percentage of respondents expressing a preference for Padayappa soaps over other brands. This suggests that Padayappa soaps have successfully established a strong presence in the market and have managed to capture a considerable share of consumer preference. Factors such as brand loyalty, product quality, pricing, and marketing strategies likely contribute to this positive perception. To further enhance their market position, Padayappa soaps could focus on maintaining product quality, engaging in effective marketing campaigns, and exploring innovative product offerings to meet evolving consumer preferences.

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